

# Data Use Policy



KLAS Enterprises, LLC, referenced herein as “KLAS,” encourages public awareness of healthcare technology product and service vendor performance. KLAS’ name, data, and published materials are subject to trademark and copyright protection, regardless of where or how the information is obtained. Any public use of KLAS Data must be made with clarity and integrity, as well as maintain the intent of the data. KLAS reserves the right to modify this policy at any time. Access [Frequently Asked Questions](#) about the policy or visit the KLAS website for the [most recent version of the KLAS Data Use Policy](#).

This KLAS Data Use Policy consists of four sections:

- 1) Sharing KLAS Data within a subscribing or purchasing organization
- 2) Sharing KLAS Data outside of a subscribing or purchasing organization
- 3) Exceptions and other uses of KLAS Data
- 4) Resource Center

## 1) Sharing KLAS Data within a subscribing or purchasing organization

- A. KLAS Data may be shared within a subscribing organization and a purchased KLAS report can be shared within a purchasing organization without limit.

## 2) Sharing KLAS Data outside of a subscribing or purchasing organization

### A. Understand and abide by the following:

1. “KLAS Data,” as used in this Policy, means any information, opinions, evaluations, or data contained online, in KLAS Performance Insights presentations, and/or KLAS written reports.
2. KLAS Data is copyrighted and trademarked. Access to KLAS Data is available through a subscription to KLAS Data and/or through purchasing a report.
3. An organization or person sharing KLAS Data must be authorized to access and share the data before sharing it.
4. An organization or person that accesses or shares KLAS Data without authorization will be liable and responsible, at a minimum, for the applicable full annual online subscription or report fee.
5. Any use of KLAS Data should specifically and accurately represent the data and/or its intent. Adding glamorous or subjective adjectives that are not included in the KLAS Data must be specifically avoided, such as: top, leader, high, best, largest, innovator, innovative, leader, trendsetting, etc.
6. Content on KLAS Web pages cannot be reposted on a vendor’s website.
7. Public use of KLAS Data must specify the information source. (See section 2.D)
8. KLAS will use appropriate means to stop unauthorized use of the KLAS name, logo, or data at the expense of the violating party. At a minimum, KLAS will issue a public KLAS Klarification press release in response to any unauthorized use, display, or misrepresentation of KLAS Data.
9. KLAS reserves the right to impose a ban of using KLAS Data of varying durations. In addition, KLAS may seek additional remedies available under contract, copyright, and other applicable law.

### B. Sharing KLAS Data

1. Press releases and other marketing collateral – meaning presentations, brochures, flyers, event signs, newsletters, email campaigns, email signatures, and social media (including, but not limited to blogs, Facebook, Twitter, etc.):
  - a. One page of KLAS Data (equal to one side of an 8 ½” by 11” piece of paper using at least a 10-point font) may be used from a KLAS report,

excluding data extracted directly from subscription to KLAS Data. See sections 2.B.4 and 2.B.6 for information about how to generate a Promotional Use report and how to share user commentary. See Exceptions in section 3.A.2 related to the KLAS Buyer's Guide.

- b. Maintain the intent of a report.
- c. The KLAS Data source **information** must be included. See section 2.D for specific information about documenting KLAS Data.

2. **Vendor website**

- a. A press release that follows the KLAS Data Use Policy may be posted on a vendor website.
- b. A KLAS award or ranking may be displayed on a website with a link to the KLAS website, which will enable a provider to log in to look at real-time ratings or validate the award or ranking through the KLAS website and. See section 2.B.5 about how to document KLAS Data.
- c. The KLAS Vendor Participant logo may be displayed once a product or service has received at least one KLAS Konfidence checkmark. This logo informs providers that customer feedback is available about products and services on the KLAS website. Providers also can click on the link to complete an evaluation about the vendor's products or services on the KLAS website. This logo can be downloaded from the Resource Center in section 4. See section 2.C for guidelines about using KLAS logos and artwork.
- d. User Commentary about a vendor's own products and services may be posted to the website. See section 2.B.5 for more information.
- e. A KLAS quote may be extracted from a public article as long as the quote maintains the intent of the statement in the article and is clearly attributed.

