



## Appropriate Use of the CCHI Marks and Designations: CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™, CORECHI- PERFORMANCE™, AND CORECHI-P™

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This document outlines the appropriate and inappropriate use of CCHI's marks CoreCHI-Performance™, CoreCHI-P™, and Core Certification Healthcare Interpreter - Performance™. Individuals certified by CCHI must abide by the relevant sections of this section. Failure to comply with these policies may result in disciplinary action and/or revocation of certification.

### A. Quick Reference - Getting Started

The purpose of this *Quick Reference* is to get you going in the right direction, quickly. Please read the full text of this Guide for all the guidelines you must follow for proper use of the CoreCHI-Performance™, CoreCHI-P™, and Core Certification Healthcare Interpreter - Performance™ marks. When used, the marks must be displayed under strict use and reproduction guidelines, or their value as marks could be lost.

#### Core Certification Healthcare Interpreter - Performance™

- Use title case (Core Certification Healthcare Interpreter - Performance™) or all capital letters (CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™) or small cap font (CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™).
- Use of the ™ symbol is optional.
- Always use with one of CCHI's approved nouns: "certificant," "professional," "practitioner," "certification," "mark" or "exam."
- Always associate with the individual(s) certified by CCHI.
- Certificants *may* specify the primary language of verified language proficiency in the Language Other Than English (LOTE) as long as they follow these conventions:
  - This statement must be placed immediately after the designation, with a comma or with the symbol & in parentheses.
  - This statement must include either the word "proficient" or "proficiency."
  - E.g., Core Certification Healthcare Interpreter - Performance™, French proficient *OR* Core Certification Healthcare Interpreter - Performance™ (French Language Proficiency) *OR* Core Certification Healthcare Interpreter - Performance™ & French Language Proficiency

#### CoreCHI-Performance™, CoreCHI-P™

- Always use the specific combination of capital and low-case letters, and a hyphen.
- Use of the ™ symbol is optional.
- Never use periods.
- Always use with one of CCHI's approved nouns: "certificant," "professional," "practitioner," "certification," "mark" or "exam."

- Always associate with the individual(s) certified by CCHI.
- Certificants *may* specify the primary language of verified language proficiency in the Language Other Than English (LOTE) as long as they follow these conventions:
  - This statement must be placed immediately after the designation, with a comma or with the symbol & or in parentheses.
  - This statement must include either the word “proficient” or “proficiency.”
- E.g., CoreCHI-Performance™, French proficient *OR* CoreCHI-P™ (French Language Proficiency) *OR* CoreCHI-P™ & French Language Proficiency.

**B. Core Certification Healthcare Interpreter - Performance™ and CoreCHI-Performance™, CoreCHI-P™**

Individuals who have met CCHI’s rigorous certification standards are authorized to the exclusive use of the CoreCHI-P “marks”. CCHI offers three marks associated with the monolingual oral performance certification of healthcare interpreters – CoreCHI-Performance™, CoreCHI-P™, and Core Certification Healthcare Interpreter - Performance™. We encourage CORECHI-PERFORMANCE™ certificants to use these marks on their websites, business cards, brochures, and other professional materials to distinguish themselves and receive acknowledgement for their accomplishment.

Bearers of CCHI’s marks have achieved and will maintain the required standard as defined by CCHI. The proper usage of the marks is a crucial part of your communications to current and prospective employers, agencies, and patients. When properly used, they represent standards of excellence for healthcare interpreting and demonstrate your commitment to upholding these standards. It is essential that the marks are displayed in a clear and consistent way.

The marks are not the equivalent of an educational degree, a professional designation, or a title. Instead, the mark represent that you have met the standards required by CCHI, including completing training, experience, and examination requirements. You are therefore entitled to use the CoreCHI or CHI mark in conjunction with your name to demonstrate this accomplishment, so long as you abide by the rules outlined herein.

These rules are important to maintaining the value of the marks. Since you worked so hard to achieve the right to use the mark, we expect you will want to protect its integrity. If the marks are used improperly and if CCHI did not take reasonable action to correct the misuse, trademark protection could be lost. This would mean that CCHI would not be able to stop persons from using the mark without having first met CCHI's high standards. This would be detrimental to the public who perceive the marks as indicating that the persons displaying them have met certain standards in training, experience, ethics, and examination. CCHI will work to ensure that any misuse and unauthorized use of the marks are addressed to ensure the day never arrives where anyone could use them without having first met all the requirements.

CCHI retains all trademark, certification mark, and other ownership rights concerning its marks. CCHI therefore reserves, and may use, the full range of legal remedies and certification-related sanctions available under applicable laws and corporate policies to protect the marks.

Infringement of any CCHI certification mark will be challenged. Questions concerning the proper use of the marks should be submitted in writing to CCHI at [info@CCHICertification.org](mailto:info@CCHICertification.org) and should include the phrase “use of marks” in the subject line.

