



Committee on Operating Rules
for Information Exchange

A CAQH Initiative

Marketing Guidelines Manual
For Phase I and II
CORE[®]-Certified Entities
And Endorser Organizations
February 2012

simplifying healthcare administration

CAQH[®]

TABLE OF CONTENTS

Introduction.....	1
CORE Seals and CORE Logo Use and Legal Requirements	
▪ CORE Phases – Certifications & Endorsements	2
▪ CORE Rules Compliance Policy	2
▪ Protecting CAQH Registered Trademarks.....	2
▪ Legal Disclaimer.....	3
▪ Marketing Communications Tools Approval Requirements	3
▪ Exemption Requests.....	3
Graphic Standards	
▪ General.....	4
▪ Color Standards.....	4
▪ Typeface.....	5
▪ CORE-certification/Endorser Seal and CORE Logo Sizes	5
▪ Clear Space	6
▪ CORE-certification/Endorser Seal and CORE Logo File Formats.....	6
Written Reference to the Committee on Operating Rules for Information Exchange (CORE [®]), CORE [®] Certification and CAQH [®]	7
CORE-certification/Endorser Seal and CORE Logo Uses and Placement	
▪ Website (corporate).....	9
▪ Website (product).....	9
▪ Marketing Communications Materials	10
▪ Advertising.....	10
▪ Newsletters (print)	11
▪ Newsletters (electronic)	11
▪ Exhibit Booth/Signage.....	12
▪ Product Packaging	12
▪ Annual Reports	13
▪ Request for Proposals	13
▪ Multimedia Presentations (PowerPoint)	13
▪ Multimedia Presentations (Flash, streaming video, corporate video, etc.).....	14
Announcing Your CORE-certification/Endorser Status	
▪ What CAQH Will Do, What Your Organization Can Do	15
▪ CAQH CORE Phase I Certification Template News Release	16
▪ CAQH CORE Phase II Certification Template News Release.....	18
▪ CAQH CORE Endorser Template News Release	20
Communicating Your CORE-certification/Endorser Status After Announcement.....	21
Glossary of Design and Production Terms	22
CAQH CORE Contact Information	26

Introduction

Congratulations on your CAQH Committee on Operating Rules for Information Exchange (CORE[®]) certification or becoming a CORE Endorser!



We've developed the *Marketing Guidelines Manual* for CORE[®]-certified Entities and Endorser Organizations to provide direction on how to properly use the CORE-certification/Endorser Seal and/or CORE logo in a variety of marketing communications applications. This manual covers our graphic design standards, including logo placement, colors, typography, placement of visuals and style. You'll also find information about the proper use of our registered trademarked images, which allows CAQH to meet legal registered trademark requirements.

These guidelines must be applied to all marketing communications vehicles bearing the CORE-certification/Endorser Seal[®] and/or CORE[®] logo, including but not limited to:

- Websites
- Marketing communications materials (annual reports, corporate and product brochures, flyers, folders, post cards, etc.)
- Advertising (print, electronic, direct mail, etc.)
- Multi-media presentations (PowerPoint, Flash videos, corporate videos)
- Media materials (press releases, fact sheets, etc.)
- Newsletters (print and electronic)

Please familiarize yourself with all components of this manual. Contact CAQH at CORE@caqh.org or (202) 861-6380 if you have any questions related to the use of the CORE-certification/Endorser Seal or CORE logo.

CORE Seals and CORE Logo Use and Legal Requirements

CORE Phases – Certifications and Endorsements

CAQH, a nonprofit alliance of health plans and trade associations, launched CORE as a multi-phase program in 2005. Each phase produces business rules that expand the pool of available healthcare administrative data and augment the functional requirements to exchange that data electronically.

CAQH currently awards a CORE-certification Seal to health plans, large provider groups and health IT vendors with clearinghouse and other products that complete the Phase I and Phase II certification processes. CORE-certification testing is sequential. The Phase II Seal indicates that the entity is certified as operating in compliance with both the Phase I and Phase II rules. Therefore, once an entity achieves Phase II certification, it should only use the CORE Phase II Seal.

CAQH currently awards a CORE Endorser Seal to entities that do not use, create, or transmit eligibility and/or claim status data. An entity can demonstrate its support for CORE and its rules by signing the CORE Pledge, and applying for/using the CORE Endorser Seal for each phase.

CORE Rules Compliance Policy

All CORE-certified organizations are entitled to use the CORE-certification/Endorser Seal and/or CORE logo in marketing communications applications provided they remain in compliance with the CORE rules for which they received certification. Per the CORE rules, organizations officially de-certified by the CORE Enforcement Committee must immediately discontinue all use of the CORE-certification/Endorser Seal and CORE logo upon notification of de-certification.

Protecting CAQH Registered Trademarks

Without proper usage, it is possible to unintentionally lose rights to a logo. Using the CORE symbols in accordance with this manual will ensure that CAQH is able to meet its registered trademark requirements. Please ensure that the ® is included with every use of the CORE-certification/Endorser Seal and CORE logo.



