



MEMO

DATE: April 19, 2016

TO: All Chiropractic Physicians

RE: Advertising

Multiple allegations regarding potential advertising violations have come to the attention of the board office. This memo is being sent to all chiropractic physicians. The purpose is to educate them regarding this situation and to strongly encourage them to reacquaint themselves with the relevant Board rules governing advertising and encourage them to review their own advertising and websites to make sure all advertising and websites are compliant. The following are relevant advertising rules:

OAC 140:15-7-5 (8) and (15)

OAC 140: 15-9-4 (a)

OAC 140: 15-9-6

Some websites seem to have the same problematic language somewhere on the page claiming that: "We provide advanced spinal correction utilizing 'state of the art' chiropractic techniques." The use of the word "advanced" appears to hold oneself superior to peers in violation of ***OAC 140:15-7-5 (15)***. If your website contains such language immediate correction is requested. In addition, it is recommended that if your advertising contends that you are a specialist that you make sure that you are in fact appropriately registered with the Board.

It is recommended that within sixty (60) days of the date on this Memo you take a moment to review all of the aforementioned rules and to then check your websites, including social media, to ensure that you correct any violations.

Please keep in mind that should a complaint in the future be filed with the board alleging facts reflecting an advertising violation, such a complaint is required under Board rules to be investigated in a manner consistent with the Oklahoma Chiropractic Practice Act. Any corrections to advertising made AFTER an official complaint is filed **DOES NOT** guarantee dismissal of the complaint.