3. **KLAS Alert**

- a. KLAS Alert information can be shared by a vendor that subscribes to Platinum PLUS about a vendor's own products and services.
- b. Documentation should include the product or service name, product version number (as applicable), date the alert was issued, the KLAS copyright statement and the KLAS URL for each alert.

Example:

“Scores for Alabaster General EMR rose over 2 points in the past years to an overall score of 87 (out of 100). Customers reported that the product was increasingly more usable and that the product's support continues to be strong and robust.”

*KLAS Alert about Alabaster EMR issued on May 17, 2011. © KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)*

- c. Email [marketing@KLASresearch.com](mailto:marketing@KLASresearch.com) for a custom link that providers can use to log in and view your own product's alerts.

4. **User Commentary from KLAS Data Subscription**

- a. Up to one page or 500 words of user commentary can be extracted from KLAS Data Subscription and included, verbatim, in promotional or marketing material about a vendor's own product or service. See section 2.A.
- b. KLAS Data Subscription user commentary documentation should include the product or service name, version number (as applicable), title of person giving the comment, date KLAS collected the comment, the KLAS copyright statement and the KLAS URL for each comment. Please indicate that the comment was collected by KLAS.

Example:

*"We have been thrilled with Alabaster General EMR. Our physicians think all systems are a bit quirky, but we have put a lot of time and work into customizing the system, and we have it working really well. It fits us. Every user I work with really loves the system. We have taken it to a level of optimization that is beyond belief." – CIO*

*Collected about Alabaster General EMR version 3.6.1c by KLAS in March 2011 © KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)*

5. **KLAS Awards** - Best in KLAS, Category Leader, and other official KLAS award(s) may be used as follows:
  - a. The "Best in KLAS Awards" report is the only source for a Category Leader or a Best in KLAS award designation.
  - b. Category Leaders may announce being the top ranked or the #1 offering in their market segment.
  - c. A Best in KLAS award recipient may use the Best in KLAS logo in conjunction with the product or service that received the Best in KLAS ranking only when the year of the award is also on the logo.
  - d. When announcing Best in KLAS, Category Leader, or other KLAS ranking, the documentation of the full report name, vendor, product or service name, the year of the award, and the market segment as it appears in the "Top 20 Best in KLAS Awards" report must be included.
  - e. Only the market segment recipient of a Best in KLAS or Category Leader award from the most recently published "Top 20 Best in KLAS Awards" report may announce their award in larger-than-life posters, billboards, and electronic screens.
  - f. A market segment's current award recipient can refer to historical rankings in the same market segment. Example: 2011, 2009, 2007, 2004, and 2001.
  - g. Early Data or KLAS Data that is asterisked may be included only when it is accompanied by the approved KLAS disclosure statement: "Products marked with an asterisk (\*) do not meet the minimum KLAS Confidence levels." Early data or asterisked products or services should not compare themselves to other products or services in the market segment.
  - h. Products or services that are not ranked in a report cannot compare themselves to other products or services in the market segment, i.e. component, superseded, not primary, or regional products.
6. **KLAS Promotional Use report tool** – used to share KLAS Data outside of a subscribing organization.
  - a. The report must be used as a whole. Modifications, additions, excerpts, and edits to this report are not allowed.

C. **KLAS Logos and Artwork**

1. Only approved KLAS logos and artwork can be used.
2. KLAS logos and artwork cannot be altered in anyway, including but not limited to changes in font, color, and design.
3. KLAS logos and artwork must maintain legibility. Logos cannot be used in a manner that causes the images to become distorted, blurry, or illegible.
4. At least ¼ inch of clear space surround the parameter of the logo is recommended but not required.
5. Download the [KLAS Corporate](#) and [Vendor Participant](#) logos. See section 4 for more information.
  - a. The Vendor Participant logo informs providers that customer feedback is available about products and services on the KLAS website.

6. Request Best in KLAS ribbons and other special award logos by emailing [DataUse@KLASresearch.com](mailto:DataUse@KLASresearch.com).