Legal Disclaimer

The legal disclaimer below must be included on all CORE marketing communications vehicles, including but not limited to: advertising, collateral materials, direct mail, data sheets, brochures, Websites, PowerPoint presentations, newsletters, e-mails and video presentations. The legal disclaimer statement should read:

CORE[®], the CORE-certification/Endorser Seals and logo are registered trademarks of CAQH[®] Copyright 2010, Council For Affordable Quality Healthcare[®]. All rights reserved.

Recommended typefaces are Times New Roman or Arial, 6pt, printed in black or white.

Marketing Communications Tools Approval Requirements

This manual shows the proper use of the graphic elements associated with CORE-certification. Although we've tried to cover most marketing communications applications, questions will undoubtedly arise. Please contact CAQH's Director of Communications at (202) 955-4385 to discuss any applications of the CORE symbols not addressed in the manual.

Exemption Requests

Any changes to or rearrangement of any CORE graphic element will be considered non-conforming unless first authorized in writing by CAQH. Approval to use non-conforming symbols will be given on a case-by-case basis. Therefore, written approval to use any CORE symbol in any way other than depicted in this manual applies to that single usage only. It does NOT imply approval for similar or subsequent non-conforming applications.

Graphic Standards

In this section, you'll find all the information you need regarding color, typeface, size and format of the CORE symbols. Following these graphic standards will benefit both your organization and CAQH by helping to build the CORE brand.

General

Organizations that have achieved CORE-certification may not alter the CORE-certification/Endorser Seal or CORE logo design (i.e., delete/revise/modify/change type, color or graphics) provided to them by CAQH.

Color Standards

Pantone (PMS) Color Palette

The CORE-certification/Endorser Seal and the CORE logo are designed to always be used with two colors, Pantone 7463 (blue) and Pantone 320 (teal), preferably on a white or light background. If necessary, the CORE-certification/Endorser Seal and the CORE logo may be used in black, on a white or light background. The CORE-certification/Endorser Seal and the CORE logo also may be used in white on a dark background (reversed out).



PMS 7463



PMS 320

Pantone® is a registered trademark of Pantone, Inc. The colors shown on this page are not intended to match the Pantone color standards. Please refer to the current edition of the *Pantone Color Formula Guide*.

CMYK (Four-color) Palette

You may not always be able to use the designated Pantone® ink. In that case, we request that you use the appropriate corresponding four-color process formulas as shown below. "CMYK" identifies the colors used in traditional printing presses and stands for cyan, magenta, yellow and black.



Cyan: 100
Magenta: 43
Yellow: 0
Black: 65



Cyan: 100
Magenta: 0
Yellow: 31
Black: 7

RGB Color Palette (On-screen Uses)

The CORE-certification/Endorser Seal and CORE logo can only be reproduced for onscreen display using the custom value equivalents to the assigned PMS colors. Onscreen or multimedia presentations, including PowerPoint, will use the RGB color system. “RGB” identifies the colors used by television and computer screens and stands for red, green and blue.



Red: 0
Green: 53
Blue: 95



Red: 0
Green: 160
Blue: 175

WEB Color Palette

When matching CORE-certification/Endorser Seal and CORE logo colors on a Website, use the hexadecimal color equivalents shown below. Note that the colors will vary slightly from the Pantone print colors because a maximum of 216 colors reproduce well on the Web. These colors are the best match.



#00355F



#00A0AF

Typeface

Bembo is the typeface used in the CORE-certification/Endorser Seal and CORE logo. For marketing communications materials focused on CORE, CAQH recommends that designers use Perpetua Bold for all headlines and subheads. Perpetua (regular) is recommended for body text.

NOTE: Bembo, the CORE typeface, is not a Web-safe font. Therefore, it should only be used for creating Web graphic images.

CORE-certification/Endorser Seal and CORE Logo and Sizes

To ensure legibility, the CORE-certification/Endorser Seal and CORE logo should never be reproduced in sizes smaller than what is pictured below.



The CORE-certification/Endorser Seal may not appear smaller than 0.6 inches in width (or 58 pixels wide x 70 pixels high)



The CORE logo may not appear smaller than 1.0 inch in width (or 96 pixels wide x 52 pixels high)

Clear Space

A minimum amount of space around the CORE symbols is required at all times to ensure that they appear in a clear visual field. No other object such as type, photography, borders, edges, etc. may appear in the empty space. The minimum border (margin) of empty space around the CORE-certification/Endorser Seal and CORE logo must be $1/3 x$, where x equals the width of the logo.

CORE-certification/Endorser Seal and CORE Logo File Formats

The CORE-certification/Endorser Seal and CORE Logo are available in JPG and EPS file formats, which are useable on both Windows-based and Apple computers.

