

Current as of October 10, 2008.

SCARE TACTICS!

By Patrice A. Pritzl, Executive Director

Periodically, the Board reviews a case in which a doctor of chiropractic uses scare tactics to attract or retain patients. Rather than educate prospective patients on the benefits of chiropractic, the advertisement makes false claims intended to make the reader believe that seeking care with any other provider or continuing care under another provider, including another doctor of chiropractic, will cause harm to the patient. The practice of scare tactics is bad for the public. However, it is also bad for the profession since such a practice is a highly visible practice that makes the profession appear to be unprofessional.

The same use of scare tactics is used by members of the chiropractic profession who object to the Board of Chiropractic Examiners actually enforcing the laws that govern the practice of chiropractic and that protect the public. The end result is the same as the use of scare tactics in advertising. The use of scare tactics to produce fear in the profession regarding the enforcement of the Chiropractic Act is highly visible. It also presents the chiropractic profession as being unprofessional. How else could the public perceive the profession when statements are advertised that insist that the Board should ignore violations of law or hold doctors of chiropractic to a practice standard below that required in law and expected of other health care professionals?

When you see or hear the fear inducing statements, such as claims that the Board of Chiropractic Examiners sanctions doctors of chiropractic for minor records keeping errors, use your head, and the public record, to arrive at the facts for yourself. Use the above as an example. Ask the person who has told you the Board sanctions doctors for minor record keeping errors for the name of a doctor who has had disciplinary action for minor record keeping errors. If the person making the allegation cannot give you a name, use your good judgment as to what that means. If you are given a name, go to the Board's web site to look up the Order, and read the Order. You will find that the Board has issued no disciplinary action for minor recordkeeping errors. Please refer to the Board's Newsflash link on its website for more examples of unsupported rumors, and guidance to the public record that will allow you to think for yourself, for the benefit of both the profession and the public.