

How NCQA-Certified Self-Management Tools Benefit Your Organization



Content That Meets NCQA Standards

WebMD Ignite understands how important the National Committee for Quality Assurance (NCQA) certification is for maintaining your competitive advantage and continued success. NCQA standards require your organization to deliver digital solutions that help your members or eligible participants manage their health. This information explains how digital health content developed by StayWell, Krames, and Healthwise and delivered through the WebMD Ignite Consumer Health Library or HealthHub meets NCQA standards that a health plan needs to obtain certification.

Verifying NCQA Certification

StayWell, Krames, and Healthwise all maintain NCQA Wellness and Health Promotion (WHP) certification for their self-management tools. You can verify the certification status for StayWell, Krames, and Healthwise at the [Report Cards](#) tab on the NCQA website.

How You Can Obtain “Automatic Credit”

A significant benefit of working with WHP-vendors like StayWell, Krames, and Healthwise is that NCQA accepts a vendor certification as evidence of specific standards and elements.



These standards are outlined in NCQA's Delegation and Automatic Credit Guidelines, an appendix in the WHP Standards and Guidelines. NCQA requires evidence that the health plan and the vendor have specified each of their responsibilities in writing. For more details on certification, contact your organization's NCQA representative.

Alignment of Content Tools With NCQA Requirements

StayWell, Krames, and Healthwise's portfolio of self-management tools meets NCQA requirements for these tools. The tools are available in several formats, such as risk assessments, calculators, and quizzes. They focus on wellness and health promotion topics and other health issues, including the seven areas required by NCQA. These areas are:

- Healthy weight (BMI) maintenance
- Smoking and tobacco use cessation
- Physical activity
- Healthy eating
- Managing stress
- Avoiding at-risk drinking
- Identifying symptoms of depression

Quality Content Development

- **Evidence-based health content.** Licensed providers with expertise in a specific content area develop our digital health content. The process is consistent with evidence-based medicine and nationally accepted guidelines and standards of practice.
- **Usability testing.** StayWell, Krames, and Healthwise evaluate the self-management tools for usability at least every 24 months. The assessment includes language that accommodates and is accessible to users with special needs, including vision and hearing requirements.
- **Regular medical review.** StayWell, Krames, and Healthwise conduct medical and editorial reviews of all content, including self-management tools, every two years, or more often if new evidence becomes available.
- **Multiple formats.** Self-management tools in the seven health areas are available in digital, print, and telephonic options. On request, StayWell, Krames, and Healthwise will provide clients with a "print-ready" volume containing quizzes or telephonic formats.
- **Plain language.** The content is written at a sixth- to ninth-grade reading level using everyday language.

Contact Us

For more information, contact your WebMD Ignite account manager.