JPG Files - JPG files are easily viewed by double-clicking on the desired file. This format is easiest to use in Microsoft Word, PowerPoint and most Web applications. JPG files re-size smaller without any problem, but become distorted when sized larger than 100 percent. The CORE-certification/Endorser Seal and CORE logo are provided at 150 dpi resolution.

You can easily place a CORE-certification/Endorser Seal or CORE logo into a Microsoft Word document or PowerPoint presentation. Click "Insert" on the toolbar at the top or side of your screen, select "Picture," and then select "From file..." from the submenu. Now, navigate to the file in which you have the CORE-certification/Endorser Seal and/or CORE logo and click "Insert." Once the logo is in your application, use the small boxes in the corners to re-size the logo. Do not use the boxes along the sides to re-size the logo because it will become distorted.

EPS Files - Most designers will prefer to work with EPS files because they can be re-sized to any dimensions without distortion. Unless you have design program software (such as Adobe Photoshop or Adobe Illustrator) installed on your computer, you will not be able to double-click on EPS files to view them.

Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®]

CAQH strongly encourages organizations receiving CORE-certification/Endorser status to mention their CORE-certification/Endorser status in all appropriate written contexts. Written references to the Committee on Operating Rules for Information Exchange (CORE) and CAQH, including but not limited to business letters, media relations activities (press releases, fact sheets), company newsletters, internal corporate communications, advertising, marketing communications materials, e-mails, Website content, etc., must adhere to the following guidelines:

CORE

- The CAQH Committee on Operating Rules for Information Exchange (CORE[®]) should be used in first reference; CORE thereafter.
- The following description should be used for CORE:

CAQH launched CORE to give providers consistent access to patient coverage information before or at the time of service using the electronic system of their choice for any patient or health plan, effectively reducing administrative burden and costs.

CORE-Certification

- First reference to your CORE-certification must specifically identify the stakeholder type (clearinghouse, health plan, provider or vendor) and product (if applicable) for which you received CORE-certification. **NOTE: CORE product certification should never be positioned as organizational certification or vice versa.**

Examples: HEALTHCO, Inc. is pleased to announce that it has received a CAQH CORE[®] health plan certification seal and is now exchanging electronic administrative data in compliance with the CORE rules...

DATAFLOW, a clearinghouse product from HEALTHCO, Inc., recently received a CAQH CORE[®] certification seal and is now facilitating electronic administrative data exchange in compliance with the CORE rules...

HEALTHCO, Inc., a CAQH CORE[®]-certified health plan...

CAQH CORE[®]-certified DATAFLOW clearinghouse product from HEALTHCO, Inc...

- Whenever possible, include the following sentence:

For more information about CORE, please visit http://www.caqh.org/CORE_overview.php or contact CAQH at (202) 861-6380.

- If the written communication is sent in electronic form, please include a hyperlink to http://www.caqh.org/CORE_overview.php.

Example: Please visit http://www.caqh.org/CORE_overview.php or contact CAQH at (202) 861-6380 for more information.

- For the most up-to-date facts about the CAQH CORE initiative please visit <http://www.caqh.org/pdf/COREfacts.pdf>.

CAQH

- CAQH[®] should be used in first reference to CAQH; CAQH thereafter.
- Council for Affordable Quality Healthcare should not be substituted for CAQH in any use, except the legal disclaimer language.
- The following description should be used for CAQH:

CAQH, a nonprofit alliance of health plans and trade associations, is a catalyst for industry collaboration on initiatives that simplify healthcare administration for health plans and providers, resulting in a better care experience for patients and caregivers.

- CAQH's Website is www.caqh.org

CORE-certification/Endorser Seal and CORE Logo Uses and Placement

CAQH encourages all organizations that become CORE-certified or CORE Endorsers to prominently display the CORE-certification/Endorser Seal and/or CORE Logo in all appropriate marketing communications applications. Consistent use of the CORE symbols will help build the brand and connect your organization with a respected national administrative simplification initiative. CORE-certified/Endorser organizations must adhere to the following guidelines.

Website (corporate)

CAQH strongly encourages CORE-certified/Endorser organizations to display the CORE-certification/Endorser Seal in a prominent position (e.g., top of homepage, near navigation buttons or near CORE-certified product information) on the homepage of their corporate website. For maximum impact, the CORE-certification/Endorser Seal should be linked to:



http://www.caqh.org/CORE_overview.php

- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included on the Website.

Website (product)

CAQH strongly encourages CORE-certified/Endorser organizations to display the CORE-certification/Endorser Seal in a prominent position (e.g., top of homepage or near navigation buttons, or search area) on the homepage of their product website. For maximum impact, the CORE-certification/Endorser Seal should be linked to:



http://www.caqh.org/CORE_overview.php

- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included on the Website.

Marketing Communications Materials

Whenever possible, CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal on the front cover of marketing communications materials (corporate and product brochures, flyers, folders, post cards, etc.).

