



**POLICY AND GUIDELINES
FOR
USE OF NABH ACCREDITATION/
CERTIFICATION MARK**



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1.0 OBJECTIVE

To define the policy and guidelines for the use of Accreditation/ Certification Mark, provided by National Accreditation Board for Hospitals and Healthcare Providers, to be used by accredited/ certified HCOs under following programmes:

Accreditation Programmes:

- Hospitals
- Small Health Care Organisations (SHCO)
- Blood Banks
- Blood Storage Centres
- Primary Health Centre (PHC)
- Medical Imaging Services (MIS)
- Dental Institutions/ Hospitals
- AYUSH Hospitals
- Wellness Centres
- Allopathic Clinic
- Clinical Trial (Ethics Committee)
- Panchakarma Clinics
- Eye Care Organization

Certification Programmes:

- Medical Laboratory
- Entry-Level Certification- Hospital
- Entry-Level Certification - SHCO
- Nursing Excellence
- Emergency Department in Hospital
- Entry-Level Certification - AYUSH Center
- Entry-Level Certification – AYUSH Hospital

Empanelment Programmes:

- Medical Value Travel Facilitator (METF)

NABH International (NABH-I) Programmes

2.0 SCOPE

This policy and guidelines are applicable to the use of Accreditation/ Certification Mark by NABH accredited/ certified and NABH-I accredited healthcare organizations.

3.0 RESPONSIBILITY

The accredited/ certified 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

Similar to other organization, NABH too has its logo. The same has been displayed on the web-site of NABH. HCOs are not allowed to use NABH Logo in any form.

However, the accredited/ certified 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/ certified HCOs, as per clause 4.2

4.1 The accreditation/ certification Mark provided at appendix 'A' is for the use by accredited/ certified 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/ certification 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 Mark may be resized 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-2020-06XX Feb 13, 2020 – Feb 12, 2023) 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. For organizations having a continuous status of accreditation, the HCO can write the first accreditation date below the validity date of the current cycle, preceded by the word 'Since'.

First Accreditation



H-2020-06XX
Feb 13, 2020 – Feb 12, 2023

Renewal Accreditation



H-2006-000x
Nov 13, 2017 – Nov 12, 2020
Since Nov 13, 2014

- 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/ certified HCOs are allowed to use accreditation/ certification Mark only for those services of the healthcare organization that are specifically included in the scope of accreditation/ certification.
- 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.



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- 4.2.9 The Mark shall not be used in such a way that it misleads the reader/user about the accredited/ certified status of the HCOs.
- 4.2.10 The Mark is not transferable and shall be used only by the accredited/ certified facility.
- 4.2.11 The accredited/ certified body upon suspension or withdrawal or expiry of its accreditation/ certification (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/ certification 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 using 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:



CERTIFICATION PROGRAMMES:

Medical Laboratory



Nursing Excellence



Entry Level Certification Programme – Hospital & SHCO



Emergency Department in Hospital



Entry Level Certification Programme – AYSUH Centre & AYUSH Hospital



EMPANELMENT PROGRAMMES:

Medical Value Travel Facilitator (MVTF)



ACCREDITATION PROGRAMME (INTERNATIONAL):



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

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