

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



*Change Adapt Improve*

**POLICY AND GUIDELINES**  
**FOR**  
**USE OF QAI RECOGNITION MARK**  
**FOR TELEMEDICINE PRACTITIONER**

Issue No.: 01

Issue Date: July 2020

Quality and Accreditation Institute		
Centre for Accreditation of Health & Social Care		
Doc. No.: QAI CAHSC 905	Policy for Use of QAI Recognition Mark for Telemedicine Practitioner	
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## CHANGE HISTORY

Sl. No.	Doc No.	Current Issue No.	Revised Issue No.	Date of Issue	Reasons

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## 1. Objective

To define the policy and guidelines for the use of QAI recognition mark by an recognised RMP/RHP/ASU RMP/YN RMP under Recognition Programme for Telemedicine Practitioner.

## 2. Scope

This policy and guidelines are applicable to the use of recognition mark by QAI recognised RMP/RHP/ASU RMP/YN RMP.

## 3. Responsibility

CEO is responsible to establish, implement, and amend this document. The recognised RMP/RHP/ASU RMP/YN RMP is responsible to comply with the requirements of this document.

## 4. Policy and Guidelines

4.1 The recognition mark provided is for the use by recognised RMP/RHP/ASU RMP/YN RMP . However, it remains the property of QAI.

4.2 The use of this mark by the RMP/RHP/ASU RMP/YN RMP will be under the control of QAI. Compliance with the following guidelines is required when using the QAI recognition mark.

4.2.1 The mark shall be reproduced in the proportions and the colours indicated in the appendix `A`. The 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 QAI.

4.2.2 The mark may be resized to suit the need of RMP/RHP/ASU RMP/YN RMP but no amendments will be permitted to its design or the relationship of the items within the design.

4.2.3 The recognised RMP/RHP/ASU RMP/YN RMP can only use the recognition mark for telemedicine services that are specifically included in the recognition. The mark may not be used by the RMP/RHP/ASU RMP/YN RMP to advertise any products and services of the RMP/RHP/ASU RMP/YN RMP 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.

4.2.4 The mark shall not be used in any way that it misleads the reader about the recognition status of the RMP/RHP/ASU RMP/YN RMP.

4.2.5 The mark is not transferable and to be used only by the RMP/RHP/ASU RMP/YN RMP recognised under this programme.

4.2.6 The recognised RMP/RHP/ASU RMP/YN RMP upon suspension or withdrawal or expiry of its recognition (however determined), shall discontinue use of QAI recognition mark.

4.3 QAI reserves the right to terminate use of the mark by giving notice in writing if the RMP/RHP/ASU RMP/YN RMP breaches any of the above mentioned terms and shall take appropriate actions as per laid down policy of QAI and terms and conditions for maintaining recognition.

4.4 These guidelines for printing the mark apply for use on all print and electronic materials and promotional items such as RMP/RHP/ASU RMP/YN RMP(s) prescription, letterhead, newsletters, brochures, business cards, and advertising.

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- 4.5** If any RMP/RHP/ASU RMP/YN RMP is found using recognition mark (either not entitled for or after the written intimation for not to use by QAI), financial and non- financial penalty may be imposed to RMP/RHP/ASU RMP/YN RMP. Decision shall be taken on case to case basis by the CEO.

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## Appendix A

### Recognition Marks



### Sample Recognition Mark for Programme



QAI/CAHSC/TMP/2020/0001

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