Recommended placement of the CORE-certification/Endorser Seal is centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere on the marketing communications piece.

Advertising

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal in all appropriate corporate and product advertising.

Recommended placement of the CORE-certification/Endorser Seal is centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere in the advertisement.

Newsletters (print)

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal in a prominent location in the print newsletter.

Recommended placement of the CORE-certification/Endorser Seal is centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere in the newsletter.

Newsletters (electronic)

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal at the top or bottom of electronic newsletters.

Recommended placement of the CORE-certification/Endorser Seal is centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere in the newsletter.

Exhibit Booth/Signage

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal in a prominent location on their exhibit booths.

Recommended placement of the CORE-certification/Endorser Seal is centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere on the exhibit.

Product Packaging

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal in a prominent location on the front of any product packaging.

Recommended placement of the CORE-certification/Endorser Seal is centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere on the packaging.

Annual Reports

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal, information about CORE, and information about why the organization pursued CORE-certification for itself or its product(s) in any report on the year in which the CORE-certification was achieved.



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol size (seals and logo) and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere in the annual report.

Request for Proposals (RFP)

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal, information about CORE, and information about why the organization pursued CORE-certification for itself or its product(s) in any appropriate response to a Request for Proposals (RFP).



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere in the RFP.

Multimedia Presentations (PowerPoint)

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal in any appropriate corporate or product PowerPoint presentations. Additionally, CAQH recommends that each PowerPoint presentation include at least one slide with the CORE-certification/Endorser Seal, information about CORE, and information about why the organization pursued CORE-certification for itself or its product(s).

Recommended placement of the CORE-certification/Endorser Seal in PowerPoint slide templates is centered horizontally to the right of the corporate logo at the bottom or top of every slide referencing CORE. The CORE Seal should never be larger than the corporate logo.

HEALTHCO, Inc.
Logo



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included on at least one slide of the PowerPoint presentation.

Multimedia Presentations (Flash, streaming video, corporate video, etc.)

CAQH encourages CORE-certified/Endorser organizations to include the CORE-certification/Endorser Seal, information about CORE, and information about why the organization pursued CORE-certification for itself or its product(s) in any appropriate corporate or product video presentations.

Recommend placement of the CORE-certification/Endorser Seal in videos is at the beginning of the presentation centered horizontally to the right of the corporate logo or anywhere beneath the corporate logo as appropriate for the design. The CORE Seal should never be larger than the corporate logo.

HEALTHCO, Inc.
Logo



- All guidelines listed under the Written Reference to the Committee on Operating Rules for Information Exchange (CORE[®]), CORE[®] Certification and CAQH[®] section must be followed.
- CORE symbol (seals and logo) size and clear space requirements must be maintained.
- Legal disclaimer language must be included somewhere in the presentation.

Announcing Your CORE-certification/Endorser Status

What CAQH Will Do

Upon achieving CORE-certification or CORE Endorser status, your organization will be asked to provide CAQH with a communications staff contact and a JPG file of your corporate logo. CAQH will quickly add your logo or logo and product name to the appropriate stakeholder category in the CORE-certifications/Endorser area of the CAQH Website.

In addition, CAQH will announce your CAQH CORE-certification or CORE Endorser status in its next quarterly press release about CORE-certifications/endorsements. CAQH issues these quarterly press releases to a comprehensive list of healthcare trade and business writers, as well as all CORE participants and prospects. Your organization will be notified about the timing of the release and provided with a copy of the release and a set of media message points, both of which you may find helpful in creating your own press release.

Finally, your organization or organization and product name will be listed in the next issue of the *Catalyst* e-newsletter, in CORE PowerPoint presentations and the CORE fact sheet.

What Your Organization Can Do

Achieving CORE-certification and CORE Endorser status is a newsworthy event that should be shared with both your internal and external audiences. Make sure you announce that your organization has joined a select group of national organizations committed to simplifying healthcare administration in the United States.

CAQH encourages you to report on this important accomplishment through media relations activities and through internal publications and email communications. We have included the following template news releases (pages 16 – 18) to assist you in developing communications materials for promoting your CORE-certification. Additionally, you might want to visit the Press Room section on the CAQH Website (www.caqh.org) to view CAQH-issued press releases on CORE announcements.

Please contact CAQH's Director of Communications at (202) 955-4385 if you have any specific questions about developing media materials, newsletter articles or other CORE-related communications activities.

CAQH CORE **PHASE I** CERTIFICATION TEMPLATE NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Name
 Phone
 E-mail

[INSERT COMPANY NAME OR COMPANY PRODUCT(S) NAME] Achieves CAQH CORE Phase I Certification for Consistent Healthcare Administrative Data Exchange

City, State (Month XX, Year) – [INSERT COMPANY NAME, BRIEF DESCRIPTION,] announced today that it **[OR INSERT PRODUCT NAME(S)]** has received a CAQH[®] Committee on Operating Rules for Information Exchange (CORE[®]) **[INSERT CERTIFICATION TYPE]** Certification Seal. The CORE Seal was awarded after **[INSERT COMPANY NAME OR COMPANY NAME PRODUCT NAME(S)]** successfully completed certification testing – a process ensuring that healthcare organizations can electronically exchange or access patient insurance information according to the CORE Phase I rules.

