



QOPI Certification Program

Quality Cancer Care: Recognizing Excellence

Guidelines for the **QCP** Marketing, Emblem & Brand Usage

As of 3/14/13

GUIDELINES FOR PROMOTING ACHIEVEMENT OF QOPI® CERTIFICATION

The American Society of Clinical Oncology (ASCO) takes great pride in its quality improvement program—the QOPI® Certification Program (QCP™).

By participating in QCP™, your practice demonstrates an awareness of the importance of, and a commitment to, measuring the quality of the care that your practice delivers. QOPI® Certified practices demonstrate achievement of meeting standards in quality and safety. We are pleased to offer the following guidelines on communicating your practice's applicable participation in the QCP program, as well as guidelines on the following pages for correct usage of the QCP and ASCO logos.

SUGGESTIONS FOR PROMOTION OF QOPI® CERTIFICATION:

- Profile your practice's QOPI® Certified status on your website.
- Distribute a press release to local media highlighting QOPI® Certification and post it on your website.
- Drive traffic to your press release through social media channels (LinkedIn, Facebook, and YouTube). Please note usage of ASCO® and QCP™ logos included in subsequent pages of this brand guide, and descriptor language below.

QOPI® CERTIFICATION PROGRAM AND QOPI® CERTIFIED PRACTICE DESCRIPTOR LANGUAGE

- When describing the QCP™ program in any written, audio or video format, please remember that ASCO does not “choose,” “select” or “endorse” practices therefore, please do not include this language.
- Examples of appropriate language are:

QOPI® CERTIFIED:

(PRACTICE NAME) is a QOPI® Certified Practice. The Quality Oncology Practice Initiative (QOPI) Certification serves as a designation from the QOPI Certification Program (QCP™), an affiliate of the American Society of Clinical Oncology, for hematology-oncology practices that the care in this practice meets quality and safety standards. QCP provides a three-year certification to high performing practices, and requires ongoing participation in the QOPI® program throughout the 3-year term. To learn how an oncology practice achieves QOPI Certification, visit **qopi.asco.org/certification**.

Please remember that violations of logo or language usage as described in this Guide could result in your practice losing QOPI® Certification status. ASCO Marketing and Communications staff are available to answer any questions that you may have on appropriate logo and language usage. Please feel free to contact **Tess Dorrier in Marketing at 571-483-1544 or tess.dorrier@asco.org**, or **Aaron Tallent in Communications at 571-483-1371 or aaron.tallent@asco.org**.

WHO CAN USE THE QCP™ NAME AND LOGOS?

The QCP™ Name and Logos can be used only by those practices and practice sites that have received QOPI® Certification, and may only be used during the three years for which their certification is valid. QOPI® Certification is granted only to those practices that meet the QOPI® Certification criteria as set out in the QOPI® Certification Participation Guide.

QOPI® Certification granted to a practice extends only to those practice sites that were evaluated as part of the Certification assessment process and which have been designated as part of the practice by QCP.

If there are major changes at your practice, such as a merger, acquisition, or other major change in services/ programs provided, location(s), or corporate structure, you'll need to contact us within 30 days. QCP will assist you in determining whether the sites that were QOPI® Certified will retain their QOPI® Certified status following the merger, pursuant to QCP's policies. Failure to notify us of major changes to your organization can result in a loss of certification.

Receiving an acknowledgement that your practice has successfully completed a QOPI® data collection round or a copy of your certification scores is not the same as QOPI® Certification, and does not entitle you to use the QCP™ Name and Logos.

Once your QOPI® Certification expires, you must either become recertified or cease all use of the QCP™ Name and Logos.

CAN I USE THE QCP™ NAME AND LOGOS WHILE MY CERTIFICATION IS PENDING?

No.

HOW CAN QOPI® CERTIFIED PRACTICES USE THE QCP™ NAME AND LOGOS?

