ONC Certified HIT

**Criteria and Terms of Use for the
ONC Certified HIT Certification and Design Mark**

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Version 3

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INTRODUCTION

The Office of the National Coordinator for Health Information Technology (ONC) is required by statute to perform certain duties in a manner consistent with the development of a nationwide health information technology (health IT or HIT) infrastructure that, among other things, allows for the electronic use and exchange of information. ONC is required under section 3001(c)(5) of the Public Health Service Act (PHSA), in consultation with the Director of the National Institute of Standards and Technology, to keep or recognize a program or programs for the voluntary certification of health IT as being in compliance with applicable certification criteria adopted by the Secretary of Health and Human Services (the Secretary) under section 3004 of the PHSA.

The ONC Health IT Certification Program is a voluntary certification program established by ONC to provide for the certification of health IT to the standards, implementation specifications, and certification criteria adopted by the Secretary. The ONC Health IT Certification Program supports the availability of certified health IT for its encouraged and required use under other federal, state, and private programs.

The ONC Certified HIT certification and design mark (Mark), which is displayed below, represents that certain health IT functionality was certified under the ONC Health IT Certification Program.[1]

Under the ONC Health IT Certification Program, certification activities are performed by ONC-Authorized Certification Bodies (ONC-ACBs)[2] in accordance with the requirements of 45 C.F.R. Part 170, Subpart E.

CHARACTERISTICS REPRESENTED BY THE MARK

An authorized user's use of the Mark represents that the health IT has been:

1. Tested in accordance with test tools and test procedures approved by the National Coordinator[3]; and

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[1] ONC CERTIFIED HIT and Design and the ONC Certified HIT composite logo are certification marks of the U.S. Department of Health and Human Services (DHHS). The rainbow and star design logo is a service mark of DHHS.
[2] ONC-ACBs are certification bodies authorized by ONC to conduct certification under the ONC Health IT Certification Program.
[3] Test tools and test procedures approved by the National Coordinator can be accessed through the main ONC Health IT Certification Program web page at www.healthit.gov/policy-researchers-implementers/onc-health-it-certification-program. Test tools and test procedures are approved for each adopted edition of certification criteria.

2. Certified in accordance with:

   a. Adopted standards, implementation specifications, and certification criteria; and
   b. Requirements of the ONC Health IT Certification Program.[4]

AUTHORIZED USE OF THE MARK

This document contains a series of guidelines that help ensure proper use of the Mark. The terms of use within this document are intended for the exclusive use of authorized users who wish to use or display the Mark.

ONC administers use of the Mark. ONC-ACBs, on behalf of ONC, may grant permission to health IT developers to use the Mark consistent with the criteria and terms herein and in conjunction with health IT that is certified under the ONC Health IT Certification Program.

The Mark may only be used:

- In conjunction with products that have been certified under the ONC Health IT Certification Program; and
- According to the usage guidelines included in this terms of use document.

An authorized user may reproduce and display the Mark on its website as well as in marketing materials, communications statements, and other assertions related to certified health IT products, subject to the following conditions and limitations:

Placement

The Mark should be displayed adjacent and in close proximity to the product(s) to which it refers. At a minimum, the Mark must not be displayed in a manner that causes confusion regarding the product(s) being referenced or the nature of the certification for that product(s). For example, the Mark must not be displayed above a list containing both certified and uncertified products. Similarly, when accompanied by text referring to a particular edition of certification criteria (e.g., 2014 Edition or 2015 Edition) or type of product (e.g., Complete EHR or Health IT Module), the Mark must not be displayed in connection with products that have not been certified to that specific edition or that were not certified as the product type indicated.

The test tools and test procedures for the 2014 Edition EHR certification criteria can be found at www.healthit.gov/policy-researchers-implementers/2014-testing-and-certification.
[4] Adopted standards and implementation specifications can be found at 45 C.F.R. Part 170, Subpart B. Adopted certification criteria can be found at 45 C.F.R. Part 170, Subpart C. Requirements of the ONC Health IT Certification Program can be found at 45 C.F.R. Part 170, Subpart E.

Accompanying Text

The Mark may either be displayed "as is" (i.e., without any accompanying text) or accompanied by text referencing:

- The edition of the certification criteria (e.g., 2014 Edition or 2015 Edition) to which the relevant product(s) has been certified; or
- The type of product(s) certified (e.g., Complete EHR or EHR Module) provided that the relevant edition of certification criteria is also referenced. Please note this distinction regarding the type of product applies only to the 2014 Edition as Complete EHR certification is not available for the 2015 Edition.

No text other than the above clarifications may accompany the Mark. Accompanying text must be positioned either below or to the right of the Mark, and never above or to the left of the Mark. Below are three examples:

1. The following Marks and accompanying text would be acceptable for use with all products certified to the 2014 and 2015 Edition certification criteria, respectively (2014 Edition, 2015 Edition):

2. The following Marks and accompanying text would be acceptable for Health IT Modules certified to the 2014 and 2015 Editions, respectively (2014 Edition, 2015 Edition):

*Use of "2014 Edition EHR Module," in lieu of "2014 Edition Health IT Module," is acceptable accompanying text with the Mark for products certified to the 2014 Edition prior to January 14, 2016. However, it is not acceptable for products certified after that date.

3. The following Mark and accompanying text would be acceptable for Complete EHRs certified to the 2014 Edition only:

Accompanying Marks, Logos, and Symbols

The Mark may be accompanied by or displayed alongside one or more of the following:

- The relevant ONC-ACB's certification mark, logo, or other identifying symbol; or
- The relevant health IT developer's company mark, logo, or other identifying symbol.

