'Attention: Chair, Chiropractic

Jeffrey Brooks to natboards 5 PM

Attention: Chair, Chiropractic Board of Australia

With regards to the proposed Code of Professional Practice for Chiropractors, I am disappointed to find sections of these chiropractic guidelines unacceptable.

For careful consideration I have succinctly listed the unacceptable points.

1.6.7 Financial and management plans should not extend beyond 3 months at any time.
There is no basis for this limitation and I disagree that this limitation serves the public needs. I vote to have this suggestion stricken from the proposed code.

2.6.4 Routine X-ray screening of consumers including the routine re-evaluation of biomechanical/postural disorders, other than for progressive scoliosis or other exceptional circumstance, may be inappropriate. Follow-up X-rays are not indicated if the health consumer is making adequate clinical recovery except in cases of progressive pathology, fracture repair and progressive scoliosis.
I disagree on the basis that the community deserves the right to choose to have biomechanically based health care and the benefits are well documented in reputable medical journals (Papers by Harrison et al). I vote to have this suggestion stricken from the proposed code.

2.7.3 The findings of diagnostic tools/ tests should not be used in marketing and advertising, as members of the public may be misled as to the value of those findings in relation to their own situation.
I disagree on the basis that members of the public may more appropriately <u>be led to the value</u> of particular findings that may help them with early identification of problems. I vote to have this suggestion stricken from the proposed code.

2.10.4 When caring for children, practitioners must be cognisant that generally, X-rays of children should be obtained only where there are strong clinical

indications for the procedure (see 2.6)
The wording use of "strong" is obscure and is unnecessary. There are either clinical indications or there are not. Having clinical indications indicates that the appropriate measures be taken and a person's age is therefore irrelevant. I vote to have this suggestion stricken from the proposed code.

3.1.2 All consulting rooms and clinics shall:
• have on prominent display the name, telephone number(s) and days and hours of attendance of the practitioner(s) usually in attendance, arrangements for obtaining after hours services where applicable and how to obtain assistance in emergencies.
I disagree that this information is suitable for all practices to display these details and therefore feel it is inappropriate to make as a guideline. I vote to have this suggestion stricken from the proposed code.

5.1.2 Practitioners should not tout for business. Business cards may be provided to participants upon their request, but neither the obtaining of contact information from participants nor the making of appointments at the time of an assessment is permitted. Practitioners should not make unsolicited contact with participants subsequent to an assessment.
I disagree. Over years of providing spinal screening services to the public, I find that it is an appropriate time to suggest a check up and offer services. I vote to have this suggestion stricken from the proposed code.

Advertising
d). use testimonials or purported testimonials
I find the use of testimonials to be perfectly appropriate. I vote to have this suggestion stricken from the proposed code.

f). claim that the services provided by a particular regulated health profession are better or safer than others
In line with the idea of providing advertising that is truthful and accurate, any information that allows the public to accurate, truthful information... like chiropractic being safer than other professions...also seems perfectly acceptable. I vote to have this suggestion stricken from the proposed code.

j). fail to disclose that there are health risks associated with a treatment
Since advertising is only meant to be a means of making oneself known to the market, it seems inappropriate to suggest that risks need to be discussed in advertising. Especially, since the risks can be different depending on each

case and it is industry standard to discuss risk before beginning any care. I vote to have this suggestion stricken from the proposed code.

• must not advertise time-limited and special offers.
Time limited special offers seem perfectly appropriate and I can see no reason to exclude their use. I vote to have this suggestion stricken from the proposed code.

The use of gifts or discounts in advertising is not supported, due to the potential for such inducements to encourage the unnecessary use of regulated health services.
I disagree with this as I believe the contrary is true; that a discount or gift actually encourages the necessary use of regulated health services. I vote to have this suggestion stricken from the proposed code.

I have recorded my thoughts on these guidelines as a sincere and honest opinion as an experienced practitioner that has served the public with years of chiropractic care. I wish that serious attention and weight be given to my recommendations to this matter.

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Kind Regards,
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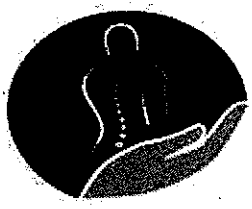
Family Wellbeing Chiropractor



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