The QCP™ Name and Logo can be used in printed advertising and marketing materials, brochures, on your website, on practice letterhead and business cards, in email signature blocks, and in provider directories, so long as such usage is tasteful and accurately reflects your practice's QOPI® Certification status.

MY PRACTICE IS QOPI® CERTIFIED. I WOULD LIKE TO USE THE QCP™ NAME AND LOGOS ON LAPEL PINS, LAB COATS, PLAQUES, OR OTHER ITEMS. MAY I?

You may purchase any items bearing the QCP™ Name and Logos available from the QCP for use by members of your practice. You may not create your own items featuring the QCP™ Name and Logos. Please contact us at qopicertification@asco.org with any requests.

HOW SHOULD I DESCRIBE QOPI® CERTIFICATION IN MY MARKETING MATERIALS OR ON MY WEBSITE?

You may use any of the following descriptions. If you would like to use language that differs from the descriptions below, please contact QCP for approval.

- A QOPI® Certified Practice: Recognizing Excellence.™
- (PRACTICE NAME) is a QOPI® Certified Practice.
- (PRACTICE NAME) is a QOPI® Certified Practice. Certification by the QOPI Certification Program (QCP™) is an acknowledgement that this practice meets certain defined quality and safety standards in the administration of cancer care.
- Your cancer care is provided by (PRACTICE NAME), a practice recognized by a national organization. (PRACTICE NAME) has been certified through the QOPI Certification Program (QCP™), an affiliate of the American Society of Clinical Oncology (ASCO). By choosing a practice that is currently certified by QCP, you know that you've selected a practice that is committed to delivering the highest quality of cancer care to you.

- In order to achieve QOPI® Certification, this oncology practice has participated in QOPI® and met or exceeded a benchmark score on measures that compared the quality of their care against national standards.
- To maintain and earn QOPI® Certification, a practice undergoes an on-site review and peer review by a select team of oncology professionals, such as physicians and nurses, at least once every three years. The purpose of the review is to evaluate the practice's performance in areas that affect patient care and safety. Through an assessment of a practice's processes and policies, and as well as interviews with its staff, the practice is evaluated. This review fosters excellence in care through self-study and external review by one's professional peers. Certification is awarded when a practice meets the QCP's standards.
- (PRACTICE NAME) is a QOPI® Certified Practice. The Quality Oncology Practice Initiative (QOPI) Certification serves as a designation from the QOPI Certification Program (QCP™), an affiliate of the American Society of Clinical Oncology, for hematology-oncology practices that meet defined quality and safety standards. QCP provides a three-year certification to high performing practices, and requires ongoing participation in data abstraction, as defined by QCP in the QOPI® program throughout the 3-year term. To learn how an oncology practice achieves QOPI® Certification, visit [**qopi.asco.org/certification**](http://qopi.asco.org/certification).

IS THERE LANGUAGE THAT I CANNOT USE WHEN DESCRIBING QOPI® CERTIFICATION?

- ASCO and QCP do not “chose,” “select,” or “endorse” any practices, and such language should not be used.
- Communications, including advertisements, stating the number of practices that have received QOPI® Certification may not use as a comparison the total number of practices participating in QOPI®, as not all QOPI® participants have sought QOPI® Certification. For example, you may not say “Only 23 of the 580 practices participating in QOPI® earned certification in 2010.”
- If you choose to list your status as the first or only QOPI® Certified practice in a particular region, it is your obligation to make sure that such statements are accurate at the time made, and to cease making such

statements when they are no longer accurate.

- The QCP™ Name and Logos should not be used in conjunction with words like “guarantee” or “promise” or suggestions that the QOPI® participation status equates to care that is “high quality,” “highest quality,” “best quality,” “guaranteed quality” or similar superlatives.

SOME BUT NOT ALL OF MY PRACTICE SITES ARE QOPI® CERTIFIED. MAY I STILL USE THE QCP™ NAME AND LOGOS ON MARKETING MATERIAL?

