

MERCED

COUNTY

DEPARTMENT OF PUBLIC HEALTH

POLICY NO. 512.10

EFFECTIVE DATE: 11/1/98

REVISION DATE:

REVIEW DATE: 5/2004

EMERGENCY MEDICAL SERVICES AGENCY

This policy supercedes any other Existing policy on this subject

Subject: **TRAUMA FACILITY ADVERTISING AND/OR MARKETING STANDARDS**

Authority: California Health and Safety Code, Section 1798.165(c)

Purpose: To establish marketing, advertising and/or promotional standards for facilities or providers designated by or under contract with the County of Merced for trauma services.

Policy: 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 Merced County EMS agency. The request for the use of such terms by a facility shall be made in writing to the Merced County EMS agency, and the agency shall respond within 30 days of receipt of said written request.

1. Definitions:

- A. "Agency" – means the Merced County EMS Agency.
- B. "MTPRC" – "Major Trauma Patient Receiving Center." A designation by the Agency signifying a hospitals commitment to meet and/or exceed the standards established by the State of California for a Level II Trauma Center and capable of managing the medical care needs of major trauma patients.
- C. "Level III Trauma Center" – a designation by the Agency signifying a hospitals commitment to provide specialty trauma services available to respond to trauma patients in a prompt fashion. Level III Trauma Centers are not typically designated to receive major trauma patients unless stabilization is indicated prior to transfer to a higher level of care.
- D. "EDAT" – "Emergency Department Approved for Trauma." A designation by the Agency signifying a hospitals commitment to receive moderately injured patients (and, in rural or isolated areas, major trauma patients) and provide stabilization services until arrangements can be made to transfer the patient to a higher level of care.

APPROVED:

ON-FILE

Michael Ford, MPH
Director of Public Health

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EMS Medical Director

2. MTPRC Advertising Standards

- A. In any advertisements, promotional or marketing materials, the following terms may be used when a hospital is under contract with the Agency as a MTPRC:
- 1) “Major Trauma Patient Receiving Center”
 - 2) “Major Trauma Receiving Center”
- B. The Following terms may not be used unless so designated and authorized by the EMS agency of jurisdiction:
- 1) “Level I Trauma Center”
 - 2) “Level II Trauma Center”

3. Level III Trauma Center Advertising Standards

- A. In any advertisements, promotional or marketing materials, the following terms may be used when a hospital is under contract with the Agency as a Level III Trauma Center:
- 1) “Level III Trauma Center”
 - 2) “Trauma Facility” or “Trauma Hospital”
- B. The Following terms may not be used by Level III Trauma Centers:
- 1) “Trauma Center” without preceding with “Level III”
 - 2) The use of “Trauma Center” with any other designator (e.g. Level I or II)

4. EDAT Advertising Standards

- A. In any advertisements, promotional or marketing materials, the only term that may be used by hospitals under contract with the Agency as an EDAT is “Emergency Department Approved for Trauma” or “EDAT.”

5. Other Ambulance Receiving Hospitals

- A. Hospitals not under contract with the Agency for one of the above referenced trauma facility designations may not utilize any of the following terms in any advertisements, promotional or marketing materials:
- 1) “Trauma Center,” either in isolation or with any other designator (e.g. Level I, II or III)
 - 2) “Trauma Hospital” or “Trauma Facility”
 - 3) “Trauma Receiving Center” or “Trauma Receiving Hospital”

- 4) Any other term or terms that might indicate a specific trauma service authorized or designated by the Agency.