

ACA Resolution Warns About "Research for Solicitation"

Editorial Staff

The American Chiropractic Association (ACA) passed the following resolution during its 2006 House of Delegates meeting in Scottsdale, Ariz. The resolution recognizes the value of research in expanding the profession and improving the clinical skills of practitioners; however, it also warns against the use of research programs "for the designed purpose of patient solicitation."

The language and timing of the resolution may coincide with the recent development of such programs as Research & Clinical Science (RCS), which Dr. Stephen Perle, professor of clinical sciences at the University of Bridgeport and ethics columnist for *DC*, critiqued in the June 20, 2006 issue of this publication (www.chiroweb.com/archives/24/13/12.html).

Reaffirmation of ACA Resolution Titled "Research Patient Solicitation"

RESOLVED, that the Insurance and Managed Care Leadership Committee move to have the following resolution reaffirmed by the American Chiropractic Association:

RESEARCH - PATIENT SOLICITATION

The American Chiropractic Association is committed to the highest standards of the professional practice of chiropractic and to the highest standards of chiropractic research.

However, there exists within the profession individuals and groups [that] attempt to utilize what appears to be or may in fact be research efforts as a means to solicit patients. Such research/patient solicitation efforts erode the credibility of legitimate chiropractic research and threaten to endanger the professional relationship between patient and chiropractor.

Therefore, be it resolved that the American Chiropractic Association encourages research by individual doctors of chiropractic, e.g., case studies, as part of a continuing learning process that will ultimately result in better practitioners. This research will also contribute to the ever-growing body of knowledge and to a better understanding of the benefits of chiropractic care. Chiropractors are encouraged to participate in and support chiropractic research as part of their commitment to the chiropractic profession.

Be it further resolved that the American Chiropractic Association recognizes that a normal part of the everyday chiropractic practice involves communication in some form that will allow members of the public to better understand the benefits of chiropractic care and to recognize the services available from a specific doctor of chiropractic. This communication can take many forms of advertising and marketing. Ultimately, this communication is governed by applicable federal and state laws as well as specific chiropractic codes of ethical conduct.

Be it further resolved that the American Chiropractic Association cautions its members that it regards the practice of utilizing research programs for the designed purpose of patient solicitation to be an unacceptable and possibly illegal method of patient inducement that will ultimately

damage the credibility of chiropractic as a whole and in particular damage the credibility of chiropractic research.

Chiropractic examining boards and other authorized governmental regulatory agencies are encouraged to investigate and to take proper action in regard to these improper patient solicitation/research programs. (Ratified by the House of Delegates, June 1991.)

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