You may use the QCP™ Name and Logos only to advertise those sites that successfully completed the requirements for becoming QOPI® Certified. If you wish to use the QCP™ Name and Logos on advertising or marketing materials for your practice but not all practice sites are QOPI® Certified, you must do so in a manner that associates the QCP™ Name and Logos only with those sites that received the QOPI® Certification. An example of such use is as follows:

XYZ ONCOLOGY PRACTICE

Palo Alto, California

A QOPI® Certified Site

San Francisco, California

A QOPI® Certified Site

Los Angeles, California

MY PRACTICE ACQUIRED ADDITIONAL PRACTICE SITES AFTER ACHIEVING QOPI® CERTIFICATION. MAY I STILL USE THE QCP™ NAME AND LOGOS ON MARKETING MATERIAL?

You may use the QCP™ Name and Logos only to advertise those sites that successfully completed the requirements for becoming QOPI® Certified. If you wish to use the QCP™ Name and Logos on advertising or marketing materials for your practice, you must do so in a manner that associates the QCP™ Name and Logos only with those sites that received the QOPI® Certification. An example of such use is as follows:

XYZ ONCOLOGY PRACTICE

Palo Alto, California

A QOPI® Certified Site

San Francisco, California

A QOPI® Certified Site

Los Angeles, California

AFTER BECOMING QOPI® CERTIFIED, MY PRACTICE MERGED WITH ANOTHER PRACTICE THAT IS NOT QOPI® CERTIFIED. MAY I STILL USE THE QCP™ NAME AND LOGOS ON MARKETING MATERIAL?

Significant practice transactions, such as mergers, must be reported to the QCP within thirty (30) business days.

If there are major changes at your practice, such as a merger, acquisition, or other major change in services/ programs provided, location(s), or corporate structure, you'll need to contact us within 30 days. We do not automatically transfer QOPI® Certification to new owners or practices that have merged. QCP will assist you in determining whether the sites that were QOPI® Certified will retain their QOPI® Certified status following the merger, pursuant to QCP's policies. Failure to notify us of major changes to your organization can result in a loss of certification.

If QCP determines that the sites that were QOPI® Certified may retain their QOPI® Certified status following the

merger, you may use the QCP™ Name and Logos only to advertise those sites that successfully completed the requirements for becoming QOPI® Certified. If you wish to use the QCP™ Name and Logos on advertising or marketing materials for your practice, you must do so in a manner that associates the QCP™ Name and Logos only with those sites that received the QOPI® Certification. An example of such use is as follows:

XYZ ONCOLOGY PRACTICE

Palo Alto, California

A QOPI® Certified Site

San Francisco, California

A QOPI® Certified Site

Los Angeles, California

MY QOPI® CERTIFIED PRACTICE HAS UNDERGONE A NAME CHANGE. MAY I STILL USE THE QCP™ NAME AND LOGOS?

If your practice received QOPI® Certification and you have not acquired additional office sites that are non-certified, your new practice name will be able to claim certification status after submitting an attestation form to QCP. QCP will assist you in determining your certification status.

I WORKED AT A PRACTICE THAT RECEIVED QOPI® CERTIFICATION, BUT SUBSEQUENTLY MOVED TO ANOTHER PRACTICE THAT IS NOT QOPI® CERTIFIED. MAY I USE THE QCP™ NAME AND LOGOS TO ADVERTISE MY OWN SERVICES?

No. QOPI® Certification is granted only to practices, not to individuals.

WHAT INFORMATION ABOUT MY QOPI® CERTIFICATION MAY I SHARE?

You may share the following information publicly about your QOPI® certification:

- The round in which you received certification.
- Anything permitted under the QOPI® License Terms and Conditions.

You may not share aggregate scores or other aggregate without the written authorization of ASCO. You may not quote onsite reviews or list auditors as endorsements of your practice.

