



CENTIPEDE MARKETING GUIDELINES

Marketing, Links and Logo Usage

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INTRODUCTION

Congratulations on achieving CENTIPEDE CREDENTIALLED PROVIDER status. We encourage you to publicize your achievement and have developed the following Marketing, Links and Logo Usage Guidelines to help you achieve recognition in the marketplace. These Guidelines include how to market your achievement, appropriate language to incorporate into your marketing, advertising materials and helpful ideas to get you started.

You can refer to these guidelines when you are looking for appropriate language to communicate your program specific recognition.

The Guidelines below are to be used in conjunction with CENTIPEDE Marketing, Links and Logo Usage and may be located via link on the Network Services page of the CENTIPEDE website <https://centipedehealth.com/index.php?page=networkservices>

USE OF CREDENTIALLED PROVIDER LOGO

CENTIPEDE encourages your organization to display your Credentialed Provider logo in marketing and advertising materials both print and electronic.

You may access the logos at <https://centipedehealth.com/index.php?page=centipedelogoguidelines> .

CREDENTIALLED PROVIDER LOGOS are provided in

- EPS and JPG formats
- You may not alter the logos in any way
- Site linkages should be made back to www.centipedehealth.com.

Organizations should be aware that CENTIPEDE may update logos. Check back periodically to ensure that you are using the most recent logo.

USE OF CENTIPEDE LOGO

You may also include the CENTIPEDE Logo on your website.

You may access the logos at <https://centipedehealth.com/index.php?page=centipedelogoguidelines> .

CENTIPEDE LOGOS are provided in

- JPG and PNG formats
- You may not alter the logos in any way
- Linkages should be made back to www.centipedehealth.com.

Organizations should be aware that CENTIPEDE may update logos. Check back periodically to ensure that you are using the most recent logo.

GUIDELINES FOR MARKETING AND ADVERTISING RECOGNITION

Below are approved guidelines to help you correctly communicate your CREDENTIALLED PROVIDER status.

All statements about CENTIPEDE and your CREDENTIALLED PROVIDER status must be accurate, clearly stated and current. If at any time your CREDENTIALING STATUS is revoked, terminated, cancelled or lapsed use of the CREDENTIALLED PROVIDER and/or CENTIPEDE logos must cease.

Reference to status must clearly indicate the name of the clinician, group or practice as stated on the recognition certificate.

Advertising language must indicate the following:

- Full name of the CREDENTIALLED Provider Organization and the location(s) credentialed.

ACCEPTABLE ANNOUNCEMENT LANGUAGE:

“Home Care Agency ABC, at its Paducah, Lexington, and Louisville offices, has been CREDENTIALLED by the CENTIPEDE Health Network as a participating provider. CENTIPEDE Credentialing is a mark of excellence and validates over 10 key elements in a provider profile including insurance, complaints, certifications and background check verification processes. Only organizations in good standing that have met these requirements may display the CENTIPEDE CREDENTIALLED Provider Logo.”

NOTE: CREDENTIALING is not a ranking or rating system, nor a certification or accreditation program, and should not be referred to as such.

Advertising material should not state or imply that recognition is an endorsement, guarantee, or certification.

APPROVED QUOTE:

The following approved quote may be used in your marketing and advertising materials. It may be used alone or in combination with other language. The quote may not be modified or altered in any way.

“Remaining independent at home can be a challenge. Patients and caregivers are overwhelmed and often struggle to identify quality providers. CENTIPEDE Health Network is now a source of comfort and peace of mind. Our Credentialed Providers have contracted with us and have met specific credentialing requirements. CENTIPEDE Health Network is a health plan network and not a marketing organization,” said Nancy C. Everitt, PMP, CentEO of CENTIPEDE Health Network.

“Further,” Everitt states, “by achieving CREDENTIALLED Provider status [INSERT AGENCY OR ORGANIZATION NAME] has been validated against national and local data as well as

primary source verification of key information. We applaud [INSERT AGENCY OR ORGANIZATION NAME] for joining the CENTIPEDE Health Network and committing to the credentialing requirements and emerging quality standards for home and community based service providers.”

RECOMMENDED LANGUAGE ABOUT CENTIPEDE

Any of the following statements may be used to describe your relationship with CENTIPEDE and/ or to describe the CENTIPEDE Health Network.

Descriptions of CENTIPEDE:

CENTIPEDE Health Network a division of HEOPS Inc., is an independent third party that contracts, credentials and administers a national network of home and community based service providers. CENTIPEDE is not a referral marketing organization and as such providers do not pay for rankings. Only qualified and credentialed providers are part of the CENTIPEDE Health Network.

CENTIPEDE Health Network is the first national home and community based services network that is available to all members and all payors. CENTIPEDE provides access to quality providers, discounted services and personalized Care Advisors to help patients and their families navigate the healthcare system, select providers, arrange transportation and provide help and support to overwhelmed families. CENTIPEDE helps provide the peace of mind you seek and the expertise you need to live your best life at home. www.centipedehealth.com.

COMPLIANCE:

Organizations not adhering to the standards of use may be requested to remove linkages and or CENTIPEDE images from their website or marketing materials. Organizations agree to comply with any request within 48 hours.

RELEASE:

Through the use of the CENTIPEDE Logos you agree to link the logo to the CENTIPEDE website and agree to allow CENTIPEDE to cross link to your website and utilize your logo as a participating provider.

You also agree to sign and maintain a statement of use related to the Marketing and Advertising Guidelines.

QUESTIONS:

Email marketing@centipedehealth.com with any questions.

LOGO ILLUSTRATIONS:

