

The background features a dark blue-to-purple gradient with faint, light-colored circular patterns and a scale. The scale is a large arc on the left side, with numbers ranging from 40 to 260 in increments of 10. There are also several smaller circles and dashed lines scattered across the background, some with arrows indicating direction.

HOW TO ABIDE BY STATE & FEDERAL LAWS WHEN PROMOTING YOUR CHIROPRACTIC PRACTICE

AMY TIRPAK, BS, DC

DR. AMY TIRPAK

Chiropractic

- Graduated Logan College of Chiropractic – 2001
- Created CE Cruncher – 2011
Largest Search for CEs in the Profession
- Social Media/Online Marketing for over 50
Chiropractic Practices - Academy of Chiropractic
- Post Graduate Instructor Texas Chiropractic College
- since 2015
- Created ChiropracticOnlineContinuingEd.com -
2017
- Worked with over 100 Chiropractic CE Providers

Advertising/Marketing

- Owner/Online Specialist BrainChild Branding
Advertising Agency – 2003 – 2017
- Project Manager 20 Health/Medical Websites
- Lectured on Social Media, Online Advertising,
and Marketing in the Healthcare Arena
- National Advertising Campaigns for 15
Healthcare Companies

CECruncher.com

ChiropracticOnlineContinuingEd.com



The screenshot shows the homepage of CECruncher.com. At the top left is the logo for CECruncher, with the tagline "FOR CHIROPRACTORS SEARCH * REGISTER * RELAX". To the right of the logo is a search bar and social media icons for Facebook, Google+, and Twitter. Below the logo is a navigation menu with buttons for "CE SEARCH", "CHIROPRACTORS", "COLLEGES", "HUMOR", "CONTACT", "JOBS", "NEWS", and "COURSE SUBMISSION". The main content area is titled "CHIROPRACTIC CONTINUING EDUCATION ADVANCED SEARCH" and features several search filters: "BY KEYWORD:", "BY PROVIDER:", "BY COURSE:", "BY DATE:", "BY LOCATION:", and "BY STATE/PROVINCE ACCREDITATION:". A "SUBMIT INFO" button is located at the bottom of the search filters. On the left side, there is a sidebar with a "TEXAS Chiropractic College" advertisement for a "CHIROPRACTIC NUTRITION DIPLOMATE WITH FUNCTIONAL MEDICINE" course, a "PROVIDER LOGIN" section with a username field (containing "amy") and a password field, and a "JOIN OUR EMAIL LIST" section with a name and email address field. On the right side, there is a "VASYL Medical" advertisement for sandals and a "Cuba Cruise" advertisement for a 7-night cruise from Ft. Lauderdale, FL to Costa Maya, Mexico, Belize City, Belize, Cozumel, Mexico, and Havana, Cuba. The cruise ad also mentions "16 CE's from Dynamic Speakers" and "Feb 21-28, 2018".



The screenshot shows the homepage of ChiropracticOnlineContinuingEd.com. At the top left is the logo for CECruncher, with the tagline "FOR CHIROPRACTORS ONLINE CONTINUING ED". To the right of the logo is a "Register Now" button, a user name field (containing "Amy"), a password field, and a "Login" button. Below the logo is a navigation menu with buttons for "HOME", "ABOUT US", "COURSES", "CONTACT US", and "SUBSCRIBER AREA". The main content area features a large image of a keyboard with a prominent yellow key that says "Online learning". Below the image is the text "Before Patients, Lunch, After Hours, 2 am" and "Earn Online Chiropractic Continuing Education on Your Schedule". Below this is a paragraph of text: "CE Cruncher wants Chiropractors everywhere to have the opportunity to stay up to date on the latest courses and information in the profession. Created by Chiropractors for Chiropractors, we understand your busy schedule, patient demands, need for Chiropractic CEs and desire to have a little free time. So we teamed up with Chiropractic's leading experts in numerous fields (Acupuncture, Nutrition, Neurology, Rehab, Radiology, Technique and More) to offer an unparalleled selection of Online Chiropractic Continuing Education." Below the text are three small images: a man working at a computer, a group of people in a meeting, and a man and a woman looking at a skeletal model. Below the images are three sections: "ABOUT US", "COURSES", and "SUBSCRIBER AREA", each with a "Read More" link.

DISCLAIMER

Amy Tirpak, DC does not provide legal opinions or services. The information contained in this presentation is for educational purposes and is not intended to be and nor is it legal advice. If you require legal assistance retain the services of a healthcare attorney. Amy Tirpak, DC assumes no liability for information contained or omitted in this presentation and assumes no responsibility for the consequences attributed to or related to any use or interpretation of any information or views contained in this presentation. It is every chiropractor's personal responsibility to understand and follow the statutes and laws of the states in which they practice and maintain a license.