Each certificant credentialed by CCHI accepts and assumes sole responsibility for understanding and satisfying all applicable governmental and legal professional requirements, including those requirements which may apply to the use, display and/or advertising of a mark. For example, each certificant is responsible for ensuring that the use of the mark on professional and business related materials (e.g., stationary, signs, cards or advertisements) is not in conflict with the laws of the State in which that individual practices or operates. CCHI assumes no responsibility concerning the application of such governmental and legal requirements.

Use of the marks are limited to those qualified certificants who have satisfied all CCHI certification requirements and been granted the CoreCHI-Performance certification by CCHI; remain in good standing; and satisfy all other certification and recertification requirements established by the CCHI with respect to the marks and certification.

### **1. Non-Assignability and Non-Transferability of the Marks**

Permission to use the marks are limited and personal to the certificant, and may not be transferred to, assigned to, or otherwise used by, any other individual, organization, business, or entity.

### **2. Non-Interference with Use of the Marks by Other Certificants**

A certificant may not prohibit, restrict, or otherwise limit the authorized and appropriate use of the marks by another certificant.

### **3. Other Use Requirements**

The marks must stand by themselves and may not be combined with marks, designations, or logos related to other certifications, credentials, groups, or organizations, and such use is prohibited. The marks generally may be used in the same location as other affiliation marks or logos, but must remain separate and distinct so as to avoid confusion concerning the source of the certification, and to avoid the appearance that other marks, certifications, credentials, or organizations are associated with, or endorsed by, CCHI.

### **4. Rules Governing the Use of the CoreCHI-P Marks - CoreCHI-Performance™, CoreCHI-P™, and CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™**

**All three marks – CoreCHI-Performance™, CoreCHI-P™, and CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™ – must be clearly associated with the individual(s) certified by CCHI.**

**Such certificants *may* specify the primary language of their language proficiency in the Language Other Than English (LOTE) that has been verified by CCHI as meeting CCHI’s Language Proficiency eligibility requirement as long as they follow these conventions:**

- This statement must be placed immediately after the designation, with a comma or with the symbol & or in parentheses.
- This statement must include either the word “proficient” or “proficiency.”

Correct Use Examples:

John Smith, CoreCHI-P™  
 John Smith, CoreCHI-Performance™  
 Jane Doe, CoreCHI-P  
 Jane Doe, CoreCHI-Performance  
 Jane Doe, CoreCHI-P, Cantonese proficient  
 John Smith, CoreCHI-Performance™, Hmong proficient  
 Jane Doe, CoreCHI-P, proficient (in) Cantonese  
 Jane Doe, CoreCHI-P (Cantonese Language Proficiency)  
 Jane Doe, CoreCHI-P, Cantonese Language Proficiency  
 Jane Doe, CoreCHI-P & Cantonese Language Proficiency

Misuse Examples:

Jane Doe, CoreCHI-P-Cantonese  
 Jane Doe, Portuguese CoreCHI-P  
 Jane Doe, CoreCHI-Cantonese  
 John Smith, Somali CoreCHI  
 Jane Doe, CHI-Cantonese  
 John Smith, French CHI  
 ABC agency employs 3 CoreCHI-P™ professionals.  
 ABC agency employs 3 Korean CORECHI-P™ professionals.

**The CoreCHI-Performance and CoreCHI-P marks must appear as a specific combination of capital and low-case letters, with a hyphen before the word “Performance,” and without periods between the letters.**

Correct Use Examples:

John Smith, CoreCHI-Performance™  
 Jane Doe, CoreCHI-P

Misuse Examples:

Jane Doe, Corechip™  
 Jane Doe, Core.C.H.I.P.™  
 John Smith, CORECHIP  
 John Smith, CoreCHIP  
 John Smith, CORE-Performance

**The CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™ mark must always appear in title case, or in all capital letters, or some type of “small cap” font (this is a font that displays all letters of the word capitalized, but makes the first letters of each word slightly bigger).**

Correct Use:

John Doe is a Core Certification Healthcare Interpreter - Performance™ (proficient in Vietnamese) professional.

John Doe is a CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™ (Nepali Language Proficiency) professional.

John Doe is a CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™ (Portuguese proficient) professional.

Misuse:

John Doe is a core-certified healthcare interpreter™ professional.

**All three marks may appear with a superscript ™ symbol after the word “performance” or the letter “P” or without it. If the ™ symbol cannot be created, a lowercase “tm” in parentheses must be placed after the mark as a substitute, i.e., CoreCHI-P(tm).**

Correct Use:

John Smith, CoreCHI-P™

John Smith, CoreCHI-Performance™

Jane Doe, CoreCHI-P

Jane Doe, CoreCHI-Performance

John Smith is a CoreCHI-P™ professional.