CORE-certification ensures that **[INSERT COMPANY NAME OR PRODUCT NAME(S)]** users can securely process electronic queries within 20 seconds and that providers will receive consistent patient administrative information.

[INSERT QUOTE FROM COMPANY SPOKESPERSON ABOUT WHAT THE CORE-CERTIFICATION MEANS TO COMPANY AND/OR WHY IT PURSUED CORE-CERTIFICATION]

[INSERT COMPANY BOILERPLATE. INSERT DESCRIPTION OF CORE-CERTIFIED PRODUCT(S). INSERT ADDITIONAL COMPANY INFORMATION AS REQUIRED]

The CORE rules, which build upon national standards, including HIPAA’s eligibility (X12 270/271) transaction, make electronic administrative data communications seamless, streamlined and predictable, regardless of the technology. In many cases, the CORE rules eliminate the need for time-consuming phone calls and paperwork.

A recent study found that when trading partners exchange administrative data according to the CORE rules, the organizations reduce costs and streamline administrative processes. The CAQH study conducted by IBM Global Business Services shows that the CORE rules are accelerating adoption of HIT technology and helping to provide better access to patient coverage information. An industry-wide adoption of the CORE Phase I rules alone could save the industry an estimated \$3 billion in three years.

– more –

CORE Phase I certification/2

CAQH, a nonprofit alliance of health plans and trade associations, launched CORE to promote health plan-provider interoperability and improve provider access to administrative information. To date, the voluntary industry-wide initiative has brought together more than 100 healthcare industry stakeholders – health plans, providers, vendors, CMS and other government agencies, associations, regional entities, standard-setting organizations and banking industry experts – to develop the operating rules. These stakeholders cover more than 130 million lives, or more than 75 percent of the commercially insured plus Medicare and state-based Medicaid beneficiaries.

“The CORE rules represent a cutting-edge approach to streamlining electronic administrative data exchange,” said Robin J. Thomashauer, CAQH executive director. “By adopting the rules and completing CORE-certification, **[INSERT COMPANY NAME]** is reducing unnecessary healthcare administrative burden, and helping U.S. healthcare become more efficient and responsive to patient concerns.”

For more information on **[INSERT COMPANY NAME OR PRODUCT NAME(S)]** call **(XXX) XXX-XXXX** or visit to www.xxx.com.

About CAQH

CAQH serves as a catalyst for industry collaboration on initiatives that simplify healthcare administration for health plans and providers, resulting in a better care experience for patients and caregivers. CAQH solutions help promote quality interactions between plans, providers and other stakeholders, reduce costs and frustrations associated with healthcare administration, facilitate administrative healthcare information exchange and encourage administrative and clinical data integration. Visit www.caqh.org for more information.

###

CAQH CORE **PHASE II** CERTIFICATION TEMPLATE NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Name
 Phone
 Email

[INSERT COMPANY NAME -- IF VENDOR OR CLEARINGHOUSE, INSERT COMPANY PRODUCT(S) NAME] Achieves CAQH CORE Phase II Certification

*Contributes to National Momentum for Enhanced Healthcare
Administrative Data Exchange and Interoperability*

City, State (Month XX, Year) – [INSERT COMPANY NAME –IF VENDOR OR CLEARINGHOUSE, INSERT, BRIEF DESCRIPTION] announced today that it **[OR INSERT PRODUCT NAME(S)]** has achieved CAQH[®] Committee on Operating Rules for Information Exchange (CORE[®]) Phase II Certification. The CORE Seal was awarded after **[INSERT COMPANY NAME – VENDOR OR CLEARINGHOUSE OR COMPANY PRODUCT NAME(S)]** successfully completed CORE certification testing – a process ensuring that healthcare organizations can electronically exchange or access patient insurance information according to the CORE rules.

The CORE Phase II rules are advancing the way the healthcare industry communicates and are increasing interoperability, which will help to fulfill the priorities of the national health IT agenda. CORE Phase II certification means providers working with these plans can access a richer set of consistent and accurate electronic administrative data, such as eligibility, benefits, and patient financial information. The Phase II rules also enable improved access to claims status, which was not included in Phase I.

[INSERT QUOTE FROM COMPANY SPOKESPERSON ABOUT WHAT CORE-CERTIFICATION MEANS TO COMPANY AND/OR WHY IT PURSUED CORE PHASE II CERTIFICATION, i.e. Voluntary/industry leadership, critical mass, cost savings, streamlined throughput etc.]