Squirrel



KNOW YOUR LAWS & REGULATIONS

It is your responsibility as a DC to abide by your federal, provincial & state's laws, including advertising.

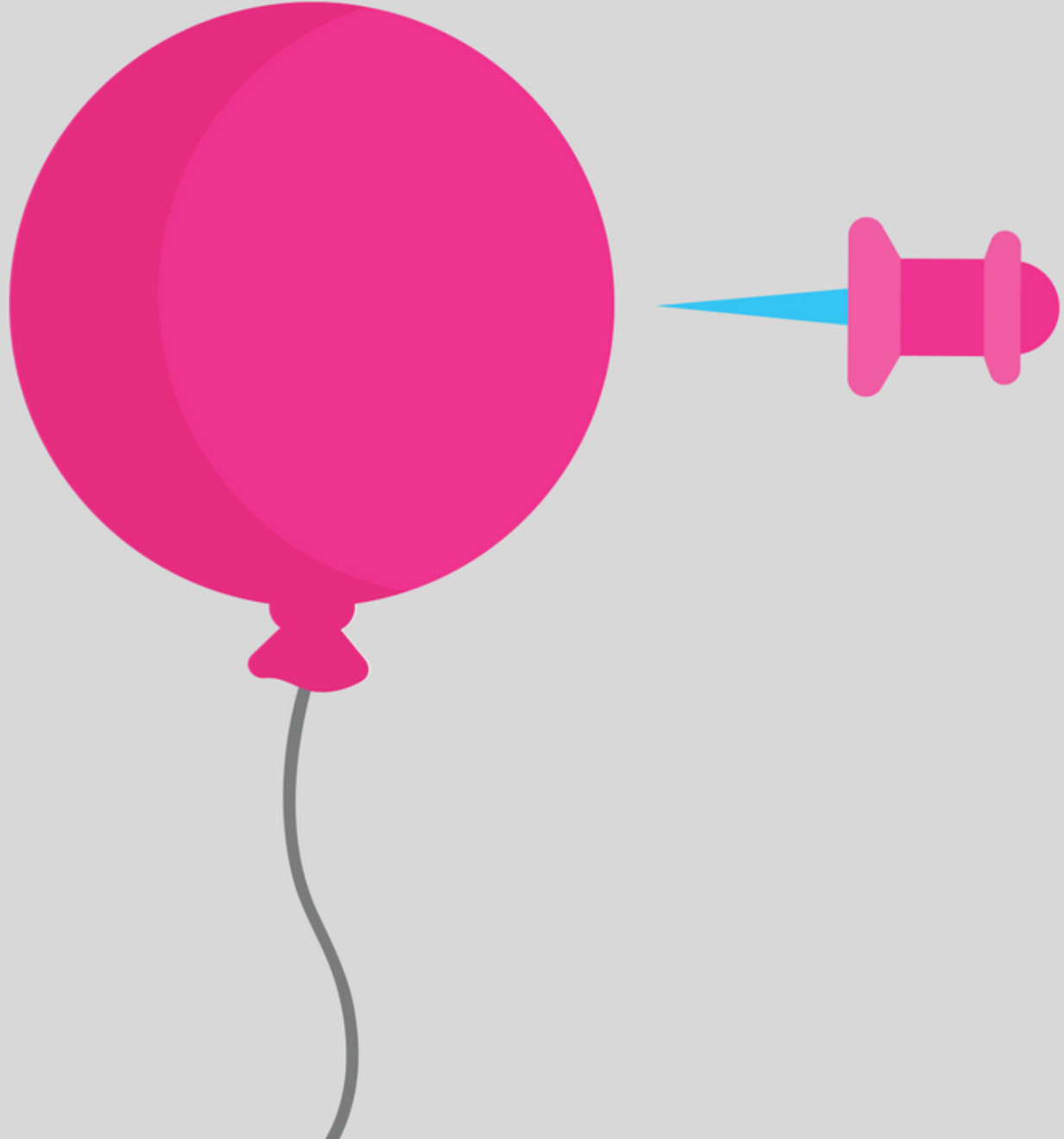


NEW JERSEY DIVISION OF
CONSUMER AFFAIRS



TEXAS BOARD OF CHIROPRACTIC EXAMINERS





STATE LAWS VERSUS REGULATIONS

Laws / Statutes

- Approved by the state/ provincial legislature
- Difficult to change
- Requires new legislation to be updated
- Scope of practice, licensure, subordinates, medical records

Regulations / Rules / Administrative Code

- Approved by the state board
- Easier to change
- Requires a vote from the board
- CEs, **Advertising**, Fees

BOARD VIOLATIONS

Who

- Patient
- Former Employee
- Former Spouse/Romantic Partner
- Former Business Partner
- Local Chiropractor
- Other Provider

Process

- Complaint Filed
- Letter to Chiropractor
- Investigation
- Board Decision – Fine, reprimand, suspension, revocation

State Statutes Defining Advertising

BC

CCBC Bylaws

85 b) any publication or communication in any medium with any patient, prospective patient or the public generally in the nature of an advertisement, promotional activity or material, a listing in a directory, a **public appearance** or any other means by which professional services are promoted,

North Carolina

§ 90-154.2. Unethical conduct.

