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MODULE 7

REFERENCE TO ACCREDITATION AND ADVERTISING POLICY

7.1 INTRODUCTION

All AIHA-LAP, LLC accredited laboratories are encouraged to advertise their accreditation by using prescribed language defined in this module and the approved AIHA-LAP, LLC accreditation logo. ISO/IEC Standard 17011 requires that accreditation bodies, such as the AIHA-LAP, LLC, “have a policy governing the protection and use” of reference to its accreditation and logo. The following policies govern a lab’s reference to its accreditation in all communication media, such as the Internet, documents, reports, brochures or advertising.

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Failure to conform to these policies or the advertising/logo license agreement shall result in any or all of the following: request for corrective action, suspension or revocation of accreditation, publication of the transgression or possible initiation of legal actions.

Only accredited AIHA-LAP, LLC laboratories may use the AIHA-LAP, LLC accreditation logo for purposes of advertising their laboratory accreditation.

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7.1.1 Reference to AIHA-LAP, LLC Accredited Fields of Testing (FoTs)

AIHA-LAP, LLC accreditation or affiliation may be referenced by use of 1) a statement of AIHA-LAP, LLC accreditation, and/or 2) the AIHA-LAP, LLC Laboratory ID Number, and/or 3) the AIHA-LAP, LLC accreditation logo. Any of these references may not be used or implied for a FoT(s) for which lab is not accredited by AIHA-LAP, LLC.

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A laboratory shall not advertise that it is accredited by AIHA-LAP, LLC until the laboratory has actually received written notification from AIHA-LAP, LLC that it has been accredited. Also, an AIHA-LAP, LLC accredited laboratory that adds an additional FoT to its existing scope of accreditation (see Module 3, Section 3.9) shall not advertise that it is accredited for that scope of testing until it receives written notification of approval from AIHA-LAP, LLC.

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7.1.2 Reference to AIHA-LAP, LLC Accreditation for Suspended-Status FoTs

An accredited laboratory whose accreditation has been suspended or withdrawn shall not reference AIHA-LAP, LLC accreditation for the FoT/Method(s) for which it is suspended or withdrawn for the duration of the suspension period. Upon suspension or withdrawal, the laboratory shall discontinue the use of all communication media that contains any reference to the suspended or withdrawn accreditation.

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7.2 STATEMENT OF AIHA-LAP, LLC ACCREDITATION

An AIHA-LAP, LLC accredited laboratory may use the following statements, or the equivalent, in communication media, subject to the limitations listed in 7.6, below.

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7.2.1 “_____ Laboratory is accredited by the AIHA Laboratory Accreditation Programs (AIHA-LAP), LLC, in the _____ accreditation program for _____ Fields of Testing as documented by the Scope of Accreditation Certificate.” (Blanks are to be filled with the applicable terms, as listed on the accreditation certificate.)

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AIHA-LAP, LLC accredited laboratories may also use the following statement in their communication media, in conjunction with 7.2.1.

7.2.2 “AIHA-LAP, LLC accreditation complies with the ISO/IEC Standard 17025:2005 requirements, but this does not imply ISO certification or registration.”

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7.2.3 Laboratories with multiple locations must clearly identify the location of the accredited laboratory(s) and their applicable accreditation programs in their communication media.

7.3 LABORATORY ID NUMBER

An AIHA-LAP, LLC accredited laboratory may use its AIHA-LAP, LLC assigned Laboratory ID Number in its media communications subject to the limitations listed in Section 7.6.

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7.4 PROFICIENCY TESTING ONLY ORGANIZATIONS

A laboratory may use its Laboratory ID Number to indicate participation in one or more AIHA PAT Programs, as long as accreditation is not implied, for example: “_____ Laboratory participates in the AIHA _____ PAT Program, Laboratory ID Number _____”. (Blanks are to be filled with the applicable terms.)

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7.5 AIHA-LAP, LLC ACCREDITATION LOGO

The AIHA-LAP, LLC accreditation logo may be used by accredited laboratories, subject to the limitations listed in Section 7.6. An AIHA-LAP, LLC accredited laboratory shall only use the AIHA-LAP, LLC accreditation logo after signing the appropriate advertising/logo licensing agreement, detailing the permissible usage. The AIHA-LAP, LLC accreditation advertising/logo licensing agreement is provided by the AIHA-LAP, LLC at the time the accreditation certificate is issued. The laboratory shall sign and return the advertising/logo licensing agreement to AIHA-LAP, LLC before the AIHA-LAP, LLC will release the copy ready artwork of the logo to the laboratory.

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7.6 LIMITATIONS TO REFERENCING AIHA-LAP, LLC ACCREDITATION

7.6.1 A statement of AIHA-LAP, LLC accreditation or the AIHA-LAP, LLC accreditation logo shall only be displayed by laboratories that hold AIHA-LAP, LLC accreditation, using the organization name as stated on the accreditation certificate.

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7.6.2 A statement of AIHA-LAP, LLC accreditation or the AIHA-LAP, LLC accreditation logo shall only be used by the laboratory on its Internet web site, letterhead documents, reports, brochures or advertising (“communication media”). The laboratory shall not use a statement of AIHA-LAP, LLC accreditation or AIHA-LAP, LLC accreditation logo on communication media when such testing is outside the scope of accreditation, unless the laboratory provides a clear disclaimer and/or identifies the testing that is outside the scope of AIHA-LAP, LLC accreditation.

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7.6.3 A statement of AIHA-LAP, LLC accreditation and/or the AIHA-LAP, LLC accreditation logo signify that a laboratory meets certain standards. The laboratory shall not display a statement of AIHA-LAP, LLC accreditation or the AIHA-LAP, LLC accreditation logo on products, product catalogs product packaging or inserts or otherwise on any item not specifically outlined as communication media, above. Furthermore, a statement of AIHA-LAP, LLC accreditation or the AIHA-LAP, LLC accreditation logo may not be displayed on communication media or any other laboratory materials that are outside the scope of accreditation for which the laboratory is accredited by the AIHA-LAP, LLC.

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7.6.4 The laboratory shall only display a statement of AIHA-LAP, LLC accreditation or the AIHA-LAP, LLC accreditation logo on the internet or on other segmented materials one those web pages or those areas of materials that are relevant to the scope of accreditation for which the laboratory is accredited by AIHA-LAP, LLC.

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7.6.5 The laboratory shall not make any statement regarding its AIHA-LAP, LLC accreditation, that AIHA-LAP, LLC may consider to be misleading or unauthorized.

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7.6.6 The laboratory shall take care that no report or certificate nor any part thereof referencing AIHA-LAP, LLC accreditation or AIHA PT participation is used in a misleading manner.

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7.6.7 Accreditation by AIHA-LAP, LLC does not imply that a product, process, system, or person is approved by AIHA-LAP, LLC. Accordingly, a statement of accreditation or an AIHA-LAP, LLC logo may not be used in manner suggesting or implying that a product, process, system, or person is approved or certified by AIHA-LAP, LLC or that AIHA-LAP, LLC is otherwise certifying something other than the laboratory itself.

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