



Oncology Nursing Society Seal of Approval Program Guidelines

Oncology Nursing Society (ONS) developed its Seal of Approval program to assist healthcare professionals and consumers in selecting quality educational resources related to cancer care. The Oncology Nursing Society Seal of Approval trademarks (the “Marks”) ensure that the information provided in educational resources is evidence-based, timely and relevant to practicing oncology nurses and the patients they serve.

For providers of health education resources, the Marks are a valuable symbol of recognition by one of the most respected organizations in cancer care. As the largest professional membership oncology association in the world, ONS represents more than 36,000 registered nurses and healthcare professionals dedicated to excellence in patient care, education, research, and administration in oncology nursing. To both healthcare professionals and their patients, ONS is synonymous with trusted information.

What is Eligible?

ONS approval is limited to educational programs and resources related to cancer, cancer care, or nursing. ONS will not endorse products or the company that develops the content. The programs or resources submitted for approval must be consistent with the ONS mission, standards, guidelines, and positions.

Examples of programs and resources that would be suitable for approval include, but are not limited to:

- Educational slide presentations including speaker notes
- Educational web pages (Web sites with fluid or frequently changing content are not eligible)
- Unbranded and branded disease state, dosing and administration, symptom management, and patient support materials
- Informational brochures intended for patient, consumer, or professional education

What is Not Eligible?

- Resources that do not meet ONS Standards and Guidelines
- Resources that do not meet Health Literacy standards
- Accredited nursing continuing professional development (NCPD) programs
- Pre-diagnosis education
- Resources that are advertising or promotional/marketing in nature

Clinical Review Criteria

Educational resources submitted for approval will be evaluated by ONS clinical experts and must meet all review criteria for approval, including consistency with ONS policies, standards and guidelines, and principles of health literacy.

Evaluation criteria includes:

1. The resource must be educational in nature and
 - Must clearly identify the content provider and/or funder(s)
 - May include the company logo of the content provider and/or funder
 - Can include nursing content, nursing resources, patient content, and/or content for caregivers
 - Product-support information for nurses, patients, and caregivers (post-diagnosis)
2. The resource must be
 - Free of bias and include fair balanced information
 - Consistent with current PhRMA guidelines and other applicable regulatory guidelines
 - Evidence-based, accurate, and clinically relevant
 - Properly supported by evidence-based, up-to-date, resources and that the submitting company provides references for clinical expert review. Annotated references are preferred. *Healthcare provider resources require proper citation and references.
3. The title must be appropriate and clear
4. The educational program must achieve its stated purpose
5. The content and format must be appropriate for the target audience
6. Content must be well organized and clearly expressed
7. Illustrations, tables, figures, and graphics must be appropriate and clearly understandable
8. The educational program must be consistent with the mission and image of ONS
 - The ONS mission is to advance excellence in oncology nursing and quality cancer care
 - The ONS vision is to lead the transformation of cancer care.
 - The ONS core values are innovation, excellence and advocacy.
9. ONS reserves the right to give or withhold its approval
10. Use of the Marks and information conveyed to the public in conjunction with the Marks and its graphics must be consistent with the applicable policies, guidelines, and standards, and shall be subject to the prior review and written approval of the ONS

Application Review Process

Companies interested in the Oncology Nursing Society Seal of Approval Program submit resource(s) to ONS, soa@ons.org, for initial assessment to determine program eligibility. If eligible, ONS will provide pricing, application, draft logo, and [Oncology Nursing Society Seal of Approval Terms and Conditions](#).

Resource(s) submitted with the application must contain proposed Marks placement by adding the provided draft logo/disclaimer statement to the areas in which the logo/disclaimer statement will appear.

Permission to use the Marks is valid for one year. If resource(s) will be in use longer than one year, a new application must be submitted to ensure the information is still accurate and relevant. It is recommended that applications for renewal consideration should be submitted at least 45 days prior to the current expiration date.

Upon receipt of application, ONS clinical nurse specialists will begin the review. The review process may take up to 4 weeks.

Program Fee

The Oncology Nursing Society Seal of Approval Program Fee is based on the ONS clinical nurse specialist's review time, complexity of the subject matter, number of clinical graphs/infographics, and word count. Payment must be received by ONS prior to the Marks being awarded.

Application Fee - \$250

Standard Fee (single resource) – Starting at \$5,000
Application Fee included in standard fee with approval

Website Review (if applicable) - \$1,000

If the approved resource(s) will be stored on an organization's website, ONS must review the website. The Oncology Nursing Society Seal of Approval will be applicable to the ONS-approved resource only and is not to be used on any organizational web pages without ONS approval.

Discounts

- ONS Corporate Council members receive a 20% discount
- ONS Industry Relation Panel Members receive a 10% discount
- Bulk discount offered for companies submitting 5 or more applications within a one-year period. Contact ONS, soa@ons.org, for discount information

Program Benefits

- ✓ Use of Oncology Nursing Society Seal of Approval logo/statement on approved resources (per logo guidelines)
- ✓ Announcement of approved resources in an *ONS Weekly Update*, reaching over 60,000+ oncology nurses
- ✓ Highlight of resource via ONS Twitter upon approval
- ✓ Newly approved resources will be highlighted to ONS Chapters monthly
- ✓ A link to approved resources will be included in the *Oncology Nursing Society Seal of Approval Library* on the ONS website. Company must provide direct link to approved resources for the Library. ONS will not link to company website landing pages.

Companies may opt out of any program benefits.

Approved Resource Revisions

Any revisions to an approved resource during the one-year period that the resource holds the Marks should be submitted to ONS for review and approval, which ONS may give or deny in its sole discretion. An additional review fee will apply. The starting fee for revision review is \$250 per application. Final fee is determined by

complexity of the revisions made. All revisions submitted must be annotated within the approved resource and submitted to soa@ons.org for consideration.

Participation in the Oncology Nursing Society Seal of Approval Program and use of the Marks is subject to the [Oncology Nursing Society Seal of Approval Terms and Conditions](#).

Updated: August 3, 2021

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