

Purpose:

To provide guidance to accredited trauma centers regarding the process for notifying media regarding 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 the PTSF first. After this is done, the accredited trauma center can communicate with the media as it chooses.

Procedure:

Following the PTSF Board of Directors (Board) accreditation deliberation discussions:

1. The PTSF Executive Director will convey the accreditation decision from the PTSF Board to the hospital CEO or assigned designee.
2. On the day that the hospital is notified, PTSF will send out a statewide press release regarding the newly accredited trauma center and the effective date of this accreditation.
3. In addition to a press release, the PTSF will notify the Department of Health, Bureau of EMS regarding the accreditation decision so that proper communications can occur statewide to the EMS regional councils.
4. To inform the public, the PTSF will post newly accredited trauma center information to its website and in its newsletters.

For Hospital/Trauma Center Communications:

1. Hospital notifications should not begin until after the PTSF's press release has been disseminated. This includes internal/external hospital communications, press releases and social media posts.
2. All hospital/health systems press releases should be submitted to the PTSF for review prior to release to assure that the content is accurate.

3. No trauma center signage may be erected prior to the effective date of the trauma center accreditation.
 - a. NOTE: This includes newly accredited trauma centers, as well as accredited trauma centers that have a change in trauma level status.

Approved by PTSF Board of Directors:

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