

June 22, 1990

TO: All In State Alabama Licensees

FROM: Board of Examiners

RE: Research

At the last meeting of the Board of Examiners, a motion was made and passed that denied approval of the Outreach 2000 Research Program. It is the Board's opinion that this type of activity does not qualify for research insofar as the Outreach 2000 Research Program involves direct, in-person, uninvited communication which directly or implicitly requests an oral response from the recipient, and would thus be considered uninvited solicitation and in violation of Board Rule 190-X-5-.06.

If you are currently involved with the Outreach 2000 Program (or any other form of research that may be considered uninvited communication that requires an oral response from the recipient), you should cease and desist this activity

NEWS / PROFESSION

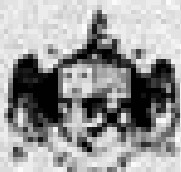
Alabama Outlaws VSRI/Outreach 2000

Editorial Staff

After careful investigation and consideration, the Alabama Board of Chiropractic Examiners denied approval of the Vertebral Subluxation Research Institute's Outreach 2000 program. In a letter mailed by the board to all Alabama licensed chiropractors, the board instructed all DCs currently involved in the program to "...cease and desist this activity immediately."

This is an issue that many state boards are currently wrestling with. While Alabama is the first to outlaw the VSRI program, it is very possible that other state boards will follow suit. Anyone who may be considering this type of marketing program should contact their state board for an official ruling before getting involved.

Alabama State Board of Chiropractic Examiners



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If you are currently involved in or considering involvement in other forms of research, contact this office to set up an appointment to meet with the Board for their consideration as per Board Rule 190-X-5.06.

DNC/mlid

Editor's note: Many chiropractors have contacted *Dynamic Chiropractic* to complain about this activity taking place in their area. There have been statements that this tarnishes the image of the chiropractic profession as well as the general overall concern that this constitutes illegal patient solicitation.

If you feel strongly that this type of patient solicitation should not occur in your state for these or other

reasons, you may wish to contact your state board and give them your opinion on this issue. Remember, they are there to serve you and your profession in your state, as well as protect the general public. The reputation of chiropractic, pure and without reproach in your state is your responsibility.

AUGUST 1990