



Minnesota Board of Chiropractic Examiners

www.mn-chiroboard.state.mn.us

MBCE Newsletter a Semi-Annual Publication

Fall/Winter 2006

DECOMPRESSION THERAPY...

Be very careful!!!

The Superior Court in the State of California fined a doctor of chiropractic \$25,000 dollars for false advertising related to the decompression therapy applied by the DRX9000 machine, and permanently prohibited this doctor from utilizing such advertising in the future. The decision referenced the placing of "anonymous advertisements" in newspapers, offering a "free report" stating "an accidental NASA discovery has lead to the most promising sciatica and herniated disc treatment today." The decision also stated that the defendant "did fail to verify the various representations and assertions of fact made by Axiom Worldwide, Inc., Ben Altadonna and/or Altadonna Communications Inc. prior to disseminating that advertising and marketing materials received from those entities with respect to the DRX9000." The decision said the defendant was unable to substantiate or produce the following:

- A. Reliable, scientific studies or fact-based evidence demonstrating 86% success rate for non-surgical spinal decompression with patients suffering from herniated discs or degenerative joint disease;
- B. Reliable, scientific studies or fact-based evidence demonstrating 90% reduction in disc herniation in 71.4% of patients;
- C. Reliable, scientific studies or fact-based evidence regarding therapeutic effect of space travel on astronauts;
- D. Reliable, scientific studies or fact-based evidence documenting that therapeutic effect of the DRX9000 in the "most severe cases" when "NOTHING else has worked" (sic);
- E. Reliable, scientific studies or fact-based evidence regarding the representation that "pre- and post-treatment MRIs have shown greater than 50% reduction in the size and extent of herniations after four weeks of treatments with the DRX 9000";
- F. Reliable, scientific studies or fact-based evidence regarding the representation that the DRX9000 treatment is an alternative to surgery or drugs and has no "documented side effects"; and,
- G. Reliable, scientific studies or fact-based evidence regarding the representation that the DRX 9000 is either a "new" or a "space-age technology."

The Board has not yet taken a position with regard to decompression therapy...however the Board will be investigating complaints, which allege the same or similar false advertising. The Board merely wishes to inform you that if you are engaging in similar false advertising, you may be placing yourself at great risk.

**LICENSEES MAY REACH THE BOARD AT
A NEW INCOMING TELEPHONE NUMBER: 651-201-2850**

*The Mission of the Minnesota Board of Chiropractic Examiners (MBCE) is:
To protect the public through effective licensure, enforcement of the statutes and rules governing the practice of chiropractic, to ensure a standard of competent and ethical practice in the profession.*

*The Minnesota Board of Chiropractic Examiners is an affirmative action / equal opportunity employer.
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This document is available in alternative formats upon request.*

DATES TO REMEMBER IN 2006-2007

EXECUTIVE COMMITTEE MEETING DATES

December 12, 2006
January 9, 2007
March 13, 2007
May 8, 2007
June 12, 2007
August 14, 2007
October 9, 2007
December 11, 2007

RULES COMMITTEE MEETING DATES

The third Thursday of every month when necessary

BOARD MEETING DATES

February 22, 2007
April 12, 2007
July 12, 2007
September 13, 2007
November 8, 2007

COMPLAINT PANEL MEETING DATES

(closed to the public)

Stouffer-Tollefson panel meets the first Thursday of every month
Marshall-Fidler panel meets the third Tuesday of every month
Hill-Otto panel meets the fourth Tuesday of every month

RENEWAL DEADLINES

DC License - December 31
Professional Firm - December 31
Continuing Education
Sponsorships - December 31
Independent Examiner - February 28
Acupuncture - September 15

OFFICE IS CLOSED FOR THE FOLLOWING HOLIDAYS

December 25, 2006
January 1, 2007
January 15, 2007
February 19, 2007
May 28, 2007
July 4, 2007

Official public notice of all meetings is listed on the Board's web site at www.mn-chiroboard.state.mn.us/Bdmeet.htm

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