



# McLean County Area EMS System

705 N East Street  
Bloomington, IL 61701

Phone: (309) 827-4348  
Fax: (309) 827-2017

<b>Title of Policy:</b> <i>Vehicle Service Advertising</i>	<b>Policy Number:</b> A-104
<b>Effective Date:</b> 10/2004	<b>Review Date:</b> 02/08/2017
<b>Policy Area:</b> Administration	<b>Approvals:</b> EMSSC, EMS MD

## Background to Policy:

To assure the public is protected against misrepresentation by an EMS Agency Provider.

## Policy Statement:

The Illinois Emergency Medical Services Systems Act [P.A. 89-177, (210 ILCS 50/3.85)] mandates any Vehicle Service Provider is prohibited from advertising, identifying its vehicles, or disseminating information in a false or misleading manner concerning the Provider's type and level of vehicles, location, primary service area, response times, level of personnel, licensure status or EMS System participation.

## Policy:

- A. No agency, public or private, shall advertise, identify their vehicle as, or disseminate information leading the public to believe that the agency provides a specific level of service unless that agency does in fact provide and is licensed by the Department of Public Health at that specific level of service as defined in the EMS Systems Act.
- B. Penalty. Any person who violates the EMS Systems Act or any rule promulgated pursuant thereto is guilty of a Class C misdemeanor.
- C. A licensee that advertises its service as operating a specific number of vehicles or more than one vehicle shall state in such advertisement the hours of operation for those vehicle, if individual vehicles are not available twenty-four (24) hours a day. Any advertised vehicle for which hours of operation are not stated shall be required to operate twenty-four (24) hours a day.
- D. It is the responsibility of all McLean County Area EMS System personnel to report such infractions of this section to their EMS Medical Director and/or EMS System Coordinator.
- E. Agencies that have in-field upgrade capabilities are restricted to advertising the level of service that they can guarantee 24/7/365

## Resources: