

**SOUTH CAROLINA BOARD OF CHIROPRACTIC EXAMINERS
BOARD MEETING MINUTES
110 CENTERVIEW DRIVE, ROOM 111, COLUMBIA, SC
THURSDAY, NOVEMBER 2, 2006, 9:30 A.M.**

Public Notice of this meeting was properly posted at the Board office and provided to any requesting persons, organizations, or news media in compliance with Section 30-4-80 of the S. C. Freedom of Information Act.

MEMBERS PRESENT: Dr. Farrel I. Grossman, Chair, Dr. Michael L. Coon, Vice-Chair, Dr. Mark G. Kimble, Dr. W. Dean Banks, Dr. Beth R. Ehlich, Dr. Harvey Garcia and Mr. E.J. Mercer.

MEMBERS ABSENT: Dr. Evan M. Cohen

OTHERS PRESENT: Mr. Donald W. Hayden; Administrator, Roni Ledford; Administrative Specialist, Ruby McClain; LLR ADD, Sheridan Spoon; LLR Office of General Council, Kathy Meadows; LLR Investigations, and Larry Atkins; LLR Investigations.

The chairman called the meeting to order and noted that a quorum was present to conduct Board business.

APPROVAL OF MINUTES: The minutes for the August 10, 2006, meeting were approved.

2004-23 – Consent Agreement – The Board was presented with a Consent Agreement for Dr. Delgado. The Board voted to accept the Consent Agreement.

Consent Agreement – The Board was presented with a Public Consent Agreement with the request of the chiropractor to make it Private. The Board voted to accept the order as a Private Consent Agreement.

IRC RECOMMENDATION DISCUSSION:

2006-3 – Dismiss – a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed.

2005-5 – Dismiss – a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed

2006-20 – Dismiss – a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed.

IRC RECOMMENDATION DISCUSSION:

2006-6 – Dismiss – a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed

2006-8 – Dismiss – a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed.

2005-27 – Dismiss – a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed

2006-7 – Formal Complaint - a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed.

2006-9 – Formal Complaint - a motion was made with a second, that the Board accepts the IRC recommendations and the motion passed.

INFORMATION TOPICS:

Dr. Grossman thanked everyone who attended the FCLB District meeting in Myrtle Beach. Stating, “We had great representation for our state and the meeting was a very informative meeting.”

The board discussed and voted to increase the continuing education requirements from 24 hours to 36 hours biennially with the 2 hours in rules and regulations and 2 hours in risk management required. These hours will become effective 10/1/08 if approved by the LLR Board Legal Advisor.

The Board adopted the following two (2) new policies (see attached):

- Cold Call Telemarketing
- Sales from CE floor

A committee was formed to develop a Board policy for Record Keeping. Members selected to the committee were: Dr. Norman Ouzts, Dr. Harvey Garcia, Dr. William Decken and Dr. David Mruz.

Dr. Ehlich presented information regarding prepayment plans. The Board discussed the information and asked Dr. Ehlich to bring specific examples to the next Board meeting for further discussion.

The Board discussed advertising and reiterated the fact that advertising must be done ethically as well as legally. The Board discussed and reiterated that the only specialties that may be advertised are approved specialties by the American Chiropractic Association and the International Chiropractic Association. They

also discussed and reiterated the policy on advertising chiropractic where, no chiropractor may hold him/herself as the best chiropractor and that there can be no negative advertising.

The Board voted to issue a Cease & Desist Order to chiropractors who advertise outside the S.C. Chiropractic Guidelines.

The Board briefly discussed changes to the practice act and stated that the Physical Therapists are opposed to the changes.

There being no further business, the Board adjourned at 12:15 p.m.

Minutes prepared by _____
Roni Ledford, Administrative Specialist

Date

Donald W. Hayden
Administrator

SOUTH CAROLINA BOARD OF CHIROPRACTIC EXAMINERS

Subject: Cold Call Telemarketing

Reference: 25-8

Effective Date: 11/2/06

POLICY

The Board voted to adopt the following guidelines for telemarketing:

1. Call(s) must be made personally by the Chiropractor.
2. Call(s) must be made between the hours of 9 a.m. and 5 p.m.
3. Call(s) cannot be made by a telemarketing service.

SOUTH CAROLINA BOARD OF CHIROPRACTIC EXAMINERS

Subject: Sales from Continuing Education Floor

Reference: 25-5 (D)

Effective Date:11/2/06

POLICY

The Board voted to suspend all CE seminar hours if the instructors present sales promotions to attendees from the podium.

Sales promotions are appropriate by sponsors or instructors outside the presentation or outside the room during a presentation.