The CORE Phase II rules, which build upon national standards, including HIPAA, make electronic administrative data communications increasingly seamless, streamlined and predictable, regardless of technology. The CORE rules are being implemented to eliminate the need for time-consuming, costly phone calls and paperwork by physicians and their office staff, freeing up time to focus on patient care.

-more-

CORE Phase II certification/2

CAQH, a nonprofit alliance of health plans and trade associations, launched CORE to promote health plan-provider interoperability and improve provider access to administrative information. The CORE rules are being developed by over 115 participating organizations, representing providers, vendors, health plans, CMS, state and federal government agencies, associations, standard-setting organizations and other healthcare organizations. More than 20 leading health plans, large provider groups and technology vendors committed to completing Phase II rules certification on or before the end of Q1, 2010. **[INSERT COMPANY NAME - IF VENDOR OR CLEARINGHOUSE, INSERT COMPANY PRODUCT(S) NAME]** is among these organizations. CORE participants are currently developing the Phase III rules, which build upon Phase I and Phase II. The third set of rules focuses on improving the electronic exchange of additional administrative transactions, such as prior authorization and remittance advice.

“The CORE Phase II rules represent a transparent, consensus-based national approach to an expanded set of operating rules for electronic administrative transactions among providers, health plans and vendors,” said Robin Thomashauer, CAQH executive director. “By completing CORE Phase II certification, **[INSERT COMPANY NAME]** is making it easier for everyone to exchange real-time administrative transactions more effectively, thereby improving efficiency and freeing up time for physicians to focus on their patients.”

A CAQH study by IBM Global Business Services found that industry-wide implementation of the CORE Phase I rules alone could yield \$3 billion in healthcare savings. Widespread adoption of the Phase II rules and subsequent phases of CORE will result in even higher savings for stakeholders across the industry.

For more information on **[INSERT COMPANY NAME OR PRODUCT NAME(S)]** call **[(XXX) XXX-XXXX]** or visit [\[www.xxx.com\]](http://www.xxx.com).

[INSERT COMPANY BOILERPLATE. INSERT DESCRIPTION OF CORE-CERTIFIED PRODUCT(S). INSERT ADDITIONAL COMPANY INFORMATION AS REQUIRED.]

About CAQH

CAQH serves as a catalyst for industry collaboration on initiatives that simplify healthcare administration for health plans and providers, resulting in a better care experience for patients and caregivers. CAQH solutions help promote quality interactions between plans, providers and other stakeholders, reduce costs and frustrations associated with healthcare administration, facilitate administrative healthcare information exchange and encourage administrative and clinical data integration. Visit www.caqh.org for more information.

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CAQH CORE ENDORSER TEMPLATE NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact: Name
 Phone
 E-mail

[INSERT COMPANY NAME] Awarded CAQH CORE Endorser Seal, Demonstrates Commitment to Simplifying Insurance Verification

City, State (Month XX, Year) – **[INSERT COMPANY NAME, BRIEF DESCRIPTION,]** announced today that it has received a CAQH[®] Committee on Operating Rules for Information Exchange (CORE[®]) **[PHASE #]** Endorser Seal, demonstrating its commitment to streamlining electronic healthcare administrative data exchange. **[INSERT COMPANY NAME]** applied for CORE Endorser status because it supports CORE's mission, collaborative industry approach and administrative simplification objectives.

[INSERT QUOTE FROM COMPANY SPOKESPERSON ABOUT WHY THE COMPANY SUPPORTS THE INITIATIVE AND WHAT IT MEANS TO COMPANY TO BE A CORE ENDORSER ORGANIZATION]

CAQH, a nonprofit alliance of health plans and trade associations, launched CORE to promote health plan-provider interoperability and improve provider access to administrative information.

To date, the voluntary industry-wide initiative has brought together more than 100 healthcare industry stakeholders – health plans, providers, vendors, CMS and other government agencies, associations, regional entities, standard-setting organizations and banking industry experts – to develop a set of business rules that make electronic administrative data communications seamless, streamlined and predictable, regardless of the technology. In many cases the CORE rules eliminate the need for practice staff phone calls. These stakeholders cover more than 130 million lives, or more than 75 percent of the commercially insured plus Medicare and state-based Medicaid beneficiaries.

“The CORE rules represent a cutting-edge approach to improving electronic communication between providers and payer organizations,” said Robin J. Thomashauer, CAQH executive director. “By becoming a CORE Endorser, **[INSERT COMPANY NAME]** is demonstrating its support for an initiative that is reducing unnecessary healthcare administrative burden, and helping U.S. healthcare become more efficient and responsive to patient concerns.”

[INSERT ADDITIONAL COMPANY INFORMATION AS REQUIRED]

About CAQH

CAQH serves as a catalyst for industry collaboration on initiatives that simplify healthcare administration for health plans and providers, resulting in a better care experience for patients and caregivers. CAQH solutions help promote quality interactions between plans, providers and other stakeholders, reduce costs and frustrations associated with healthcare administration, facilitate administrative healthcare information exchange and encourage administrative and clinical data integration. Visit www.caqh.org for more information.

