7 days

FW: Alan Brown- Comments of Regristration draft

Alan Brown t o 2010 01:25 PM

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Subject: FW: Alan Brown- Comments of Regristration draft
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To Whom it may concern I wish to make comment on the following guidelines:

Advertising

c). uses testimonials or purported testimonials about the

service or business

I regularly see the use of testimonies promoting medical products such as pain killers, the Tony Ferguson diet.And if I walk around the corner from my office a medical centre has pre and post photos of liposuction, which again is as good as a testimonial.
How is this a fair playing field? What is the intent of restricting Chiropractors compared to other professions? I believe this is becoming discriminatory.
People have the right to find alternatives, does this guideline prevent me from telling my clients how I overcome Asthma as a child through Chiropractic? Parents want to know, that's why we exist as a profession today: successful case stories.
Maybe we could look at dropping the use of testimonials when the government spends the necessary millions on research and advertising.

5.1.1 Practitioners should not tout for business.
Business cards may be provided to participants etc.

Why do these guideline reflect a small number of complaints (which occur in EVERY profession). Do other professional codes have this statement?
This comment assumes chiropractors need to be told NOT TO TOUT.
This is discriminatory.

I believe guidelines should reflect a fair playing field for all pratitioners.
Its seems that chiropractors have additional guidelines which are unnecessary.

I look forward to your reply

Alan Brown