



**TO:** Steve Posnack, Executive Director, OTECH  
**FROM:** John Snyder, Senior Technical Advisor, Certification and Testing Division  
**THROUGH:** Alicia Morton, Director Certification and Testing Division, OTECH  
**DATE:** October 29, 2018  
**SUBJECT:** ONC Program Partner Branding – **DECISION**  
**CC:** Leadership: Office of Technology, Public Affairs and Communications

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## **TOPIC**

The **ONC Program Partner** branding package will allow, under explicit guidelines, the use of graphics provided by ONC to *operational* participants in the Health IT Certification Program (the "Program".). Specialized logos to be used by *specific operational* Program Partners include the ONC "star swoosh" with corresponding, respective text as follows:

- ONC Approved Testing Partner
- ONC-ATL
- ONC-ACB



**Note:** ONC-Approved Accreditors are not included in the listing--as that entity is superannuated in the upcoming NPRM.

## **BACKGROUND**

The ONC Program Partner branding package is modeled after the ONC Certified Health IT Mark that has been in existence since 2013, and is now a registered trademark<sup>1</sup>. At present, health IT developers who have successfully passed testing and have been certified by an ONC-Authorized Certification Body can display the ONC Certified Health IT Mark.

Similarly, the ONC Program Partner branding will allow, under specific guidelines, the use of graphics provided by ONC for persons or entities approved by the National Coordinator to be on the operational (that is, an approved test method) side of the Program: test labs, certification bodies, and private sector entities that provide National Coordinator Approved test tools-methods. The graphics will help to create, strengthen, and provide recognized visibility in the early development of a business model ONC is cultivating as we grow partnerships to support the Program. ONC Program Partners will be amongst the select few allowed to display the ONC Program Partner logos.

While health IT vendors benefit from the ONC Certified Health IT Mark recognition, there is no respective "seal of approval" display for the Program participants who provide testing, certification, and surveillance services for those health IT vendors. A branding package that includes the "ONC Approved" logos allows early adopters of our invitation to provide private sector test methods such as NCQA, NCPDP, and HIMSS--to prominently display they are among

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<sup>1</sup> [https://www.healthit.gov/sites/default/files/hit\\_certificationterms\\_of\\_use\\_final.pdf](https://www.healthit.gov/sites/default/files/hit_certificationterms_of_use_final.pdf)

the select few to be approved by ONC to participate in the Program. Similarly, ONC-ATL's and ONC-ACB's will each have a respective graphic they can proudly display on all of their communication materials.

The ONC Program Partner branding package serves to promote and enable ONC's [5-year Goal to Transition the ONC Health IT Certification Program's Testing Portfolio](#) to industry, Standards Development Organizations, and other non-profit partners. The addition of official logos for ONC Approved Testing Partners, ONC-ATL's, and ONC-ACB's to display will further incentive participation in the Program

### **TERMS OF USE SUMMARY**

The ONC Program Partner branding allows the use of graphics provided by ONC for any person or entity providing testing, certification, and surveillance on behalf of ONC for the Program. The ONC Program Partner branding package is for use by:

- ONC-Authorized Testing Laboratories,
- ONC-Authorized Certification Bodies,
- ONC Approved Testing Partners, which are:
  - Any person or entity that has had their testing method, which includes either a testing tool, a testing methodology, test data, or any combination thereof, evaluated by ONC and approved by the National Coordinator for inclusion in the Program.

### **RECOMMENDATION**

The recommendation is to approve for immediate use the ONC Program Partner branding as described here. Subsequent materials will elaborate specific, detailed terms of use.

### **PROPOSED LOGOS**

The following images are representative drafts--graphics professionals will create the actual images.



**DECISION**

Approved \_\_\_\_\_ Not Approved \_\_\_\_\_ Need More Information \_\_\_\_\_

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Steve Posnack,  
Executive Director, OTECH

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November 2, 2018