

Directive on assigning names to the Centres

The assignment of names to the certified Centres can be made by enjoying a great freedom of choice. In the near past, however, some Centres have chosen names that makes it difficult to identify the actual centre or clinic.

For the Centres with already issued certificates, changing the name is not currently required. Though for the newly certified centres or in case of name changing, the instructions described in this document must be taken into consideration.

The following types of center names are not possible:

- The name does not express the actual location, but includes the entire administrative institution that consist of several clinics.
Negative example: The Breast Cancer Centre of Werner-Scholz Clinic
- The name expresses a collaboration with other Centres, which do not have an active certification. This situation occurs, for example, when more centres initially wanted to set up together an Organ Cancer Centre. They established a common Tumorboard , but no multidisciplinary certification was achieved.
Negative example: the Breast Cancer Centre ... Region
- The Centre name is already used by another registered Centre.
- The Centre name contains a region or city where the medical care of patients in the corresponding organ category, is also performed by other clinics of comparable sizes (indicative value: min. 50% of the patients must be taken care of also by this Centre, in case of regional name). Or the Centre is obviously the largest potential Centre in this region (50% more primary cases than the second largest potential Centre).
Negative example: Breast Cancer Centre Central Region of Germany
Negative example: Breast Cancer Centre Sample Region Capital

General recommendations for the name assignment

- The name should be as short as possible
- The name should be appropriate, in order to be used in everyday situations (for example when answering phone calls)
- The name must have an explicit recognition value
- In the towns where there is just one clinic, the name of the town is recommended
Positive example: Breast Cancer Centre ... name of the city
- In the cities with more clinics, the name of the city must be filled in with the name of the clinic
Positive example: Breast Cancer Centre Diako ... name of the city
- No marketing strategies by naming the center at the expense of other centres.

The assignment of the name will be agreed with OnkoZert as part of the certification procedure. In order to prevent uncertainties, a voting may also take place before the initial certification. If the name is given a negative rating, the centre can request the an assessment from the Certificate Awarding Committee. The main evaluation criterion for name assigning is the unique recognition value fot outsiders in order that the name clearly and exclusively represents the certified Centre.

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Additions to the version of 11.06.2008 (decision of the Awarding Committee President, dated 13.11.2012)

The following initial situations are generally evaluated as positive when recognizing the name:

- The name of the Centre is a registered trademark at the Patents Office (the document will be presented)
- The name of the Centre corresponds to the official name of the clinic and
 - the name of the clinic already existed before 01.01.2012
 - there are no health care activities under this clinic name on other uncertified locations according to the certificate's scope of validity

Centres with multiple locations

If in case of multiple locations Centres you cannot find a suitable common name, then there is a possible alternative to assign each location a proper name for the Centre. Then the other cooperation clinics will be mentioned on the certificate.

Example:

Locations	1. Clinic ... X 2. Hospital ...Y
Alternative 1 – Common name	Oncology Centre X/Y
Alternative 2 – Proper name	Oncology Centre X (in cooperation with clinic Y) Oncology Centre Y (in cooperation with hospital X)

**In the event of conflict or inconsistency between the terms of the German version of this document and the English translation, the German version shall prevail.*