7/4/10

To Dr Phillip Donato,

I have just read over the new proposed guidelines for Chiropractors and wish to forward some points for consideration.

The first relates to j) in ‘what is unacceptable advertising’. Failure to disclose health risks associated with treatment. I don’t think that Chiropractors should be required to list all possible risks associated with adjustments when advertising. I can only imagine how long the ad would be and I’m sure no other advertisements would go into this much detail. Only after assessing a patient and being able to discuss the individual patients history etc is it ideal to bring up issues such as stroke and other possible reactions. I’m sure this would scare people off if it were the key thing they know about Chiropractic. I know when you visit your GP and they prescribe medication very few explain the side effects. It is only after paying for your prescription that you can read the fine print provide inside the box of possible side effects. I don’t ever remember seeing an advertisement for any medications with all possible side effects listed. I am a true believer in being honest and open with my patients but I think we are taking it too far and probably doing more harm than good.

The second point is in the same section under n) offering time- limited discounts or inducements. I was wondering how this works with things like Chiropractic week. You may put an ad in the paper offering free spinal screenings only for the chiropractic week. This of course is time limited but offers are great way to educate the public on Chiropractic.

The last point was in the section on working with adults and children in the code of professional practice for Chiropractors. The section 2.10 on duration and frequency of care states that it is not recommended that we see children on a regular basis without signs and symptoms. If these signs and symptoms refer to neck pain, headaches, back pain etc that the adult population often consults us for then I must strongly disagree with this recommendation. If we include, poor feeding, poor sleeping, irritable or distruptive behaviour, lack of appetite, difficulty concentrating and other more non specific symptoms then I would support this. Children are different to adults in the way we assess them and treat them but they are also different in the way that they express possible subluxations.
The code continues on to say that the goal of Chiropractic care is to promote and optomise good health and function, maintain it and prevent recurrences. Used appropriately it can decrease pain, improve function, prevent injury and promote health. I am horrified to think that we would wish this on the adult population but not allow this to extend to children and babies. My children are regularly checked for subluxations and adjusted when needed. I would find it difficult and unethical to tell my Chiropractic families/ patients that regular check ups are great for adults but not for children.

Thank you for your consideration.
Sincerely
Dr. Leanne Yates
(Chiropractor)