

Purpose:

To provide guidance to newly accredited trauma centers regarding the process for notifying media with regard to accreditation decisions.

Policy:

It is the policy of the Pennsylvania Trauma Systems Foundation (PTSF) to communicate accreditation decisions to EMS and media as soon as possible to educate all parties regarding the implication of a newly accredited trauma center in the region. It is vital that these communications come directly from PTSF first. After this is done, the accredited trauma center can communicate with the media as it chooses.

Procedure:

1. The PTSF Executive Director will convey the accreditation decision from the PTSF Board of Directors (Board) to the hospital CEO, or assigned designee.
2. In collaboration with the hospital's public relations department, a joint press release will be made available on a date agreed upon by both the hospital and the Executive Director of PTSF.
 - a. On the day agreed upon, PTSF will send out an announcement by PR Newswire regarding the newly accredited trauma center and the effective date of this accreditation.
 - b. After PTSF releases this information it is then acceptable for the hospital to issue a press release of its own to the media.
 - c. All hospital press releases should be submitted to PTSF for review prior to release to assure that the content is accurate.
 - d. No trauma center signage may be erected prior to the effective date of the trauma center accreditation.
 - e. In addition to a press release, PTSF will also notify the Department of Health, Bureau of EMS regarding the accreditation decision so that proper communications can occur statewide to the EMS regional councils.
 - f. PTSF will also post newly accredited trauma center information on its website and in its newsletters to inform the public.

Approved by PTSF Board of Directors:

Original Date: 07/28/2010

Revise Date:

Review Date: 04/01/2016

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