

APPROVED: _____
Executive Director

Medical Director

EFFECTIVE DATE: 01/01/2004
SUPERSEDES: _____
REVISED: _____
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TRAUMA MARKETING AND ADVERTISING

I. AUTHORITY

Division 2.5, California Health and Safety Code, Section 1798.162, 1798.163, 1798.165. (c)
California Code of Regulations Section 100255.

II. DEFINITIONS

A. "Trauma Center" or "designated trauma center" means a licensed hospital, accredited by the Joint Commission on Accreditation of Healthcare Organizations, which has been designated as a Level I, II, III, or IV trauma center and/or Level I or II pediatric trauma center by the local EMS agency, in accordance with California Trauma Care System Regulations.

III. PURPOSE

To establish limitations on direct-to-consumer advertising by trauma centers that is intended to influence patient flow.

IV. POLICY

A. Level II Trauma Centers:

1. Marketing /Advertising - This policy encourages public information and educational activity regarding the inclusive trauma system and how it is accessed. The following shall guide the approval of the term "trauma" in marketing and advertising for Level II Trauma Centers:
 - a. Shall provide accurate information.
 - b. Shall not include false claims.
 - c. Shall not be critical of other providers.
 - d. Shall not include financial inducements to any provider or third parties.
2. Titles may include the word "trauma" in staff position titles.
3. The request to advertise and/or incorporate the term "trauma center" in

promotional materials shall be made in writing to the Mountain Valley EMS Agency. The agency shall respond within 30 days of receipt of the written request.

B. Level III and IV Trauma Centers:

1. May NOT advertise/market using the term "trauma."
2. May include the word "trauma" in staff position titles.