CAN I USE THE ASCO® NAME AND LOGO IN ADVERTISING AND MARKETING MATERIALS FOR MY QOPI® CERTIFIED PRACTICE?

You may only use the name American Society of Clinical Oncology® or ASCO® to identify the QOPI® Certification Program as an affiliate of ASCO. You may not use the ASCO® logo, nor may you use the American Society of Clinical Oncology® or ASCO® names in any tagline or other trademark associated with your practice.

WHAT ARE THE CONSEQUENCES FOR VIOLATING THE QCP™ LICENSE TERMS AND CONDITIONS OR THE QCP™ BRAND GUIDE REQUIREMENTS?

Inappropriate usage of the QCP™ Name and Logos, misrepresentations of your practice's QOPI® Certification status, or other violations of the QCP™ License Terms and Conditions, the associated QCP™ Brand Guide, the ASCO Licensing Standards and/or the QOPI® Certification Participation Guide can result in your practice losing QOPI® Certification status. ASCO also reserves the right to take legal action to enforce the terms of this QCP™ License Terms and Conditions, as it deems necessary.

WHO SHOULD I CONTACT IF I HAVE ANY QUESTIONS REGARDING THESE GUIDELINES?

ASCO Marketing and Communications staff are available to answer any questions that you may have regarding these Guidelines. Please feel free to contact us at qopicertification@asco.org if you have any questions.

When describing the QCP™ program in any written or video format, please adhere to the emblem, mark and logo usage guidelines on the following pages.

EMBLEM

The fonts, letter spacing, word spacing, and relationship of the emblem and typographic elements in the QOPI® Certification Program emblem identity have been carefully designed to create a singular impression. The emblem identity should be surrounded by ample white space, equal to the height of the uppercase letter “Q” in QCP. It is preferred to use the QCP emblem and name as one integrated design element as shown below. However the identifiers and taglines can be left off the marks if space does not allow for all elements to be legible. If the identifiers are left off, they must be spelled out somewhere else on the same page the emblem is displayed.

DO NOT RECREATE.



EMBLEM SIZING/SCALE

If all of the components are visible and of correct proportion, the QOPI® Certification Program emblem can be enlarged to any size needed for a project. When shrinking the emblem, however, it can not be smaller than 1.575" wide by 0.6" high.

DIMENSIONS

The proportions of the emblem should not be altered. The emblem is to be kept in proportion to the measurements shown on this page. Stretching or compressing the mark or any of its components is not acceptable.



*Minimum size for the QCP emblem
is 1.575" wide by 0.6" high.*

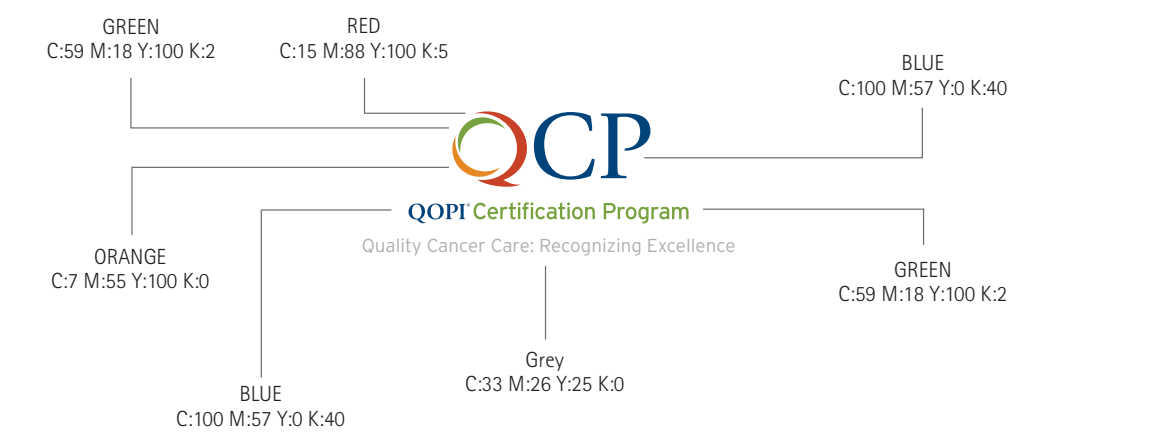
COLOR

The consistent use of color in representing the QCP brand is a major factor in recognition and memorability. The standard emblem colors are listed below. Black can only be used in one-color versions. Other colors are unacceptable.

