

MARKETING AND ADVERTISING

PURPOSE

To define the ways in which marketing and advertising of Trauma System services may be done.

DEFINITIONS

- A. *Marketing and advertising*, as it relates to Trauma System services, is defined to include providing any type of notification to the public that such services are available and/or attempting to solicit use of such services by the public.

POLICY

- A. In accordance with the California Health and Safety Code, Division 2.5, Section 1798.165 (C), the use of the terms "trauma facility", "trauma hospital", "trauma center", "trauma care provider", "trauma vehicle", or similar terminology in signs or advertisements or in printed materials and information furnished to the general public is prohibited unless authorized by the Marin County EMS Office.
- B. All marketing and promotional plans with respect to trauma center designation shall be submitted for review and approval by the EMS Office prior to implementation.
- C. Review of the plans shall be based on the following guidelines:
1. Shall provide accurate information;
 2. Shall not include false claims;
 3. Shall not be critical of other providers; and
 4. Shall not include financial inducements to any providers or third parties.