John Smith is a CoreCHI-Performance™ professional.

John Smith is a CoreCHI-P(tm) certificant.

or

Jane Smith is a CoreCHI-P professional.

Jane Smith is a CoreCHI-Performance professional.

Misuse:

Jane Smith is a CoreCHI™-P professional.

John Smith is a CoreCHI™-Performance professional.

Jane Smith is a CoreCHIP™-Portuguese professional.

**All three marks must be followed by one of the following six approved nouns, except when the mark immediately follows a certificant’s name:**

**professional,**

**practitioner,**

**certificant,**

**certification,**

**mark,**

**exam.**

**Why?** According to U.S. trademark law, a trademark should be used as a descriptive adjective, not as a noun or verb, in order to prevent the mark from becoming generic. This is why CCHI requires a noun to follow any of the marks.

Misuse example:

Jane Doe is a CoreCHI-P™.

**The three marks may not be used as a plural or possessive word.**

Correct Use example:

John and Jane Smith are CoreCHI-P practitioners.

Misuse example:

Jane and John Smith are CoreCHI-Ps.

**CoreCHI-P certificants may not own or use an e-mail address or internet domain name that includes the CoreCHI-P mark.**

Correct Use examples:

janesmith@hotmail.com

www.janesmithinterpreter.com

Misuse examples:

[janesmithcorechip@yahoo.com](mailto:janesmithcorechip@yahoo.com) and [johnsmithcorechipperformance@yahoo.com](mailto:johnsmithcorechipperformance@yahoo.com)

[jsmith@jsmithcorechip.com](mailto:jsmith@jsmithcorechip.com) and [jsmith@jsmithcorechipperformance.com](mailto:jsmith@jsmithcorechipperformance.com)

[www.janesmithcorechip.com](http://www.janesmithcorechip.com) and [www.johnsmithcorechipperformance.com](http://www.johnsmithcorechipperformance.com)

**CoreCHI-Performance™ certificants are required to use the following corresponding taglines when featuring a mark on websites, in advertisements and on promotional materials. (It is *not* necessary to use the tagline on business cards, letterhead or notepads.)**

The Certification Commission for Healthcare Interpreters owns the certification marks CoreCHI-Performance™, CoreCHI-P™, and CORE CERTIFICATION HEALTHCARE INTERPRETER - PERFORMANCE™ in the U.S. which it awards to individuals who successfully complete CCHI's initial and ongoing certification requirements.

### **C. Policy Violations and Related Actions**

Following receipt of information that an inappropriate or unauthorized use of the CoreCHI-Performance™, CoreCHI-P™, and Core Certification Healthcare Interpreter - Performance™ marks may have occurred, CCHI, in consultation with legal counsel, will determine if responsive action(s) will be taken. Certificants are required to cooperate fully in the review and resolution of such matters. CCHI may take any of the following actions, or other appropriate measures in its sole discretion.

- a. The alleged inappropriate or unauthorized mark or credential use will be obtained and reviewed to determine whether a violation of the policy has occurred.
- b. Upon determining that a policy violation may have occurred, correspondence may be issued by an authorized CCHI representative to the individual(s) or organization(s) involved, explaining, among other matters: the nature of the objectionable or unauthorized use; the relevant CCHI

policy and law; and, the requirement that the individual or organization cease and desist from the objectionable or unauthorized use immediately and in the future.

c. Upon determining that a policy violation may have occurred, correspondence may be issued by an authorized CCHI representative to the individual(s) and organization(s) involved, requesting that the individual accept and sign an agreement to, among other terms: cease the existing objectionable or unauthorized use; abide by all terms of the CCHI policy in the future; and, provide corrected copies of all offending materials.

d. Where an individual using the mark or designation in an objectionable or unauthorized manner fails to respond to, or refuses to comply with, CCHI requirements to cease and desist from such use, the Commissioners or other authorized CCHI representative may initiate appropriate legal actions and/or disciplinary proceedings.

#### **D. Mark or Designation Related Disciplinary Measures**

Following notice and a fair opportunity to respond, a certificant who acts contrary to the terms of this policy or applicable law, may be sanctioned by CCHI. Such sanctions may include:

- a. Denial and rejection of the certification filed by the individual;
- b. Private reprimand and censure, including appropriate conditions or directives;
- c. Public reprimand and censure, including appropriate conditions or directives;
- d. Probation for a given period of time, including appropriate conditions or directives;
- e. Suspension of the certification for a given period of time, including appropriate conditions or directives;
- f. Revocation of the certification, including appropriate directives; and,
- g. Other measures that CCHI deems appropriate.

In addition, cases of mark or designation misuse, infringement, or other similar matters may be referred to appropriate agencies and other organizations.