**1.6 Advertising Policy**

**Purpose:** To provide guidelines for the advertising of company services and to ensure all staff comply with advertising restrictions**.**

**Policy:** It is the policy of the company to ensure all company advertising or representations are only services the company is licensed to provide. All advertisements shall include the name under which the company is licensed by the Department.

Advertisements of company NEMT services shall not give the impression that the company is capable of providing emergency medical services and shall be void of any word or expression indicating emergency medical services, including, but not limited to, "Emergency," "9-1-1," or "Emergency Response." The words "24-hour service," "Immediate Response," "Eliminate Delay" or similar expressions shall **NOT** appear in company advertising. The words "Paramedic," "EMT-Paramedic," "Mobile Intensive Care," "Intensive Care," "MICU," "Critical Care Transport Unit," "CCTU," "Coronary Care," "Special Care," "Specialty Care," "SCTU," "Specialty Care Transport Unit," "ALS," "Advanced Life Support" or abbreviations of such words, shall **NOT** appear in advertisements unless the company is licensed to provide those services.

All advertising materials will be reviewed and approved by the administrator in compliance with this policy.