

TRAUMA SYSTEM

Date: 07/01/2023

Trauma Provider Marketing and Advertising

Policy #8200

I. Purpose:

- A. To provide a guideline for utilization of the trauma terminology in marketing and advertising by a trauma care provider within the Imperial County EMS and Trauma System.

II. Authority:

- A. Health and Safety Code, Division 2.5, Chapter 6, Article 2.5.
- B. California Code of Regulations, Title 22, Division 9, Chapter 7.

III. Policy:

- A. In accordance with Section 1798.165 of the Health and Safety Code, “No healthcare provider shall use the terms trauma facility, trauma hospital, trauma center, trauma care provider, trauma vehicle, or similar terminology in its signs or advertisements, or in printed materials and information it furnishes to the general public, unless the use is authorized by the local EMS agency”.
- B. Prior to implementation, any marketing or advertising material, related to trauma care, shall be reviewed by the EMS Agency based upon the following guidelines:
 - 1. Provides accurate information
 - 2. Does not include false claims
 - 3. Is not critical of other providers
 - 4. Does not include financial inducements to any providers or third parties.
- C. Any local consumer protection ordinances related to advertising and marketing must be adhered to.

APPROVED:

SIGNATURE ON FILE – DATE

Katherine Staats, MD FACEP
EMS Medical Director