

POLICY STATEMENT ON ***Unethical Patient Recruitment***

The International Chiropractors Association recognizes that in the highly competitive modern health economy, the Doctor of Chiropractic often must engage in public education, various methods of practice promotion and, perhaps, advertising to establish and maintain a viable practice. The ICA further recognizes that this process is a difficult and challenging one. The difficulty of the marketing task, however, does not absolve the Doctor of Chiropractic from maintaining the highest ethical and professional standards in the marketing process.

The International Chiropractors Association holds that the enticement of potential patients into any chiropractic clinic or office on the basis of the assertion or representation to the potential patient that research will or is being conducted, at no charge to that subject patient, is inherently suspect. The ICA further holds that attempts to convert such “research subjects” into paying patients, either via self-payment or through third-party payers, represents unethical behavior contrary to the interests of the consumer, the chiropractic profession and the insurance system.

The ICA recognizes the danger such schemes hold for the chiropractic profession at large and the damage these unethical and repugnant activities can and will do to public perception of the integrity and reliability of the chiropractic profession as a whole.

The ICA encourages appropriate authorities to carefully examine patient recruitment schemes that contain the elements of deception and misrepresentation embodied in such research-practice promotion schemes, and take such action as is appropriate to protect the public.