



Integrated Healthcare Association Media Guidelines

The Integrated Healthcare Association (IHA) aims to provide accurate, reliable, and timely information and resources to assist the media and program participants with their reporting on IHA programs and awards.

The following guidelines support communications, promotions, advertising, or other public announcements related to reporting results and/or awards for the Value Based Pay for Performance (P4P) or Medicare Stars programs.

Use of IHA Name or Logo

Permission to use the IHA name or logo in media releases, advertisements, or other public documents that refer to IHA P4P data results or scores, or the winners of any Value Based P4P award, requires IHA review and approval to ensure accuracy. Please send your requests to the IHA media contact.

Reporting P4P Results or Scores

The limitations on the use of the Value Based P4P data that physician organization participants receive from IHA are included in the consent agreement for all P4P program participants. Each program participant may publish its actual scores compared to aggregate results (e.g., in the top 25th percentile), but not compared with other individual physician organizations' results. Publishing includes any public dissemination through advertising, newsletter (internal or external), posting of results, or sharing with any third party.

Specifically, stating that a physician organization is “#1” or “the” top performer or “the best” in the state or region is not permissible. It is also not permissible to state that a physician organization is better than another specific physician organization.

It is acceptable to compare your organization's performance with any of the percentiles included in the statewide thresholds provided to P4P participants, which include: P_5, P_10, P_15, P_20, P_25, P_30, P_40, P_50, P_60, P_70, P_75, P_80, P_85, P_90, and P_95.

Award Winners

Physician organizations recognized by IHA must accurately represent the award in their advertising and promotional communications, and must comply with the guidelines stated in the Reporting P4P Results or Scores section.

About IHA

IHA is responsible for collecting data, deploying a common measure set, and reporting results on behalf of ten health plans for approximately 200 physician organizations caring for about 9 million members. Bonus payments to physician organizations by participating health plans cumulatively total over \$500 million since 2003. For more information please visit:

www.iha.org

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