(4) Any licensee's failure to use the words Chiropractic Physician, Chiropractor or the initials D.C. in conjunction with the use of his name in his capacity as a Chiropractor on all reports, statements of claim for services rendered and on all signs, letterheads, business cards, advertising, and any other items of identification.

Texas

TX Board Rule §77.2 Publicity (j) This section and §77.4 of this title apply to all advertising, communications, or telemarketing done by or on behalf of a licensee or facility, including activities conducted by **employees, students being mentored by the licensee, or other agents.**

WHAT DO YOU CALL YOURSELF

- Chiropractor
- Doctor of Chiropractic
- Chiropractic Physician
- Doctor of Chiropractic Medicine
- DC

REQUIREMENTS IN ALL PUBLICATIONS

- **Florida:** Chiropractor, Chiropractic Physician, Doctor of Chiropractic, DC
- **Illinois:** Type of license, specialization, name, hours, address, phone number
- **Idaho:** Chiropractor, Chiropractic or some easily recognizable derivative thereof
- **Mississippi:** Chiropractor, Doctor of Chiropractic, D.C. or Chiropractic Physician
- **New Jersey:** Name, Address, Phone, Lic Number, Corp Name (maintain for 3 years)
- **North Carolina:** DC, Chiropractic Physician, Chiropractor
- **South Carolina:** Chiropractic Physician, DC, Chiropractor, Doctor of Chiropractic
- **Washington:** Chiropractor, Chiropractic Physician, D.C., or D.C.Ph.C.
- **Alabama** - chiropractor, chiropractic, or chiropractic physician (on signage)

SAY MY NAME

Violates State Statutes

- Chiropractic Physician TX, CO
- Physical Therapy TX, FL
- Physical Therapist SC
- Acupuncturist TX, UT

Advertising for Chiropractors

Things to avoid:

- False, Misleading or Fraudulent
- Claims of Results
- Superiority

Except Nevada - “Spine Specialist,” “Specialize in the treatment of the spine,” or “Specialize in quality care” because those are not considered a “field” of chiropractic. Advertising as an “Expert Witness” is also acceptable as per the regulation.

Not covered CIME, CCBP, CIRP

ADVERTISING DEFINITIONS

Texas RULE §77.4 (a)..... any form of public communication which contains a false, fraudulent, misleading, deceptive, or unfair statement of claim, or which has the tendency or capacity to mislead or deceive the general public,
4) claims that state or imply chiropractic services provide a cure for any condition;

Colorado Practice Act 3(a)III Contains claims which cannot be substantiated by standard laboratory or diagnostic procedures.

IL - 225 ILCS 60/26) (from Ch. 111, par. 4400-26 (3) ... Nor shall the advertiser use statements which contain false, fraudulent, deceptive or misleading material or guarantees of success, statements which play upon the vanity or fears of the public, or statements which promote or produce unfair competition.

ON - An advertisement must be: (a) accurate, factual and contain information that is verifiable; and name a specific diagnostic or therapeutic procedure or modality but cannot claim superiority


Encouraged to forward his/her advertisements to CCO for review, prior to publication.

BAD ADS

YOU WILL LOSE 4" TO 14" IN AN HOUR!



- ✓ Inch Loss all over your body with just one treatment!
- ✓ Secret weapon in a detoxification or weight loss program!
- ✓ Try it for yourself...you'll see the difference in your clothing before your treatment...compared to after your treatment!
- ✓ This specific formula has shown to be effective now for over 30 years...don't be fooled by the new fad body wraps...try the wrap that started it all!



Before *After*

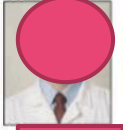
We are so Confident that You'll Lose 4" to 14" in an Hour, that We are Willing to Prove it to You!

\$49 Body Contouring Package

Body Contouring Package includes: • Breakthrough Weight Loss Seminar
At home computerized assessment • Your first Detoxification Body Wrap

\$250 VALUE - Yours for only \$49
Limited time offer, so call today to see if you qualify!

407-417-5588
CLUB REDUCE



DR. [REDACTED]

YOU WILL LOSE 4" TO 14" IN AN HOUR!



- ✓ Inch Loss all over your body with just one treatment!
- ✓ Secret weapon in a detoxification or weight loss program!



DR. [REDACTED] D.C.

We are so Confident that You'll Lose 4" to 14" in an Hour, that We are Willing to Prove it to You!

