



Policy AC-132

Media Notification Regarding Trauma Center Status

Purpose:

To provide guidance on the Pennsylvania Trauma Systems Foundation (PTSF) media notification process.

Policy:

It is PTSF's policy to communicate all changes in a hospital's trauma center accreditation status to EMS and state news media outlets as soon as possible. It is vital that communications come directly from PTSF first prior to hospital media communications.

Procedure:

Once the PTSF Board of Directors (Board) approves a change in trauma center accreditation the following occurs:

1. The PTSF President or designee conveys the Board's accreditation decision to the hospital CEO or assigned designee.
2. A PTSF staff member transmits a statewide press release, which details the change in the hospital's trauma center accreditation and the effective date of the change.
3. The PTSF President or designee notifies the Department of Health Bureau of EMS (BEMS) Director about the change in the hospital's trauma center accreditation status. BEMS then communicates the information to EMS regional councils.
4. A PTSF staff member updates the accreditation status of the hospital on the PTSF website and on the PTSF published trauma center map.

Hospital/Health System Communications:

1. Hospital/health system notifications may not begin until after dissemination of PTSF's press release. This includes but is not limited to internal/external communications, the hospital/health system website, press releases, and social media posts.
2. A hospital/health system representative shall submit their press release to the PTSF President or designee for review prior to release to ensure that the content is accurate.
3. A hospital/health system may not display/change trauma center signage prior to the effective date of trauma center accreditation.

Approved by PTSF Board of Directors and/or Executive Committee:

Original Date: 07/28/2010

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