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.