\$49 Body Contouring Package

\$250 VALUE - Yours for only \$49
Limited time offer, so call today to see if you qualify!

Body Contouring Package includes:

- Breakthrough Weight Loss Seminar
- At home computerized assessment
- Your first Detoxification Body Wrap

407-417-5588 CLUB REDUCE

*The patient and any other person responsible for payment has a right to refuse to pay, cancel payment, or be reimbursed for payment for any other service, examination or treatment, which is performed as a result of and within 72 hrs of responding to the advertisement for the fee, discounted fee or reduced fee service, examination or treatment.

AND MORE BAD ADS


Like Follow Recommend

Winter Springs Spine & Wellness
@winterspringsspineandwellness

Home
Reviews
Offers
Photos
Posts
About
Community
Create a Page

Winter Springs Spine & Wellness
February 9 at 2:18pm

Here is the one day of the year patients can give us a try and not worry about insurance and / or cost. Please call the office: 407 695-4800 to get on the schedule and yes all the massage slots are full, but we have 10 more appointments on my schedule. We are located behind CVS in the same professional building as Tuskawilla Family Medicine. Donations of \$5.00 or more are accepted, but not required. This year we are doing: Big Brothers / Big Sisters of America.
[https://www.d\[redacted\]blog/valentines-day-special](https://www.d[redacted]blog/valentines-day-special)



FEB 14th
DOCTORS WITH A HEART.
Bring your family & friends to
Winter Springs Spine & Wellness

- **Free adjustment** for current patients
- **Free exam & adjustment** for new patients

All appointments must be scheduled
(407) 695 - 4800
Our Location: 1340 Tuskawilla Rd #112, Winter Springs, FL 32708

Like Comment Share

David A. Scoppa and 1 other


In Partner With Blue Cross Blue Shield

Home About Us Testimonials Auto Injury Treatment How We Help Lose Weight Events Patient Forms Location Contact Us

VALENTINE'S DAY SPECIAL!

Posted on February 9th, 2018 by Dr. [redacted]

Facebook Twitter



FEB 14th
DOCTORS WITH A HEART.
Bring your family & friends to
Winter Springs Spine & Wellness

- **Free adjustment** for current patients
- **Free exam & adjustment** for new patients

All appointments must be scheduled
(407) 695 - 4800
Our Location: 1340 Tuskawilla Rd #112, Winter Springs, FL 32708

DOCTORS WITH A HEART

Free adjustment for current patients

Make an Appointment
Chiropractic
Location
Videos
3D Spine

DIPLOMATES, CERTIFICATIONS AND THE ALPHABET AFTER YOUR NAME

- AL: Acupuncture, Chiropractic Physiological Therapeutics
- CO: Post-graduate degrees received from a Chiropractic College or diplomat
- FL: Only allowed to list Diplomates
- IL: Board Certification
- NC: Must be preceded by Chiropractic – Chiropractic Pediatrics, Chiropractic Neurologist
- MI: No laws
- SC: Specialist if certified from a specialty council (ACA, ICA, Chiropractic College)
- TX: Only Boards Approved and must state credentialing body
- ON: FCCS(C), FCCR(C), FRCCSS(C), FCCOS(C) FCCPOR(C)
- VA: disclose the complete name of the specialty board when using “board certified”

DIPLOMATE OF THE NBCE



National Board of Chiropractic Examiners

In 1982 the NBCE stopped using the Diplomate designation due to this confusion and instead, began issuing a certificate of attainment. The NBCE website cautions that use of the Diplomate of the NBCE is a violation subject to state sanctions and may result in legal action for improper use. If one were licensed before 1983, the NBCE recommends using the following: *“holds NBCE Diplomate Certificate 19XX.”* This is the designation for passing parts I and II of the National Board Exams used before 1983.

SOCIAL MEDIA & THE INTERNET – ANTIQUATED LAWS

Australia, Ontario and British Columbia have social media guidelines

US- nothing

Alabama - ...broadcast communications, the actual transmission shall be retained and in the case of printed communications, a copy of the publication in which the communication is displayed shall be retained. Copies of communications, including but not limited to the transmission and publication referenced above, shall be retained by the chiropractor for one hundred eighty (180) days following the final appearance or use of the communication.

KNOW YOUR LAWS

TX – Maintain testimonials for 2 years and If telemarketing you have to keep a log of each script, log of all calls that includes the date, telephone number, and the name of each person called.

NJ – Maintain ads for 3 years, a video or audio tape of every ad available to the board upon request, indicate the accurate date and place of publication and/or dissemination.

SC - Advertising free x-ray services without explanation of need or otherwise implying indiscriminate use of x-radiation is prohibited

IL - Television or radio, it shall be prerecorded and approved for broadcast by the physician, and a recording of the actual transmission, including videotape, shall be retained for at least 3 years by the physician.

