



National Comprehensive  
Cancer Network®

### **Referencing the NCCN Guidelines in Corporate Press Releases:**

NCCN neither reviews nor approves external press releases announcing the inclusion of tests, agents, and/or therapies listed within the NCCN Guidelines. It is the responsibility of the company issuing the release to exercise due diligence and ensure accuracy in both content and attribution.

### **Please reference NCCN as follows:**

#### **Mention of “NCCN”:**

1st Occurrence: National Comprehensive Cancer Network® (NCCN®)

All Others: NCCN

#### **Mention of “NCCN Guidelines”:**

1st Occurrence: NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®)

2nd Occurrence: NCCN Guidelines®

All Others: NCCN Guidelines

#### **Mention of NCCN Category:**

1<sup>st</sup> Occurrence: NCCN Category X

All Others: Category X

### **Please also adhere to the following guidance:**

1. Please provide the proper attribution and be clear in the press release headline that “[COMPANY] Announces Update to NCCN Guidelines to Include [PRODUCT]” (vs. “NCCN Announces Update to...”).
2. NCCN Guidelines always recommend the generic drug name and not the brand name. If your press release contains information on a drug/therapy within the NCCN Guidelines, please be clear that NCCN is recommending the generic drug name. For example, “Generic name (Brand name) is a recommended option within NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines®).”
3. Include the following statement on all materials containing NCCN Content: **“NCCN makes no warranties of any kind whatsoever regarding their content, use or application and disclaims any responsibility for their application or use in any way.”**
4. Stay true to how the NCCN recommendation is written and avoid any subjective commentary.
5. For any additional commercial use of NCCN Content in promotional and educational materials, NCCN requires a license and review of content (visit our [Permissions Webpage](#) or email [PermissionRequest@nccn.org](mailto:PermissionRequest@nccn.org)).