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Communicating Your CORE-certification/Endorser Status After Announcement

After announcing your CORE-certification/Endorser status, you can play an important role in helping CAQH build awareness about the CORE rules. Beyond communicating in vehicles addressed previously in the manual, CAQH encourages you to factor the following into your communications plans.

CORE Flash Presentations - CAQH has created two brief Flash presentations that are viewable from any computer with Internet access. One (www.caqh.org/CORE/) provides detailed overview information about the initiative, the rules, participating in CORE and the certification process. The other (www.caqh.org/CORE_provider/index.html) shows how the CORE rules improve administrative data exchange in provider offices. CAQH encourages you to promote these presentations to all appropriate audiences as an introduction to CORE.

Center for Health Transformation White Paper: “Taking the Paper Out of Paperwork” – The CAQH CORE initiative was cited as a successful solution that is helping migrate the healthcare industry toward a fully electronic-based system in a white paper (www.caqh.org/pdf/CHTWhitePaper.pdf) issued by the Center for Health Transformation (CHT). The white paper details the factors driving continued use of paper and manual processes in healthcare; barriers precluding broader adoption of electronic data exchange; steps the industry is taking to address the needs of payers and providers; and best practices that are delivering tangible results today, including CORE. Sharing this white paper with others in the industry helps support the rationale for simplifying healthcare administration and becoming CORE-certified.

Trading Partner Outreach - CORE’s impact grows with each organization that adopts the CORE rules and completes certification. Your trading partners are logical candidates. Share your news, rationale for seeking CORE-certification and testing process experience with them. Help them understand the benefits of complying with the CORE rules.

The CAQH CORE Trading Partner Outreach Kit can assist you in reaching out to these organizations. The kit includes a variety of sample materials and value propositions for each CORE stakeholder type. Download the kit or individual components by visiting http://www.caqh.org/CORE_trading.php. More information is available in the CORE section of the CAQH Website – www.caqh.org.

CORE-certification Case Study – CAQH frequently speaks at a variety of conferences and educational forums about CORE, the CORE rules and the CORE-certification process. Those sessions are most successful when we are able to present real-world examples of organizations that made the decision to seek CORE-certification and completed the certification testing process. The best scenario is when CORE-certified organizations co-present with us.

CAQH encourages you to develop a written case study about your CORE experience and convert that case study into a PowerPoint presentation. We can provide examples of slide presentations from other CORE-certified entities as a guide. Once you have completed both, we ask that you provide them to CAQH with a list of individuals from your organization who we can invite to co-present with us or other CORE participants.

GLOSSARY OF DESIGN AND PRODUCTION TERMS

The following terms are commonly used in the design and production of marketing communications materials and Websites.

Blueline Proof. A one-color print typically used as a final check (other than to check colors) of the film that will be used to create a print piece.

BMP. A Windows Bitmap file – typically 8 bit but can support up to 24 bit deep palettes – created in Windows Paint and other software. BMP files cannot be viewed on the Internet, but are effective for use in print media.

Brand/Branding. A unique and identifiable symbol, association, name or trademark that serves to differentiate competing products or services. Branding is the process of establishing the elements of a brand, including its name, identifying symbols and related marketing messages.

Camera-ready Art. High-resolution type, artwork or graphic materials that are ready to be scanned and/or printed.

CMYK. Acronym for the four colors used in traditional printing presses, and stands for, respectively, cyan, magenta, yellow and black, respectively.

Coated Stock. Paper that has been coated so that it has a smooth and glossy finish.

Copyright. The legal ownership that protects literary, music or artistic work.

Collateral. Any material describing a product, service and/or company that is used to support sales and marketing efforts. The material can be electronic (such as on a CD-ROM) or printed.

Density. How dark or light a color appears. Densities are given values ranging from 0% (lightest) to 100% (darkest).

DPI. Acronym for dots per inch, which specifies the resolution of an output device, such as a printer or printing press machine. Print resolution usually runs from 300 to 1200 dots per inch on a laser printer and 125 to 225 dots per inch for photographic images on a print brochure, where your computer monitor views images at 72 DPI.

Four-color Process. The process by which any color may be achieved by combining the four basic ink colors (magenta, cyan, yellow and black). See also Process Colors.

GIF. Acronym for Graphics Interchange Format, a common file format, supported on many platforms. Maximum color depth is 8 bit, with a maximum display of 256 colors. Two variants, GIF '87 and GIF '89, added support for color cycling and transparency. Images on the Internet can be GIF, JPEG, or PNG.

Gradient. A smooth transition between one color and another or between black and white (i.e., contrast), takes place.

Halftone. A reproduction of a grayscale image that uses dots of varying size or density to give the impression of areas of gray.

Hexadecimal. The alphanumeric system used to specify colors in HTML. For example, the hexadecimal equivalent of white is FFFFFFFF, while black is 000000.