MS - any free services or free examination where such advertising or promise is false, misleading, or deceptive

Australia - no testimonials, unreasonable expectation of beneficial treatment, don't encourages the indiscriminate or unnecessary use of regulated health services, imply that the regulated health services can be a substitute for public health vaccination or immunisation

KNOW YOUR LAWS

LA: Letter in 10-point bold type at the bottom left hand corner of the envelope, there will be printed in red, capital letters, THIS IS AN ADVERTISEMENT.

On the body of each solicitation letter, in the same type size as the letter, shall be contained the following paragraph in red lettering.

NOTICE: THIS IS AN ADVERTISEMENT. Your name and address and information relative to the accident in which you were involved were acquired from police documents. You are under no obligation to respond to this letter. Recipients of this advertisement should understand the importance of employing a health care provider and inquiry into the doctor's qualifications and experience is recommended.

AL: Accident Letter Ad – different color first and last page

Your name and address and information relative to the accident in which you were involved were acquired from public documents. You are under no obligation to respond to this mailing. Recipients of this solicitation should understand the importance of employing a health care provider and inquiry into the doctor's qualifications and experience is recommended.

KNOW YOUR SCOPE OF PRACTICE

WORDS TO AVOID:

- Treat
- Cure
- Physical Therapy
- Functional Medicine Physician
- Endocrinologist
- Functional Endocrinology
- Natural Doctor
- Specialist
- Expert
- Anything beyond musculoskeletal in many states

BUSTED

- B, T, D.C., No License, Austin
- On June 10, 2016, the Board and T B, D.C., entered into an Agreed Cease and Desist Order prohibiting Mr. B from acting as, or holding himself out to be, a licensed physician in the state of Texas. The Board found Mr. B' website and other promotional materials did not make it clear that he does not treat thyroid disease, diabetes, Hashimoto's disease, fatigue, digestive issues, and autoimmune disorders. Mr. B' website and other promotional materials state he is licensed by the Pastoral Medical Association. This entity does not confer any authority upon Mr. B to practice medicine in the state of Texas under the Medical Practice Act.

Website and Landing Page

INSPIRE WELLNESS CENTER

What Is Optimal Wellness?
[HERE]

Home About Us > Wellness Programs > Functional Wellness > Events Calendar Patient Center > Testimonials Contact Us

Welcome to Inspire Wellness Center!

Please feel free to browse our site. If you have any questions about how my team and I can help you take your health to it's highest level, please do not hesitate to [contact us](#). We are ready to partner with you on your journey to abundant living!

To Your Health,
Dr. [REDACTED] D.PSc

Interested In attending a presentation?
[Check out our calendar of upcoming presentations](#)

Fish, Good for Your Sanity!

Studio 512 under Nutrition & Food

Junk food makes people insane! The increase in mental disorders in the last several years could be attributed to the increase in the consumption of an unhealthy diet. Foods with omega-3 fatty acid (mainly vegetables and fish) help keep the brain healthy. People eat 1/3 less vegetables and 2/3 less fish than they did 50 [...] [Read More...](#)

Schedule Consultation

Members Zone

Wellness Concierge

https://[REDACTED]/how-to-cure-diabetes-fast

Cure Diabetes

Free REPORT !!!

Healthy Habits that Cure and Prevent Diabetes...

If you've just been diagnosed or have had type 2 diabetes for years...
if you're pre-diabetic...or if you have a loved one with diabetes,
then stop what you're doing and read this life-saving information right now...

BAD ADS

// I was one of the biggest skeptics of spinal decompression. Then I discovered the DRX9000™ //

As surgeons, we sometimes feel we can cure everything. So when I heard about this non-invasive, non-surgical technique for relieving back pain, I had my doubts.

But I was committed to finding a more effective way to treat the hundreds of patients I see each year with herniated and degenerative discs – people for whom surgery seemed to be the only option.

So I did my research, and discovered the DRX9000 Spinal Decompression System from Axiom Worldwide. It changed my practice, forever.

How it works I learned how the DRX9000 is totally different from traction. How the angle of pull creates negative intradiscal pressure, promoting an osmotic gradient for water, nutrients and blood to flow back into the disc. It rehydrates and restores the disc, allowing healing to take place.

86% success rate I read the studies that confirmed an 86% success rate in relieving chronic and debilitating pain. In my office, the success rate is even higher.

Dr. Robert Hudgins, MD
Neurosurgeon

Axiom Worldwide I even flew to the Axiom Worldwide headquarters in Tampa, Florida, where they design, manufacture, test and ship each DRX9000 machine. Before you invest in any spinal decompression system, you need to visit the Axiom facility. It will open your eyes to what sets the DRX9000 apart.

