

1 Underline language would be added to present rules

2 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.