- D. **Referencing KLAS Data** - The first use of a KLAS Data reference should be documented with:
1. Sourcing the full report name, market segment (as applicable), and month and year of the report publication, the KLAS URL ([www.KLASresearch.com](http://www.KLASresearch.com)), and the KLAS copyright statement.
  2. The KLAS copyright statement is “© [year] KLAS Enterprises, LLC. All rights reserved.”
  3. Sourcing information should be legible, accurate, and included as near to the KLAS Data used as possible. Any footnotes and sourcing information should be clear and maintain the intent of the report.

Examples:

*“Buying the Best EMR: A User’s Guide,” April, 2011. © 2011 KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)*

*“2010 Top 20 Best in KLAS Awards: Software & Professional Services,” December, 2010. © 2010 KLAS Enterprises, LLC. All rights reserved. [www.KLASresearch.com](http://www.KLASresearch.com)*

### 3) Exceptions and other uses of KLAS Data

- A. Exception:
1. Twitter limits posts to 140 characters, but the intent of a KLAS report must be maintained. The source information can be included using a link to a press article rather than including the reference information in the twitter post. (See section 2.D)
- B. To use KLAS Data outside of the descriptions in this Data Use Policy or for questions, contact KLAS prior to use of KLAS Data at [DataUse@KLASresearch.com](mailto:DataUse@KLASresearch.com).
1. Review requests are queued in order of receipt and should include:
    - a. The KLAS Data requested for use and how the data would be used.
    - b. Where the data would be used.
    - c. When the data would be used.
    - d. Specific reference information indicating all page number(s), figure number(s), and paragraph location(s) as appropriate that match up to the KLAS Data that is requested to be reviewed for use. (See section 2.D)
  2. Please allow at least 48 business hours for review.

### 4) Resource Center

- A. **Corporate information about KLAS for public use.**

1. *About KLAS*

KLAS is a research firm specializing in monitoring and reporting the performance of healthcare vendors. KLAS’ mission is to improve delivery of healthcare, by independently measuring vendor performance for the benefit of healthcare provider partners, consultants, investors, and vendors by collecting accurate, honest and impartial provider experiences. Working together with executives from over 4500 hospitals and over 2500 clinics, KLAS delivers timely reports, trends, and statistics, which provide a solid overview of vendor performance in the industry. KLAS measures performance of software, professional services, medical equipment, and infrastructure vendors. For more information, go to [www.KLASresearch.com](http://www.KLASresearch.com), email [marketing@KLASresearch.com](mailto:marketing@KLASresearch.com), or call 1-800-920-4109 to speak with a KLAS representative. Follow KLAS on Twitter at [www.twitter.com/KLASresearch](http://www.twitter.com/KLASresearch).

2. *Who KLAS is*

KLAS is a healthcare technology research firm that specializes in monitoring and reporting the performance of software, services, and medical equipment, and infrastructure vendors. Working with thousands of healthcare executives from hospitals and clinics in North America, KLAS collects performance feedback to deliver timely reports, trends, and statistics that provide a solid overview of vendor performance in the industry.

3. *What KLAS does*

KLAS helps healthcare providers make informed technology decisions by offering honest, accurate, and impartial vendor performance information. Vendors can use KLAS ratings to benchmark their customer service performance and understand how to better serve the provider community.

4. *How KLAS does it*

KLAS independently monitors vendor performance through the active participation of thousands of healthcare organizations. KLAS Performance Data represents the opinions of healthcare executives, managers, and clinicians from over 4,500 hospitals and 2,500 clinics, who have rated over 750 products and services from more than 200 vendors. Research results are offered to healthcare providers and vendors through:

- A free directory of vendor and product information
- Online access to KLAS vendor performance data
- In-depth, published market segment reports

5. *KLAS logos*

- a. Corporate logo – [download](#)
- b. Vendor Participant logo – [download](#)
- c. Best in KLAS logo – email [DataUse@KLASresearch.com](mailto:DataUse@KLASresearch.com)