

**Quality and Accreditation Institute**  
Centre for Accreditation of Health & Social Care



*Change Adapt Improve*

**POLICY AND GUIDELINES  
FOR  
USE OF QAI ACCREDITATION/  
CERTIFICATION MARKS**

Issue No.: 05

Issue Date: June 2021

Quality and Accreditation Institute		
Centre for Accreditation of Health & Social Care		
Doc. No.: QAI CAHSC 019	Policy for Use of QAI Accreditation/ Certification Mark	
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## CHANGE HISTORY

Sl. No.	Doc No.	Current Issue No.	Revised Issue No.	Date of Issue	Reasons
1	CAHSC 019	01	02	July 2019 (6 July 2019)	Green healthcare accreditation programme added
2	CAHSC 019	02	03	April 2020 (20 April 2020)	Home Health Care Accreditation IEEA logo, new programme Primary Care Clinic and Ambulatory Care Facility added
3	CAHSC 019	03	04	August 2020 (25 August 2020)	New programme Telehealth Facility is added
4	CAHSC 019	04	05	June 2021 (30 June 2021)	New programme Hotels and Home Stays and Emergency Department added

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## 1. Objective

To define the policy and guidelines for the use of QAI Accreditation/ Certification Mark by an accredited/ certified Health Care Facility (HCF) under following programmes:

- Assisted Reproductive Technology (ART) Centre
- Dialysis Centre



- Home Health Care



- Health Care Facility/ Hospitals
- Green Health Care Facility/ Hospitals
- Primary Care Clinic
- Ambulatory Care Facility
- Telehealth Facility
- Hotels and Home Stays
- Emergency Department

## 2. Scope

This policy and guidelines are applicable to the use of Accreditation/ Certification Mark by QAI accredited/ certified healthcare facilities.

## 3. Responsibility

CEO is responsible to establish, implement, and amend this document. The accredited/ certified HCFs are responsible to comply with the requirements of this document.

## 4. Policy and Guidelines

4.1 The accreditation/ certification Mark provided is for the use by accredited/ certified HCFs. However, it remains the property of QAI.

4.2 The use of this Mark by the HCF will be under the control of QAI. Compliance with the following guidelines is required when using the QAI accreditation/ certification Mark.

4.2.1 The Mark shall be reproduced in the proportions and the colors indicated in the appendix 'A'. The Mark must remain in the same format. It may be printed as a colored image or in black and white as given at appendix 'A'. These are provided by QAI.

4.2.2 The Mark may be resized to suit the facility's needs but no amendments will be permitted to its design or the relationship of the items within the design.

4.2.3 The accredited/ certified HCFs can only use the accreditation/ certification Mark for services of the healthcare facility that are specifically included in the accreditation/ certification. The Mark may not be used by the facility to advertise any products and services of the facility or in connection with any commercial purpose other than the permitted uses without the prior written agreement of QAI, and must not be used to suggest any approval by or sponsorship of QAI of the facility, its activities, products or services other than those have been assessed by QAI.

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- 4.2.4 The Mark shall not be used in any way that it misleads the reader about the accredited/ certified status of the HCF.
- 4.2.5 The Mark is not transferable and to be used only by the accredited/ certified facility.
- 4.2.6 The accredited/ certified body upon suspension or withdrawal or expiry of its accreditation/ certification (however determined), shall discontinue use of QAI accreditation Mark.
- 4.3** QAI reserves the right to terminate use of the Mark by giving notice in writing if the facility breaches any of the above mentioned terms and shall take appropriate actions as per laid down policy of QAI. Kindly refer to QAI document 'Policies and Procedure for Dealing with Adverse and Other Decision'.
- 4.4** These guidelines for printing the Mark apply for use on all print and electronic materials and promotional items such as facility's letterhead, newsletters, brochures, annual reports, business cards, and advertising.
- 4.5** If any HCF is found using mark of sustained quality (either not entitled for or after the written intimation for not to use by QAI), financial and non- financial penalty may be imposed to HCF. Decision shall be taken on case to case basis by the CEO.

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## Appendix A

### Accreditation Marks



### Certification Marks



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**Sample Accreditation Marks for Programmes**



**HOME HEALTH CARE**



**ART CENTRE**



**DIALYSIS CENTRE**



**GREEN HEALTH CARE FACILITY**



**HEALTHCARE FACILITY**



**PRIMARY CARE CLINIC**



**AMBULATORY CARE FACILITY**



**TELEHEALTH FACILITY**

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