



Trauma System Marketing and Advertising By Trauma Centers and Prehospital Care Providers

Effective: 8/24/2023

Review: 8/24/2026

Approved: [Link to Record of Revisions and Approvals](#)

I. Purpose

This policy establishes the direction for assuring all trauma centers and prehospital care providers abide by marketing and advertising restrictions for trauma services specified by State Law and Regulations

II. Definitions

- a. **"Trauma care system"** or **"trauma system"** or **"inclusive trauma care system"** means a system that is designed to meet the needs of all injured patients. The system shall be defined by the local EMS agency in its trauma care system plan.
- b. **"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.
- c. **"Prehospital care provider"** means any public or private agency or business and its employees, paid or volunteer, engaged in providing life protection and/or support services in the prehospital care setting.

III. Authorized Advertising

- a. Only Alameda County EMS designated trauma centers may advertise as being a "trauma center," "trauma care provider", or use similar language in their signage, printed materials, and information disseminated to the public.
- b. The trauma center designation level of the facility shall be included in all signage, printed materials, or information disseminated to the public where "trauma center," "trauma facility," "trauma hospital," "trauma care provider," or similar language is used.