The real deal The results are undeniable. Spinal decompression works. And the DRX9000 from Axiom Worldwide is the best spinal decompression system on the market.

Find out more
Call 877-438-0663,
or visit AxiomWorldwide.com

AXIOM WORLDWIDE
Making life better, one treatment at a time™
AxiomWorldwide.com

- Unsubstantiated & False Claims - (86% Success Rate, Reduces Disc Herniations, Become Taller, Long Lasting)
- Misrepresented FDA Approval
- NASA Technology

Results:

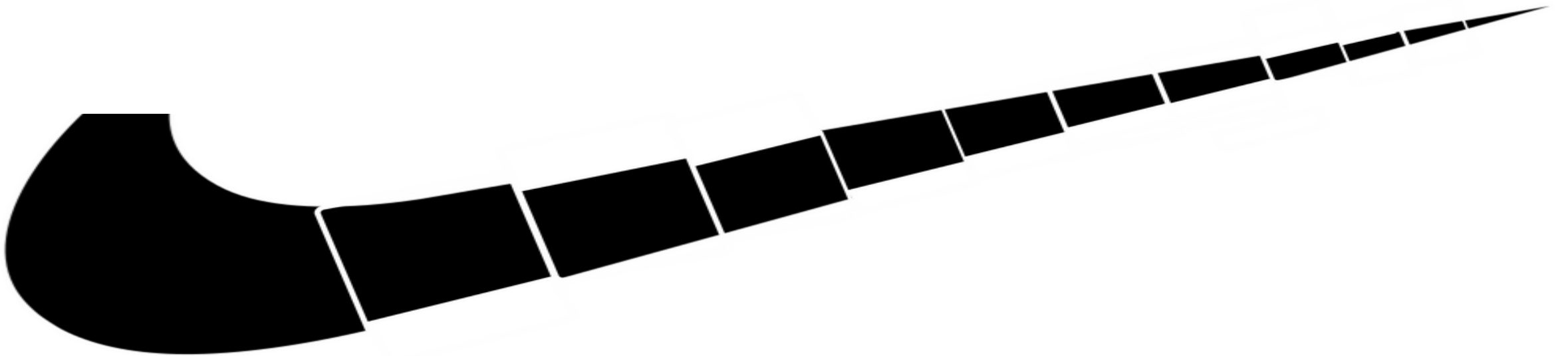
Altadonna (Advertising) paid \$1.125 million settlement FL – 12 Chiropractors reprimanded CA- 2 DCs fined \$25,000 by the AG Canada – Disciplined 9 Chiropractors



BRITAIN, CANADA AND AUSTRALIA

- ***British Chiropractic Association (BCA) v. Singh***
 - ***2008 defamation lawsuit over claims about Chiropractic***
 - formal complaints of false advertising being made against more than 500 individual chiropractors within one 24-hour period
-
- Australia 2016 Vaccine Course
 - 10 DC reprimanded
 - New Statute- imply that the regulated health services can be a substitute for public health vaccination or immunisation
- BC Last 2 months
 - Smoothie Vaccine Video
 - Board member, Avtar Jassal DC, resigned
<http://www.cbc.ca/player/play/1224451651974/>

FREE & DISCOUNTED SERVICES



Just Don't Do It

NC & FL DISCLAIMERS FOR FREE & REDUCED SERVICES

- If you decide to purchase additional treatment, you have the legal right to change your mind within three days and receive a refund." If the advertisement is published in print, the foregoing notice shall appear in capital letters clearly distinguishable from the rest of the text. If the advertisement is broadcast on radio or television, the foregoing notice shall be recited at the end of the advertisement.
- THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS A RIGHT TO REFUSE TO PAY, CANCEL PAYMENT, OR BE REIMBURSED FOR PAYMENT FOR ANY OTHER SERVICE, EXAMINATION, OR TREATMENT THAT IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED FEE, OR REDUCED FEE SERVICE, EXAMINATION, OR TREATMENT

INTERNET AGE TEST



1. WHICH IPHONE DO YOU HAVE?



2. WHAT IS YOUR EMAIL ADDRESS?



3. HOW DO YOU SEARCH THE INTERNET



4. REDDIT

- A. I VISITED TODAY
- B. I'VE SEEN IT BEFORE
- C. IT'S ON THE INTERNET, RIGHT?
- D. WHAT IS REDDIT ?



