

 <p><b>COUNTY OF SAN DIEGO</b> EMERGENCY MEDICAL SERVICES</p>	BASE HOSPITAL/TRAUMA CENTER	<b>T-719</b>
	<b>TRAUMA PROVIDER MARKETING AND ADVERTISING</b>	
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**I. PURPOSE**

To provide a guideline for the use of the trauma terminology in marketing and advertising by a trauma care provider within the County of San Diego, Emergency Medical Services (CoSD EMS) system.

**II. AUTHORITY:** Health and Safety Code, Division 2.5, Sections 1798.163 and 1798.165.

**III. POLICY**

CoSD EMS has the responsibility to authorize use of the term “Trauma” in marketing and advertising by any health or trauma care provider.

- 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.** No Trauma Center may advertise themselves at a higher level than what they have been designated by the CoSD.
- C.** Requests for such authorizations are to be submitted to the CoSD EMS Coordinator for Trauma.