



Emergency Medical Services Agency Prehospital Care Manual **Policy 404**

TRAUMA CENTER MARKETING AND ADVERTISING

Effective Date January 22, 2007
Replaces July 1, 1995

Resources
None

I. PURPOSE

To define the limitation placed on hospitals in Santa Clara County on advertising as a trauma center.

II. TRAUMA CENTERS

- A. Only hospitals duly designated by the Santa Clara County EMS Agency, pursuant to statute and regulation, and the local Trauma System Plan, may advertise themselves as Trauma Centers
- B. Due to the confusion which may occur in the minds of the public, a duly designated Trauma Center shall not advertise itself publicly as a Trauma Center of a certain designation level.

III. NON-TRAUMA CENTERS

No hospital which is not duly designated by the Santa Clara County EMS Agency may advertise itself as a Trauma Center of any designation level.