Align. Measure. Perform. (AMP) Programs awards 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 IHA's Align. Measure. Perform. (AMP) programs.

Use of IHA Name or Logo

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

Reporting AMP Results or Scores

The limitations on the use of the AMP data that provider organization participants receive from IHA are included in the consent agreement for all AMP 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 provider 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 provider 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 provider organization is better than another specific provider organization.

It is acceptable to compare your organization's performance with any of the percentiles included in the statewide thresholds provided to AMP 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

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

About IHA's AMP programs

IHA's Align. Measure. Perform. (AMP) programs use a fair and transparent approach to measurement and benchmarking to create a reliable assessment of performance for medical groups, and IPAs across health plans. The AMP programs are recognized nationally for partnering with organizations across California and the nation to drive meaningful changes that reduce costs and improve healthcare quality and outcomes. Paired with the insights from IHA's California Regional Health Care Cost & Quality Atlas, the AMP programs help partners reduce the reporting burden for payers and providers by using a standard measure set to deliver objective data and analysis that support performance improvement. For more information, visit www.iha.org

IHA Media Contact

IHA Marketing

Integrated Healthcare Association

180 Grand Ave, Suite 1365

Oakland, CA 94612

Marketing@iha.org