However, the Mark's dimensions must be no less than 75% of the width and no less than 75% of the height of any such accompanying mark, logo, or symbol. The following examples illustrate these requirements[5]:

The Mark must not be combined with the name of any licensee or third party product, program, or service to create a <u>composite</u> Mark. The Mark must not be adulterated by combining it into a

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[5] Please note that other sequences of the Mark are acceptable, but are not illustrated in this document.

composite with marks owned by others, or otherwise modifying it from the form ordinarily used in commerce, or as registered in the U.S. Patent and Trademark Office.

Attribution Statement

The use of the Mark must include an attribution statement crediting ownership of the Mark to the legal owner, HHS. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package, e.g.: "ONC CERTIFIED HIT® is a registered trademark of HHS."

Other Requirements and Guidelines

Graphical Design Elements and Text

The Mark's graphical design elements and text may not be altered in any way not explicitly stated in this document.

Clear Space

The minimum amount of clear space on the left, bottom, and right of the Mark must be equal to the x-height of the tallest letter.

Minimum Size

The size of the Mark will affect legibility and overall impression, thus the Mark must always be sized as specified in these guidelines. For print, the minimum size of the Mark must not be smaller than two inches wide. For posting on the internet, the minimum size of the Mark must not be smaller than 200 pixels wide.

Incorrect Usage

In order to maintain the integrity of the Mark, it is essential that the Mark be used correctly, which means a user must:

- Always use the Mark as provided and the logo must always appear.
- Not alter the position of the Mark elements.
- Not alter the aspect ratio of the Mark.
- Not stretch or distort the Mark.
- Not alter the color of any of the Mark elements.
- Not use any of the Mark elements to create a new mark or graphic.
- Not use the Mark on background colors, images, or other artwork that interfere with the legibility of the Mark.
- Not rotate the logo or any of its elements.

Preferred Color Palette

The user should utilize the following color palette for identity program components on all graphic communications materials. The user should match the indicated colors as closely as possible using the following guidelines:

- For four-color process printing (also known as full-color printing), refer to the CMYK values indicted.
- For software like Microsoft Word® or Microsoft PowerPoint®, refer to RGB (print/on-screen).
- For web applications, refer to the RGB web values or hexadecimal web values.
- For printing on coated and uncoated paper, use the PANTONE® and CMYK values provided.
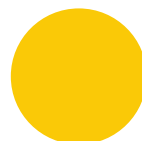
Primary

PMS 307
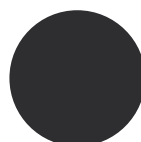C90 M55 Y3 K0
R5 G109 B177
WEB #006EV2

PMS 1797
C13 M100 Y100 K4
R204 G0 B0
WEB #CC0000

PMS 123
C0 M30 Y100 K0
R253 G185 B19
WEB #FDB913

Secondary

COOL GRAY 10
C69 M63 Y62 K58
R51 G51 B51
WEB #333333

COOL GRAY 7
C43 M35 Y35 K1
R153 G153 B153
WEB #999999

Distinguishing the Mark in a Non-Stylized Form

When the Mark is used in a non-stylized form, such as in the body text of an advertisement, it should be set apart and distinguished from the other words in the text. In order to do this, the Mark may be rendered in **boldface** type, *italics*, CAPITAL LETTERS, underscored, set in "quotation marks" or followed by an asterisk(*). Often times, the best identification may be a footnote identifying the registered status of the Mark, for example: ONC CERTIFIED HIT*.

MISUSE OF THE MARK

ONC-ACBs, and health IT developers who use the Mark, are required to inform ONC immediately of any suspected misuse of the Mark.

PROCEDURES FOR RESOLVING DISPUTES

If an ONC-ACB believes that a health IT developer is misusing the Mark, it should notify the health IT developer of its concerns. The two parties should alert ONC to the suspected misuse of the Mark, but should attempt to resolve the dispute without ONC input. However, if the attempt at resolution is unsuccessful, the ONC-ACB should issue a noncompliance notification to the health IT developer. The non-compliance notification should specify the ONC-ACB's reasons for the notification and request that the health IT developer respond to and correct the alleged violation or be subject to having its permission to use the Mark rescinded by the ONC-ACB.

If the health IT developer remains non-compliant and the ONC-ACB rescinds the health IT developer's permission to use the Mark, the health IT developer may appeal the decision to ONC. The health IT developer has 15 calendar days from receipt of the ONC-ACB's written determination to file an appeal with ONC. The appeal should provide the written ONC-ACB decision to rescind use of the Mark, the health IT developer's reasons for overturning the ONC-ACB decision, and any relevant supporting documentation. A health IT developer should file its appeal by sending an email with the required information to ONC.Certification@hhs.gov with the subject line "Appeal of ONC-ACB's Certification Mark Decision."

ONC will, as necessary, contact the health IT developer, ONC-ACB, and any other relevant party to obtain information pertinent to the appeal. ONC will make a final decision based on the information initially submitted by the health IT developer and any information obtained by ONC since the filing of the appeal. A timely written decision will be issued based on the circumstances. The decision will not be subject to further review.

A decision by ONC to uphold an ONC-ACB's decision to rescind permission to use the Mark would not preclude a health IT developer from seeking permission to use the Mark in the future as long as the health IT developer complies with the Mark's terms of use. However, egregious or continued misuse of the Mark may result in a sustained prohibition of its use and other appropriate legal recourse.

CONTACT INFORMATION

For assistance, please contact:

U.S. Department of Health and Human Services
Office of the National Coordinator for Health Information Technology
Director, ONC Health IT Certification Program
330 C Street SW
Mail Stop: 7033A
Washington, DC 20201

Telephone: 202-690-7151
Fax: 202-690-6079
Email: ONC.Certification@hhs.gov (subject line: Certification Mark)