

1 Underline language would be added to present rules

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**PART TWO**

3 **D. ADVERTISING BY CHIROPRACTIC PHYSICIANS**

4 **9. Telephone communication.** Any designated agent communicating with a  
5 prospective patient representing a chiropractic physician shall disclose how  
6 they obtained the information prompting the communication. They must  
7 communicate that they are an agent of the licensed doctor of chiropractic and  
8 that the agent does not practice in a particular field such as attorney,  
9 insurance adjuster, chiropractor and is not employed by an insurance company.

10 (a) When direct in-person solicitation is made by an agent or employee  
11 of the chiropractor they shall be required to dispense a  
12 professional card stating that the doctor they are representing is  
13 a professional licensed doctor of chiropractic with the doctors  
14 name, address and telephone number.

15 (b) For the Board's purpose, if contact is made by the licensed  
16 chiropractor, or by an agent hired by the licensed chiropractor  
17 the chiropractor will be held responsible for the content of any  
18 contact.

19 1. Telephone solicitation by licensees, their employees or  
20 agents to victims of accident or disaster shall be required  
21 to maintain scripts for a period of two (2) years following  
22 their utilization. Scripts are to be made available for  
23 review upon request by this Board or its designee.

PART TWO REGULATIONS  
E. PROFESSIONAL  
PRACTICES

3. CONTINUING EDUCATION

(g) Distance-based learning courses offered by electronic media in audio and/or visual format, such as through the Internet, which otherwise comply with these rules may be approved by the Board if the course meets the following criteria:

- (1) The sponsor, organization or participant must have preapproval through the regular continuing education process for the State of Arkansas.
- (2) The course must be test and time monitored to insure active participation by the licensee. The Internet education provider should provide a mechanism for verifying participation in the course.
- (3) A maximum of twelve (12) distance-based learning credit hours may be submitted by a licensee during each licensing period.

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