



Guide to Promoting Your ASAM Level of Care Certification

Congratulations on achieving ASAM Level of Care Certification!

Your successful survey is emblematic of the hard work your organization has undertaken to ensure your program's ability to deliver a specific ASAM Level of Care. You should be proud of your accomplishment. ASAM has created certification seals to help you highlight your achievement to patients, payers, regulators, and the broader public. This guide is designed to assist you in using the certification seal and in promoting your certification more broadly.

I. How can I use the ASAM Certification Seal?

You may use the ASAM Level of Care Certification seal to demonstrate your commitment to providing evidence-based addiction treatment. You may wish to display the certification seal in the following location:

- On your organization website
- In your print marketing materials and brochures (banners, booth material)
- In your office or facility
- Other promotional items to be considered on request, send to certification@asam.org

II. Explaining your Certification?

What is certification?

The ASAM Level of Care Certification addresses the addiction health crisis by establishing processes for validation of treatment program capabilities, building industry transparency, and increasing patient confidence in treatment services. The certification provides an independent assessment of a treatment program's ability to deliver services consistent with *The ASAM Criteria*®.

Increasing patient access to evidence-based addiction treatment is critical to overcoming the devastating and deadly challenges of addiction. This certification gives patients, loved ones, payors, and regulators the knowledge that a given treatment program is capable of administering evidence-based addiction treatment that is appropriately matched to a patient's individual needs.

To be issued certification, programs must demonstrate during survey the presence of rating elements sufficient to satisfy the proprietary scoring methodology, including but not limited to the presence of all

“defining elements” – those certain rating elements that are crucial to the operation of all treatment programs or are a hallmark of a particular Level of Care.

The ASAM Level of Care Certification lasts for a three-year term. Programs must timely apply for and successfully complete a recertification survey.

Who is ASAM?

The American Society of Addiction Medicine, founded in 1954, is a professional society representing over 6,600 physicians, clinicians, and associated professionals in the field of addiction medicine. ASAM is dedicated to increasing access and improving the quality of addiction treatment, educating physicians and the public, supporting research and prevention, and promoting the appropriate role of physicians in the care of patients with addiction. For more information, visit www.ASAM.org.

Who is CARF?

Founded in 1966 as the Commission on Accreditation of Rehabilitation Facilities, CARF International is an independent, nonprofit accreditor of health and human service providers in the areas of aging services; behavioral health; child and youth services; durable medical equipment, prosthetics, orthotics, and supplies; employment and community services; medical rehabilitation; and opioid treatment programs. The CARF International group of organizations includes CARF, CARF Canada, and CARF Europe, and accredits more than 60,000 programs on five continents. More than 14 million persons of all ages are served annually by CARF-accredited providers. For more information, please visit the CARF International website at www.carf.org.

III. What does certification mean to patients, payors, and providers?

Patients

When patients and their loved ones see the ASAM Level of Care certification seal, they will feel secure in knowing that the treatment program is equipped to deliver the evidence-based treatment needed.

Providers

Providers already capable of delivering the evidence-based care outlined in The ASAM Criteria will receive well-deserved recognition for their commitment to helping patients. Treatment programs seeking to improve so that they are capable of offering evidence-based care will be able to turn to ASAM for assistance. ASAM offers publications and trainings to help treatment programs craft and implement policies and procedures that will help them achieve this goal.

Payors

ASAM Level of Care Certification will help to differentiate between various levels of residential care that are often grouped together as one. As such, this certification provides an independent assessment of the services that treatment programs are equipped to provide. Payors may use this information to reduce prior authorization requirements, structure reimbursement models, or create centers of excellence for addiction treatment. Above all, certification will provide a method for ensuring that patients enter treatment programs that are equipped to deliver evidence-based care

IV. Citing your Certification

The ASAM Level of Care Certification seal is trademarked and should only be used by certified facilities. Certification does not imply an endorsement by, or affiliation with ASAM but acknowledgement that your treatment program is capable of delivering a specific level of care. References to your ASAM Level of Care Certification must clearly identify which Levels of Care are certified. See examples below.

- ASAM Level of Care Certification was awarded by CARF to (Name of Your Organization) for Level(s) of Care (List numerical levels).
 - The certification is valid from 3 years from survey date.
- CARF has certified (Name of Your Organization) for its capacity to deliver ASAM Level of Care (List numerical levels).
- (Name of Your Organization) has been certified by CARF for the following ASAM Levels of Care: (List numerical levels)

Certification Seal

Your certification seal is a testament of your capability to provide specific Levels of Care as described in *The ASAM Criteria*. Most providers frame and display their certificate in a reception area or other prominent location. Some providers reproduce their certificate in marketing brochures. To purchase additional certificates, please contact CARF at (888) 281-6531.

V. Guidelines for displaying the ASAM Level of Care Certification seal

Logos suitable for either printed or electronic reproduction can be downloaded by certified programs from the ASAM website. When displaying the seal on your website, you are encouraged to link it to the [ASAM website](#).

The certification seals utilize ASAM brand colors: Pantone 2149 and Pantone Cool Grey 11

Standards to use the official ASAM Level of Care Certification seal online and in print:

When using the seal please **do not**:

1. Apply seal universally on the main website if there are multiple locations that have not attained the same certification.
2. Recreate the typography.
3. Shrink, stretch out, distort, angle, or otherwise change the shape of the seal.
4. Add patterns or textures.
5. Place seal on a distracting background or background colors that are inconsistent with brand standards.
6. Change the colors of the seal. Use the seal with the official colors or use the solid or black and white version of the seal.

7. Modify the text/content of the seal in any way (nothing can be added or removed, and the fonts must remain unchanged).
8. Change the colored circle around the seal and place it on a background.
9. Use the seal below its minimum size of one inch.
10. Place other design elements over the seal.
11. Nothing may be printed within or over the seal.
12. The seal may not be combined with other images or design to create a new symbol or image.

ASAM Approved Seals



If you have any questions about how to use the ASAM Level of Care Certification seal, please contact certification@asam.org.

If you have achieved ASAM Certification for Levels 3.1, 3.5, and/or 3.7, please contact Linder Pak-Gerner (lpakgerner@asam.org) for your official ASAM Level of Care Certification Seals!