



Hosted by the Digital Medicine Society (DiMe) and the American Telemedicine Association (ATA), IMPACT is a pre-competitive collaboration of leading digital health companies, investors, payers, and consultants dedicated to supporting virtual first care (V1C) organizations and their commitment to patient-centric care.

Language matters. Terms used throughout this resource are defined in the [Glossary of Terms](#).

Contract Body: Publicity

This section focuses on each party's use of the brand and name of the other party, and consists of standard marketing language around rights and obligations that typically require written permission from each party to use the other's likeness.

V1C CONSIDERATION: **Publicity**

An additional clause related to payer's making a concerted effort to make information available related to V1C services and offerings may be appropriate here. It may include examples such as the promotion of the new service, care, access, or additional benefits being offered to the payer's members, customers, employees, defendants, etc. This gives V1C services some assurance and commitment from payers that the adoption of their offering will be supported by their payer counterparts.

Sample Language: "Either party may publicize its relationship with prior written approval from the other party. Either party may also offer the other party as a reference and/or use case to prospective customers and other partners and use the other party's logos and other branding in customer lists, websites, and other materials advertising the other party's use of the Services."

QUICK LINKS: [GUIDE TO PAYER - VIRTUAL FIRST CARE \(V1C\) CONTRACTING](#)

Overview

[Payer-V1C Contract Fundamentals](#)

[How To Use The Guide to Payer-V1C Contracting](#)

[Glossary of Terms](#)

Contract Body

- [Termination Rights](#)
- [Assignment of Agreement or Obligations](#)
- [Business Associate Agreement](#)
- [Publicity](#)
- [Payment](#)

Contract Exhibits

- [Data](#)
- [Subcontractors](#)
- [Credentialing/Certification & Licenses](#)
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