Icon or Symbol. The graphic element portion of a logo.

JPG. Named after the Joint Photographic Experts Group. The format, actually called “jfif,” supports a maximum color palette of 24 bit and variable “lossy” compression. Images on the Internet can be either GIF, JPEG, or PNG.

Kerning. Adjusting the space between the letters within a word (as opposed to the space between words).

Leading. The amount of space between the lines within a paragraph (as opposed to the space between paragraphs) in a printed document. (Pronounced “ledding”.)

Logo. A graphic element used to identify a company, product, service or brand. The logo is typically trademarked to protect it from use by other companies.

Merchandise. A product (such as a T-shirt, baseball cap, pen, paperweight, etc.) displaying a logo or other promotional image.

PMS. Acronym for Pantone Matching System, which specifies spot colors commonly used in printing. By specifying a PMS color, you ensure that the correct color is printed regardless of what your monitor might display. Most graphics programs come with PMS palettes and more complete PMS colors can be found in products from Pantone, Inc., the company that developed this system. You can also use your graphics program to translate the PMS colors used in this feature to RGB, CMYK, or other equivalents for Web display or process printing. There are other color systems as well, but PMS is probably the most widely used for spot colors.

PNG. Acronym for Portable Network Graphics, a bit-mapped graphics format that can be used to create small, well-compressed images for Web display. Like GIF, PNG (pronounced ping) uses lossless compression. The World Wide Web Consortium has approved PNG as a standard to replace GIF because GIF uses a patented data compression algorithm, while the PNG format is patent-free. Images on the Internet can be either GIF, JPEG, or PNG.

Process Colors. The subtractive primaries use in printing: magenta, yellow and cyan. Includes black in four-color process.

Process Color Separation. Mixing three or four colors (cyan, magenta, yellow and black or CMYK) to produce an infinite variety of colors. Especially useful in printing full-color photos with an offset printing press.

Raster Image. A rectangular array of regularly sampled values, known as pixels. Each pixel (picture element) has one or more numbers associated with it, specifying a color that the pixel should be displayed in.

Registration. The precise alignment of different films or printing plates (color separations) to produce a final printed image.

Registration Marks. Small crosshairs on film used to align individual color separations or layers of film negatives when printed.

Registered Trademark. Symbolized as an “®” at the end of a word or phrase to denote that the mark is federally registered at the U.S. Patent and Trademark Office. Infringement of such a mark may entitle the holder of the mark to receive damages in a federal trademark infringement case.

RGB. The so-called scientific hues – or additive primary colors red, green and blue – that when mixed together in equal amounts, create white light. Television sets and computer monitors display pixels based on values of red, green and blue.

Reverse. Artwork or type that appears as the color of the paper on which it is printed as a result of being dropped out of a dark background.

Saddle Stitch. A publication binding method using staples in the fold of the pages.

Screen or Screen Tint. A version of an image produced with only a percentage of the ink used in the original image.

Separation. The separating of a full-color image into the primary printing colors in positive or negative form. Overlaying the separations in the printing process, using the correct primary color for each, the results in a full color reproduction of the original.

Service Mark. A mark used to identify the source of a service provided. Different from a trademark in that no tangible goods are associated with the services provided under a service mark. (Also see Trademark and TM and SM.)

Solid. Any portion of a publication printed at 100 percent of a given color.

Spot Color Separation. A process used to separate colors that are not to be mixed. Each spot color is represented by its own specially mixed ink. Spot colors are effective for highlighting text but cannot be used to reproduce full-color images.

Tagline. A line of copy used in marketing communications that captures the theme of an advertisement or broader campaign and is placed prominently within it.

TIF. Acronym for Tagged Image File Format, used on various platforms for high resolution, non-glossy image storage. Extensions for file compression may be platform- or application-specific.

Trademark. A word, graphic element or combination thereof used to identify and distinguish the source of an organization's materials. Also the legal protection given to a brand name and/or logo.

TM and SM. Symbols are used to claim ownership of any trademark (TM) or service mark (SM) that has not been officially placed on the Principal Register or Supplemental Register with the U.S. Patent and Trademark Office. Provides no statutory legal benefits but makes it difficult, if not impossible, for an infringer to claim lack of knowledge of a trademark claim.

Two-color Printing. A process by which a publication is printed in only two colors, usually a choice of any two Pantone colors and/or black.

Vector Image Files. Electronic files used in "draw" programs to create diagrams, illustrations, etc. Can be scaled to any desired size without any image distortion (pixilation). Also called "geometry" files.

Visual Identity. A graphic or series of graphics that an organization uses to visually communicate all aspects of a brand.

White Space. The blank area on a page that may be either white or a solid color.

CAQH CORE Contact Information

For additional information or any other questions regarding the application of the CORE-certification/Endorser Seal and CORE logo marketing guidelines, please contact:

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