

Frequently Asked Questions



Regarding KLAS' Data Use Policy

- **What is KLAS Data?**

“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.
- **What is the company's name?**

The official company name is KLAS Enterprises, LLC. KLAS is the familiar name. The KLAS URL www.KLASresearch.com is a combination of the company's familiar name and what KLAS does. For branding purposes, “KLAS” should be written in all caps in the URL.
- **What data can be shared from my KLAS subscription?**

Data from a KLAS Data Subscription can be shared within a subscribing organization without limitation, but due to the fluctuating nature of the data, as new evaluations are added to and old evaluations expire from the database, this data should not be shared outside of your organization unless it is shared through a Promotional Use report.
- **What is a Promotional Use report and how can I use it?**

The Platinum KLAS Promotional Use report tool generates an approved KLAS report that can be shared outside of a subscribing organization. This report shares performance data scores and trends, but cannot be published on a vendor website in any way. It would be appropriate to direct someone to log in to their KLAS account to view live Performance Data instead. Promotional Use reports are copyrighted, contain necessary disclosure information, and should not be modified or excerpted in any way.
- **How can I create a Promotional Use report?**

Promotional Use reports are generated through a vendor's KLAS Data Subscription by Clicking on Reports, Promotional Use Report, and following the prompts. Once a Promotional Use report is generated, it contains the necessary legends and copyright. It may be used as a standalone document and must be used in its entirety without any changes.
- **What KLAS information can I publish on my website?**
 - An award or ranking from a KLAS published report can be announced
 - A press release that follows the guidelines of the KLAS Data Use policy
 - Up to 500 words of user commentary about a vendor's own products or services may be published on a Web page from a KLAS published report or from Platinum KLAS as long as the commentary is documented with the name of the product or service, source, and date
 - Official KLAS logos with a link to KLAS are also appropriate to post
 - Content from a KLAS Web page should *not* be published on a vendor's website. It would be appropriate to link to a page on the KLAS website or to publish approved content about KLAS on a vendor's website. See the Resource Center (section 4) for approved statements about who KLAS is and what KLAS does.
- **How can I use the terms top, leader, or high when referencing my ranking?**

Products and services that are the #1 ranked product or service in their market segment in a KLAS published report can say they are top, the leader, or a highly ranked product. Announcements should be specific. A ranked product or service may announce their actual rank or say that they are in the top X of the market segment. For example, if a product is ranked #4 in a market segment, it would be accurate to say that they are ranked in the top 10, top 5 or top 4 of the market segment.

- **Why do I need to announce a tie score?**

To avoid confusion and possible misrepresentation of KLAS Data when sharing information from a report about a rank or a performance score, a vendor must point out any tie with another vendor(s) for a rank or a score.

- **How can I quote KLAS Data?**

A vendor may quote KLAS Data from a KLAS published report. Quotes should maintain the intent of the report, be accurate, be complete, and be verbatim. The quote should be attributed to KLAS. Periodically, KLAS provides quotes about the healthcare technology industry.

- **How can I share data from a KLAS published report?**

KLAS published reports are official snapshots in time of the KLAS Performance Data. They offer reference points for scores and trending information. Market segment reports also offer an in-depth analysis on a specific topic. Vendors that have purchased a report may share up to one page worth of data from the report, as long as the information shared is accurate, maintains the intent of the report, sites the source of the information, and follows the guidelines of the Data Use Policy. Information from a KLAS published report can be shared in brochures, signs, and other collateral. Only ranking or award information from a report and up to 500 words of user commentary may be shared on a subscribing vendor website.

Up to one page of KLAS Data can be shared from a KLAS published report outside of a purchasing organization in a press release, brochure, email campaign, sign, and non-electronic banner; a KLAS award or ranking may be displayed on a vendor's website with a link to the KLAS website; the KLAS Vendor Participant logo may be displayed on a vendor website; and user commentary may be included in marketing collateral and posted to a vendor website as long as the use fits the Data Use Policy.