Please refer to the list below for the correct ink breakdown. For electronic media, please refer to the RGB or HEX color breakdown.

Standard Emblem Colors

| ASCO Color | C | M | Y | K | R | G | B | HEX |
|------------|-----|----|-----|-----|-----|-----|-----|--------|
| Blue | 100 | 57 | 0 | 40 | 0 | 68 | 124 | 00447C |
| Orange | 7 | 55 | 100 | 0 | 229 | 136 | 36 | E58824 |
| Green | 59 | 18 | 100 | 2 | 120 | 161 | 63 | 78A13F |
| Red | 15 | 88 | 100 | 5 | 200 | 66 | 39 | C84227 |
| Grey | 33 | 26 | 25 | 0 | 174 | 175 | 178 | AEAFB2 |
| Black | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 000000 |



QCP FOUR-COLOR (PREFERRED)

The emblem should be used with the identifier line and tagline as long as space allows for all elements to be legible. The four-color emblems should be used on a white or light colored background.



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ONE-COLOR/GREYSCALE (PREFERRED)

If only one color is available, the standard color for the emblem to be used is black. The emblem should be used with the identifier line and tagline as long as space allows for all elements to be legible. The one-color emblems should be used on a white or light colored background. The QCP emblem type is 100%, 75%, 60%, and 30% black and the tagline is 28% black. Do not print the emblem in a tint of another color.



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ONE-COLOR SOLID

If only one color is available, the standard color for the emblem to be used is black. The emblem should be used with the identifier line and tagline as long as space allows for all elements to be legible. The one-color emblem should be used on a white or light colored background. The emblem type is 100% black. Do not print the emblem in a tint of another color.



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ONE-COLOR REVERSED

If the identity is to be reversed out of a background color, it must appear in solid white. In such cases, be sure that the background color is either black or another dark colored background. Please ensure that enough contrast is given. The emblem should be used with the identifier line and tagline as long as space allows for all elements to be legible.



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CORRECT EMBLEM USE

- It is preferred to use the QCP emblem and name as one integrated design element as shown below. However, “QOPI Certification Program” can be left off the mark if it is spelled out somewhere else on the same page the QCP emblem is displayed.
- Surround the emblem with ample white space, equal to the height of the uppercase letter “Q” in QCP.
- When using the emblem on a photograph make sure to place them in an uncluttered area and provide enough contrast.
- Whenever possible use the emblem in the preferred four-color version.
- Reverse the emblem to white when it is placed on a black or dark colored background.
- Display the marks horizontally, reading from left to right.



CORRECT QOPI® CERTIFICATION SYMBOL USE

The QOPI® Certification Program, QOPI® Certified Practice, and QOPI® Certified symbols have been carefully designed to create a singular impression. The QOPI® Certification symbol identities should be surrounded by ample white space, equal to the height of the uppercase letter “C” in Certified. The QOPI® Certification symbol colors match the QCP emblem color variations and can be found on page 4 of this guide.

DO NOT RECREATE.

- Whenever possible use the QOPI emblem in the preferred color version. Reverse the emblem to white when it is placed on a black or dark colored background. When using the symbol on a photograph make sure to place it in an uncluttered area and provide enough contrast.
- The small “Q Certified” symbol is used in health plan listings to designate QOPI Certified practices.



