

#4439

COMMONWEALTH OF KENTUCKY
KENTUCKY BOARD OF CHIROPRACTIC EXAMINERS

IN RE: CHIROPRACTIC LICENSE HELD BY STEVEN E. BOOK

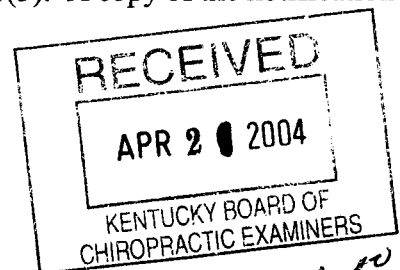
AGREED ORDER

Comes the Kentucky Board of Chiropractic Examiners, hereafter the "Board," and Steven E. Book, D.C., hereafter the "Respondent," and the parties hereby agree as follows:

1. That Respondent advertised a free or discounted service via yellow pages without including adequate notice of the seventy-two (72) hour right of rescission required by KRS 312.019(9)(g) and 201 KAR 21:080, Section 2(1);
2. That rather than pursue a hearing on these violations, the parties have decided to resolve this matter by means of this Agreed Order.

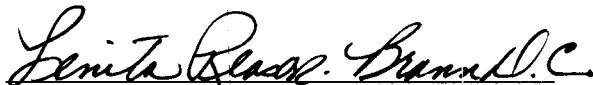
WHEREFORE, IT IS HEREBY ORDERED, that:

- a. The Respondent accepts the reprimand of the Board for the above-stated violation. The Respondent agrees he will act more diligently in the future to insure that all advertising issued by him, or on his behalf, complies with KRS Chapter 312 and the accompanying regulations. Respondent agrees that he will not advertise a free or discounted service *in any medium* without including notice of the right of rescission required by 201 KAR 21:080, Section 1(3).
- b. The Respondent will notify all consumers known to him who responded to the advertisement and advise those consumers of the complete notice of right of rescission, as required by 201 KAR 21:080, Section 1(3). A copy of the notification



1025 - 100.10

- to all consumers who responded to the advertisement shall be mailed to the Board;
- c. The Respondent will pay a \$100 fine to the Board. Said fine shall be made payable to the "Kentucky Board of Chiropractic Examiners." The Agreed Order and fine must be received in the office of the Board, postmarked no later than April 22, 2004;
 - d. The Board shall make no referral of this matter for any criminal proceeding;
 - e. The Respondent enters into this Agreed Order knowingly, willingly and voluntarily and after having reviewed the due process rights afforded to him under KRS Chapter 312 and the accompanying regulations;
 - f. The Respondent understands that by signing this Agreed Order, he has waived his right to a hearing on the allegations, including the right to be present with counsel, to subpoena witnesses and to confront those against him, and the right to appeal the Board's decision as entered in the Agreed Order and the full panoply of rights of hearing and appeal as authorized by statute, regulation and court decision;
 - g. This Agreed Order is subject to disclosure under the Kentucky Open Records Act;
 - h. The Respondent acknowledges he is ineligible for participation in any chiropractic preceptorship program for five years pursuant to 201 KAR 21:085, Section 2(7);
 - i. The Respondent agrees that his failure to comply with any of the terms of this Agreed Order may result in the Board setting this matter for hearing.


LENITA REASOR, PRESIDENT
KENTUCKY BOARD OF
CHIROPRACTIC EXAMINERS

4-16-04
DATE

Stuart McCloy
STEVEN E. BOOK, D.C.
RESPONDENT

4-7-04
DATE

Stuart McCloy
STUART McCLOY
RESPONDENT'S ATTORNEY

4-12-04
DATE