- **Can I share information from old KLAS reports?**

To be sure that the most recent KLAS Data and research is available to providers considering the performance of healthcare technology vendors, only data from the most recently published KLAS report about a market segment should be included in marketing initiatives or collateral. Information from older KLAS reports can be used for trending purposes when comparing the vendor's own previous performance to current performance in KLAS published reports. Older KLAS Data should not be the main content of the collateral.

- **What documentation needs to be included when using KLAS Data publicly from reports, user commentary, a KLAS Alert, and KLAS Performance Indicator presentations?**

- *KLAS Published Reports:*

Full report name, market segment (as appropriate), and month and year of the report publication, the KLAS URL (www.KLASresearch.com), and KLAS copyright statement.

- *KLAS User Commentary:*

User Commentary Collected about Product Name (version number) by KLAS in Month Year © KLAS Enterprises, LLC. All rights reserved. www.KLASresearch.com

- *KLAS Alert:*

KLAS Alert about Product Name (product version number, as applicable) issued on Month Day, Year. © KLAS Enterprises, LLC. All rights reserved. www.KLASresearch.com

- **What is KLAS Konfidence?**

The term KLAS Konfidence indicates the number of unique provider organizations that have given feedback to KLAS about a particular product, service, or vendor. Konfidence levels define the range in the number of organizations that have evaluated a specific vendor, product, or service. More information is available on the KLAS [Methodology FAQ](#) Web page.

- **What is a KLAS Klarification?**

A KLAS Klarification is a written statement that clarifies or corrects a public use of KLAS Data that is determined to be unclear, partial, misleading, or inaccurate. Examples of KLAS Klarifications can be viewed on the KLAS [Klarifications](#) Web page.

- **What is the difference between the “Mid-Term Performance Review” and the “Top 20 Best in KLAS Awards” reports?**

The “Top 20 Best in KLAS Awards” report is the annual comparative KLAS Data report that is published for across market segments. The “Mid-Term Performance Review” is an overview of a vendor’s performance scores that is published six-months after the “Top 20 Best in KLAS Awards” report. This report shares KLAS Data by vendor between publications of the “Top 20 Best in KLAS Awards” report and is not written as a comparative report across market segments.

On June 15, KLAS publishes:

- *Top 20 Best in KLAS Awards: Medical Equipment & Infrastructure* – this annual report contains rankings by market segment
- *Mid-Term Performance Review: Software & Professional Services* – this annual report shares ratings by vendors and does not contain market segment rankings

On December 15, KLAS publishes:

- *Top 20 Best in KLAS Awards: Software & Professional Services* – this annual report contains rankings by market segment
- *Mid-Term Performance Review: Medical Equipment & Infrastructure* – this annual report shares ratings by vendors and does not contain market segment rankings

- **What is a “Category Leader?”**

Category Leader designation is given to the top ranked product or service in each market segment of the “Top 20 Best in KLAS Awards” report where at least two offerings are ranked in the market segment. A Category Leader designation is not the same as a Best in KLAS designation.

- **What is “Best in KLAS?”**

Best in KLAS designation is given to categories in the “Top 20 Best in KLAS Awards” report that provide the broadest operational and clinical impact to healthcare organizations. Top ranked products or services in a market segments that has been designated as a Best in KLAS market segment can announce being Best in KLAS for the year the report publishes.

- **How much KLAS Data can I share?**

Up to one page of KLAS Data (equal to one side of an 8 ½” by 11” piece of paper with at least a 10-point font) may be used from a KLAS published report or up to 500 words of user commentary.

- **What does Early Data mean?**

Products and services that do not have enough evaluations to meet KLAS Confidence thresholds are termed Early Data. Early Data scores are shared for trending purposes and are more likely to fluctuate with each new evaluation that is collected. Early data scores may be displayed, but should not be compared to data scores for products or services that have met KLAS Confidence, which tend to be more stable due to the sample size. An asterisk should be used to indicate that a product or service is an Early Data score and should include a statement that Early Data scores do not meet minimum KLAS Confidence level or that Preliminary scores do not meet KLAS’ minimum confidence level. Early Data scores may also be referred to as preliminary scores.

Please contact DataUse@KLASresearch.com with additional questions. Visit the KLAS website for the most recent [version of the KLAS Data Use Policy](#).