Color Version (preferred)



One-Color Version



One-Color Version Reversed

CORRECT ® MARK USE

The QOPI® brand is a registered trademark, so it should always display the registered trademark symbol (®) to the upper-right side of the “I.” This refers to the QOPI emblem and name as one integrated design element as well as part of plain text.

The word QOPI is a registered trademark and is followed by a superscripted ® in all major placements (headlines, cover title, etc.), the first time it is used in copy, and every time the reference changes.

Sample of the correct ® usage

Review Methodology and Measures:

QOPI® includes a set of quality measures, a specified chart selection strategy, a secure system for data entry, automated data analysis and reporting, and a network of resources for improvement.

Twice per year, staff at participating practices conduct a retrospective review of patient charts. Practicing oncologists and quality experts developed the QOPI quality measures, which are:

...

TERMS AND CONDITIONS

The QOPI Certification Program (“QCP™”), an affiliate of the American Society of Clinical Oncology, Inc. (“ASCO”), grants to practices and practice sites that have successfully achieved QOPI® Certification a limited, personal, non-exclusive, non-assignable, non-transferable, revocable license to use the QCP™ and QOPI® names and related logos (collectively, the “QCP™ Name and Logos”) under the terms set out in this QCP™ License Terms and Conditions, the associated QCP™ Brand Guide, the ASCO Licensing Standards, the QOPI® Certification Participation Guide and the QOPI® Certification Program Participation Agreement. Failure to abide by these QCP™ License Terms and Conditions, the QCP™ Brand Guide, the ASCO Licensing Standards, as well as your obligations under the QOPI® Certification Program Guide and QOPI® Certification Program Participation Agreement, may result in the revocation of the foregoing license, as well as the loss of QOPI® Certification status.

You may not use the QCP™ Name and Logos in any way that may damage QCP and/or ASCO's reputation or the goodwill associated with the QCP™ Name and Logos, or that implies sponsorship, endorsement or approval of your practice by ASCO or QCP, except as expressly set forth in these QCP™ License Terms and Conditions and the QCP™ Brand Guide.

Your uses of the QCP™ Name and Logos must identify the marks as trademarks of ASCO, in the following format, whenever space permits:

[QCP™ and the QCP™ logo] are trademarks of the American Society of Clinical Oncology, Inc. Used with permission.

ASCO and the QCP reserve the right to request review samples of any materials bearing the QCP™ Name and Logos at any time upon reasonable notice, and may request changes to such materials in its sole discretion.

You acknowledge and agree that all rights and interest in and to the QCP™ Name and Logos are solely owned by ASCO and licensed to QCP to use and sublicense for implementation of the QOPI® Certification Program. You agree not to use, register or seek to register as trademarks, service marks, corporate names, trade names, domain names, or Internet keywords any trademark incorporating or confusingly similar to the QCP™ Name and Logos. You agree that you will not acquire any right, title, or interest in or to the QCP™ Name and Logos, and that any goodwill generated by your use under this license in or to the QCP™ Name and Logos inures solely to ASCO's benefit. You further agree not to challenge ASCO's rights in or to the QCP™ Name and Logos on any grounds.

You agree to indemnify and hold ASCO harmless from and against all third party claims, damages, costs and expenses (including reasonable attorneys' fees) related to (i) your services, activities, and any content in your advertising and marketing materials; and (ii) your use of the QCP™ Name and Logos in breach of this license.

Nothing herein grants a license to use any other trademarks or logos owned by ASCO, except as specified herein.

The QCP™ Name and Logos, the terms of this license, the QCP™ License Terms and Conditions, the QCP™ Brand Guide, the QOPI® Certification Participation Guide, and the QOPI Certification Program Participation Agreement are subject to change or revocation at the sole discretion of ASCO and QCP. Upon termination of this license, you will immediately cease all use of the QCP™ Name and Logos.

ASCO reserves all rights not expressly granted herein.