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COMMONWEALTH OF KENTUCKY
KENTUCKY BOARD OF CHIROPRACTIC EXAMINERS

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IN RE: THE LICENSE TO PRACTICE CHIROPRACTIC HELD BY
BRUCE JACKSON, D.C.

AGREED ORDER

Comes the Kentucky Board of Chiropractic Examiners, hereafter the "Board", by counsel, and Bruce Jackson, hereafter the "Respondent", and the parties hereby agree as follows:

1. That Respondent participated in an advertisement or solicitation which contained the phrase "Specializing in Equine Chiropractic";
2. That pursuant to KRS 312.015(2), the term "chiropractic" means the science of diagnosing and adjusting or manipulating the subluxations of the articulations of the human spine and its adjacent tissues;
3. That Respondent's advertisement or solicitation was misleading, in violation of 201 KAR 21:065, because it suggested chiropractic could be performed on something other than a human spine;
4. That Respondent employed the title "Dr." without designating the particular degree held by the Respondent in violation of KRS 311.375(2);
5. That Respondent admits he failed to send a copy of the written advertisement or solicitation, and is now aware that one must send same, to the Board simultaneous to publication of the advertisement as required by 201 KAR 21:065, Section 3;

Rec'd 12-4-95
OK # 15374
\$500

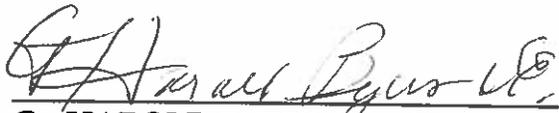
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6. That rather than pursue a hearing on this complaint, the parties have decided to resolve this matter by means of this Agreed Order.

WHEREFORE, IT IS HEREBY ORDERED, that:

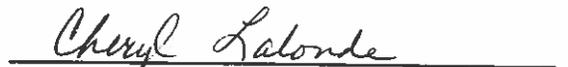
- a. The Respondent accepts the reprimand of the Board for the above-stated violation. The Respondent agrees he will act more diligently in the future to insure that all advertising issued by him, or on his behalf, will comply with KRS Chapter 312 and the accompanying regulations;
- b. The Respondent will pay a \$500 fine to the Board. Said fine will be made payable to the "Kentucky State Treasurer" on the date of Respondent's signing of the Agreed Order. The Agreed Order must be mailed to the Board postmarked no later than December 22, 1995;
- c. The Board shall make no referral of this matter for any criminal proceeding;
- d. 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;
- e. The Respondent has waived his right to counsel and a hearing on this matter;

- f. This Agreed Order is subject to disclosure under the Kentucky Open Records Act;
- g. 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).



G. HAROLD BYERS, PRESIDENT
KENTUCKY BOARD OF
CHIROPRACTIC EXAMINERS

1-12-96
DATE



CHERYL LALONDE
ASSISTANT ATTORNEY GENERAL

November 29, 1995
DATE



BRUCE JACKSON
RESPONDENT

12/22/95
DATE