

SOFTWARE AND TECHNOLOGY VENDORS ASSOCIATION (SATVA)

SATVA hereby adopts the following positions governing the endorsement of software products or services by trade associations. SATVA suggests this position in all instances where trade associations endorse, or are considering endorsing, the products of software vendors.

1. The trade association should take no action that suggests that it has selected or endorsed any behavioral health software product or service (including sub-components of larger systems) unless the trade association has first conducted an expert review of competing products or services. The expert review should follow the [FTC's Guides Concerning use of Endorsements and Testimonials in Advertising](#) and should take as much care in evaluating the competing products or services as would any of their member organizations for a selection process, including an open RFP process and demonstration of the software and services;
2. The trade association should not enter an exclusive relationship with any behavioral health software vendor for the purposes of promoting a product or service offered by that vendor (whether that relationship is characterized as a partnership, joint marketing agreement, endorsement, or otherwise), without first offering other behavioral health software vendors a reasonable opportunity to compete to enter such a relationship;
3. A trade association that receives compensation or other consideration from a behavioral health software vendor in exchange for its agreement to endorse or promote a behavioral health software product or service offered by that vendor (whether that relationship is characterized as a partnership, joint marketing agreement, endorsement, or otherwise) should ensure that any advertisement, marketing materials, press releases, or other public communications by the vendor about the selection or endorsement of the vendor's product or service by the trade association clearly indicate that the trade association is receiving compensation or consideration for its endorsement of the product or service.

We believe open and fair competition will bring innovation to the behavioral healthcare industry and allow behavioral healthcare providers to realize the full potential of information technology to improve client care and outcomes. Further, the intent of these positions is to ensure that Behavioral Health Providers are given unbiased, high-quality advice regarding information systems. These guidelines and practices are endorsed for adoption by SATVA members in their

dealings with trade associations and equally suggested for consideration and adoption by all behavioral health trade associations and vendors.

This position statement was adopted by the SATVA Board of Directors, August 2011.