EXTRA CREDIT

5. WRITE A MEME FOR ONE OF THESE IMAGES



INTERNET AGE CALCULATION

Questions

- Which I phone do you have?
- What is your email address?
- Where do you spend the most time surfing?
- Reddit – Today, a few times, heard about it, what is reddit

Answers

- Add all of your scores together
- Subtract 5 points for the meme

NOW.. WHAT TO DO

Name Your Business Formula

Location + Favorite Thing to Treat + Favorite Service + State Requirement



League City Spine and Injury

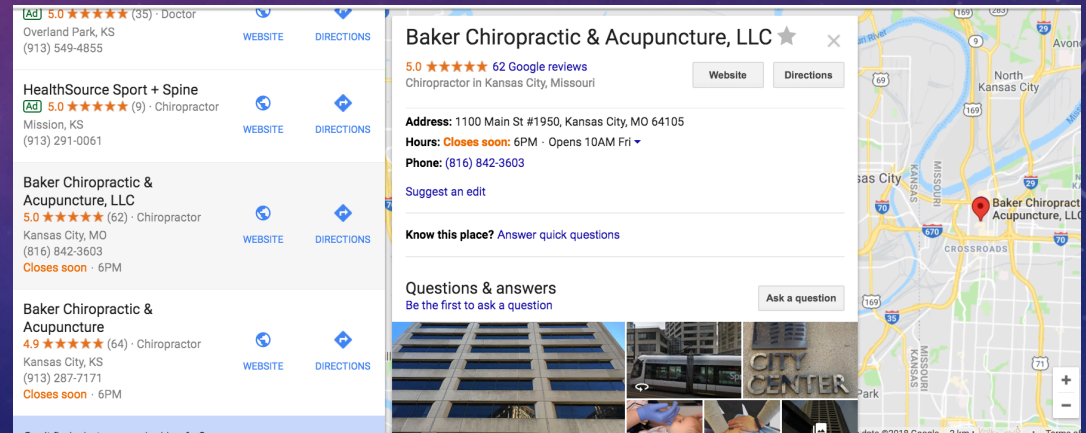
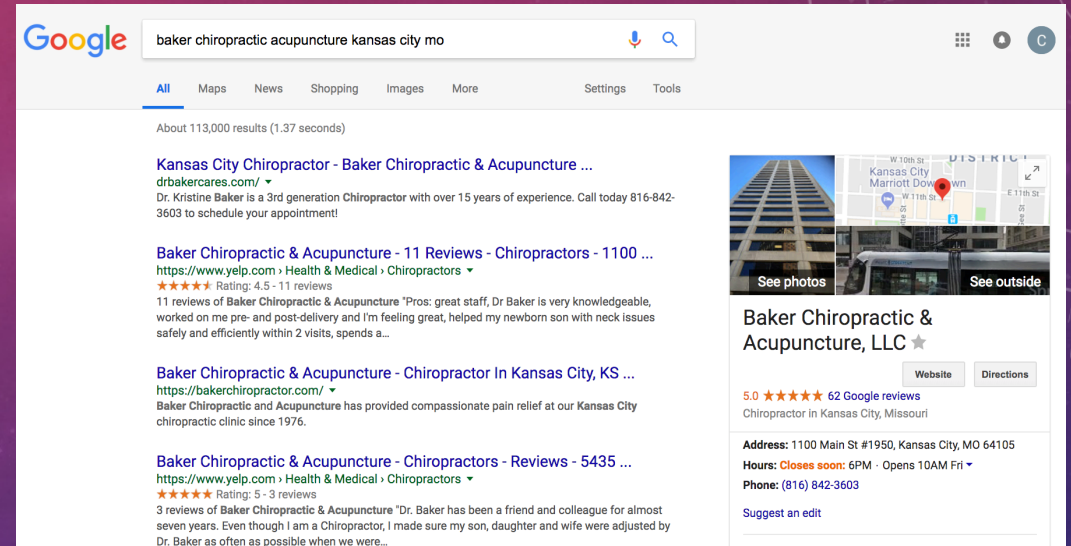
BUILDING YOUR ONLINE IDENTITY

*OWN EVERYTHING

- Google Business Listing
- Reviews
- Website
- Social Media
- Reputation

GOOGLE.COM/BUSINESS

- Claim your business
- Make sure ALL information is correct
- Add pictures, description, hours.....
- Monitor your listing
- Track the insights
- Respond to Reviews



NAP

- Name
- Address (Numbers, Suite, Highway)
- Phone

Example A

BJ Palmer, DC Chiropractic Center
123 3rd Street, Suite 200
Davenport, IA 52801
(563) 884-5714

Example B

Dr. BJ Palmer Chiropractic Center
123 Third St, # 200
Davenport, IA 52801
(800) 884-5714

Online Reviews

Google, Yelp, Facebook, ZocDoc, Health Grades, Group Ins Plans

1. Ask patients for reviews
2. Respond – to good and bad (maybe) reviews
3. NEVER VIOLATE HIPAA, PIPEDA , or AHPRA
4. Don't worry about a few bad reviews, unless you score >4/5
5. Report ones that violate the sites rules
6. Write reviews for other (Review Karma)



DeSalvo
CHIROPRACTIC



facebook



Dr. Douglas DeSalvo Needs Your Help

We strive to make Novato a healthier place. Help us expand our efforts by sharing your experience with DeSalvo Chiropractic as a Facebook Review. While you are there check out our latest health tips to improve everyone's life.

