

TRAUMA SYSTEM MARKETING AND ADVERTISING BY TRAUMA CENTERS AND PREHOSPITAL CARE PROVIDERS

I. AUTHORITY:

Health and Safety Code 1798.165. No health care provider shall use the terms trauma facility, trauma hospital, trauma center, trauma care provider, trauma vehicle, or similar terminology in its advertisements, or in printed materials and information it furnishes to the general public, unless the use is authorized by the local EMS agency.

Title 22, Section 100256. A local EMS agency planning to implement a trauma system shall develop policies and procedures which address the marketing and advertising by trauma centers and prehospital care providers as it related to the trauma system.

II. APPLICATION:

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.

III. DEFINITIONS:

"Trauma care system" or "trauma system" or "regional trauma care system" means a formally organized arrangement of health care resources, that has been described in writing by a local EMS agency, by which major trauma patients are triaged, transported to, and treated at designated trauma care hospitals.

"Trauma center" or "designated trauma center" means licensed acute care hospital which has been designated as a Level I, II, or III trauma center by the local EMS agency.

"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.

IV. AUTHORIZED ADVERTISING:

Only Alameda County EMS designated trauma centers may advertise as being a "trauma center," "trauma care provider", or use similar terminology in their signs and printed materials and information furnished to the public.

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The trauma center designation level of the facility shall be included in all printed materials or signs furnished to the public where "trauma center," "trauma facility," "trauma hospital," "trauma care provider," or similar terminology is used.

V. MONITORING:

Alameda County EMS shall monitor health care provider compliance with trauma system related marketing and advertising restrictions through, at a minimum, the following means:

- A. During the designation/r-designation surveys of the different facilities, the EMS Agency shall review all trauma system related printed materials, signs, and information furnished to the public.
- B. Alameda County EMS shall review complaints against providers which pertain to trauma care.
- C. Alameda County EMS shall conduct spot inspections of provider marketing, advertising, and public information and education printed materials.