

TRAUMA SYSTEM

Trauma Provider Marketing and Advertising

POLICY #8200

Authority Health and Safety code, Division 2.5, Sections 1798.163 and 1798.165

II. Purpose 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

III. Policy

A. In accordance with Section 1798.165 of the Health and Safety Code, " No health care 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 will be reviewed by the EMS Agency based upon the following guidelines:

- 1) Shall provide accurate information
- 2) Shall not include false claims
- 3) Shall not be critical of other providers
- 4) Shall 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.

APPROVAL


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