



**POLICY AND GUIDELINES
FOR
USE OF NABH INTERNATIONAL
ACCREDITATION MARK**



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1.0 OBJECTIVE

To define the policy and guidelines for the use of accreditation mark, provided by National Accreditation Board for Hospitals and Healthcare Providers, to be used by accredited HCOs under **NABH International (NABH-I) Accreditation Programs**

2.0 SCOPE

This policy and guidelines are applicable to the use of accreditation mark by NABH-I accredited healthcare organizations.

3.0 RESPONSIBILITY

The accredited HCOs are responsible to comply with the requirements of this document. The complaints of misuse of NABH mark shall be dealt by Complaints Committee of NABH.

4.0 POLICY AND GUIDELINES

NABH has its logo which is displayed on the web-site of NABH. HCOs are not allowed to use NABH Logo in any form.

However, the accredited HCOs can use the NABH mark as described in clause no. 4.2 as given below.



NABH Logo: is for NABH use, shall not be used by HCO



NABH Mark: is for use by accredited HCOs, as per clause 4.2

4.1 The accreditation mark provided at appendix 'A' is for the use by accredited HCOs. However, it remains the property of NABH.

4.2 The use of this mark by the HCO shall be under the control of NABH. Compliance with the following guidelines is required when using the NABH accreditation mark.

4.2.1 The mark shall be reproduced in the proportions and the colours indicated in the appendix 'A'. Mark must remain in the same format. It

may be printed as a coloured image or in black and white as given at appendix 'A'. These are provided by NABH.

- 4.2.2 The size of the mark may be customised to suit the organization's needs but no amendments will be permitted to its design or the relationship of the items within the design and shall not be distorted or stretched in any way.
- 4.2.3 The mark shall be put either in black & white or in the actual colour as shown in the pictorial representation given elsewhere in the document. In both the cases the background should be in such a colour so that the mark is clearly visible.
- 4.2.4 HCO shall print the Certificate no. and date of validity in format (eg. Certificate number H-YYYY-XXXX Month DD, YYYY – Month DD, YYYY, where YYYY is the year, XXXX is the certificate Number awarded to the HCO by NABH, Month is Month in which accreditation is awarded and DD is the date from and till which the accreditation is valid) just below the Mark in Font 'Arial' and minimum Font Size of '7' for the logo fitting within the square size of 1.5 x 1.5 cm. Font size will increase in the same proportion of the increase in the size of the logo. First Accreditation

Renewal Accreditation



- 4.2.5 NABH mark shall not appear in size that is unreadable.
- 4.2.6 NABH mark shall only be used in its normal horizontal orientation and not be rotated
- 4.2.7 The accredited HCOs are allowed to use accreditation mark only for those services of the healthcare organization that are specifically included in the scope of accreditation.
- 4.2.8 The mark shall not be used by the organization for advertising any products and services of the organization or in connection with any commercial purpose other than the permitted uses without the prior written agreement with NABH, and must not be used to suggest any

- approval by or sponsorship of NABH of the organization, its activities, products or services other than those have been assessed by NABH.
- 4.2.9 The mark shall not be used in such a way that it misleads the reader/user about the accredited status of the HCOs.
- 4.2.10 The mark is not transferable and shall be used only by the accredited facility.
- 4.2.11 The accredited body upon suspension or withdrawal or expiry of its accreditation (however determined), shall discontinue use of NABH accreditation Mark.
- 4.2.12 If any organization has multiple units, some of which are accredited, then the stationery of accredited units only shall bear the mark. If all the units are mentioned on the stationery, then the mark shall be used in such a manner that it is not misconstrued by the patients that all the facilities are covered under accreditation and NABH Accreditation mark will be mentioned in front of the name of the unit in the list.
- 4.3 NABH reserves the right to terminate use of the mark by giving notice in writing if the organization breaches any of the above-mentioned 'Policy & Guidelines' and shall take appropriate actions as per laid down policy of NABH. Refer NABH Policies & Procedures for Dealing with Adverse and Other Decisions and NABH Procedure for Handling of Complaints.
- 4.4 These guidelines for printing the mark apply for use on all print and electronic materials and promotional items such as organization's letterhead, newsletters, brochures, annual reports, business cards, and advertising.
- 4.5 If any HCO is found misusing the mark of excellence (either not entitled for or even after the written intimation for not to use by NABH), appropriate actions shall be taken on case to case basis by NABH Secretariat as per adverse decision policy of NABH.

Appendix 'A'

ACCREDITATION PROGRAMMES - INTERNATIONAL:



**NATIONAL ACCREDITATION BOARD FOR HOSPITALS
& HEALTHCARE PROVIDERS (NABH)**

Quality Council of India

5th Floor, ITPI Building; 4 A, Ring Road, IP Estate

New Delhi - 110 002, India

Tel/ Fax: 91-11- 42600600

Website: www.nabh.co

E-Mail: helpdesk@nabh.co