



## TRAUMA CENTER MARKETING AND ADVERTISING

**Effective:** September 12, 2014  
**Replaces:** January 22, 2007  
**Review:** December 18, 2020

### I. Purpose

The purpose of this policy is to define the advertising limitation placed on Trauma Centers in Santa Clara County.

### 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 confusion that 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 that is not duly designated by the Santa Clara County EMS Agency may advertise itself as a Trauma Center of any designation level.