[Review Us on Facebook!](#)

DeSalvo Chiropractic
7595 Redwood Blvd. Suite
108
Novato, CA 94945
415.898.6888

Chiropractic offers natural relief of chronic pain, headaches, disc disorders, carpal tunnel and scoliosis, to name a few. Chiropractors help children, teenagers, adults and seniors.

PERSONAL INFORMATION PROTECTION AND ELECTRONIC DOCUMENTS ACT (PIPEDA)

AUSTRALIA AHPRA AUSTRALIAN HEALTH

- PIPEDA- British Columbia does not allow health data to be stored in the USA
may not divulge information through social media that identifies a patient by name or through a combination of other identifying information
testimonials or purported testimonials
- **AHPRA** – use testimonials, creates an unreasonable expectation of beneficial treatment, directly or indirectly encourages the indiscriminate or unnecessary use of regulated health services.

HIPAA



- Protected Health Information
- The HIPAA Privacy Rule protects most “individually identifiable health information” held or transmitted by a covered entity or its business associate, in any form or medium, whether electronic, on paper, or oral. The Privacy Rule calls this information *protected health information* (PHI)². Protected health information is information, including demographic information, which relates to:
 - the individual’s **past, present, or future physical or mental health or condition,**
 - the **provision of health care to the individual,** or
 - the past, present, or future payment for the provision of health care to the individual, and that identifies the individual or for which there is a reasonable basis to believe can be used to identify the individual. Protected health information includes many common identifiers (e.g., **name, address, birth date, Social Security Number**) when they can be associated with the health information listed above.
- <https://www.hhs.gov/hipaa/for-professionals/privacy/special-topics/de-identification/index.html#protected>

HIPAA VIOLATIONS AND THE COST

- 2012 – Physical Therapy office fined \$25,000 for posting patient testimonial without permission
- 2013 - Shasta Regional Medical Center paid \$275,000 to settle claims that it violated HIPAA
- 2016 - ProPublica found out of 1.7 million reviews on Yelp 3,500 of medical 1 stars mention Privacy or HIPAA

WHY REVIEWS ARE IMPORTANT

- 84% of patients use online reviews to evaluate physicians.
- 80% of consumers trust online reviews as much as personal recommendations.
- 77% of patients use online reviews as their first step in finding a new doctor.
- 77% of patients use search engines prior to booking appointments
- 26% of negative reviews are revengeful



WHAT NOT TO DO WITH A BAD REVIEW

Patient Complaint

★ ★ ★ ★ ★ 11/15/2013

Although Dr. Tim and his Secretary were very polite, and I believe that they had a general interest in helping me. I had reservations about posting this review because this office was so friendly and nice. After quite a bit on consideration, I feel that it would be irresponsible for me not to share my experience with people interested in seeking treatment from this office. I have to recommend that people do not seek treatment from this establishment. I purchased a Groupon (2 adjustments and X-ray) for \$49.99, what a smoking deal. I had recently slept wrong and my neck hurt for a while, I am on a budget and needed a couple adjustments to get back on track.


1st visit:

My initial observation is that Dr. Tim is trying to treat too many people at once. He swiftly moves through people's adjustments taking roughly 5-10 per person. There is no privacy here just a partition that separates the adjustment area from the waiting room. I get my consultation 45 min after my initial appointment. He takes X-rays only for the first day no adjustment.

2nd visit:

He is again trying to serve too many people and my appointment was 30 min behind. This is where he tells me I am in grave danger and have early stages of arthritis in my neck and have a reverse curve. He adjusts me and puts me on a vibration plate for 3 min with a head weight to help re-align. Then takes more x-rays with the head weight on to compare against my first X-ray. He schedules my second adjustment along with a group meeting to "learn" how to read my X-rays, and a private consultation to review my results and discuss treatment options.

Chiropractor's Response

 Comment from Dr. Tim N. of Maximize Chiropractic Business Owner

12/4/2013 · Let me start by saying I welcome all reviews, both good and bad. Danielle is correct that during her time of visiting the office it was particularly busy and patients did experience unusual waits. This was caused by two things; first our Groupon response was much larger than we expected and many purchasers waited until the end of the coupon period to make their appointment, and secondly our office philosophy is that existing patients do not need to make appointments for specific times. The appointment is for a particular day and they have the flexibility to come in any time that day. For the majority of the day this allows maximum flexibility for our patients, but there are a couple of peak times where patients may experience a 10-15 minute wait.

I definitely won't comment on Danielle's specific medical condition and while she believed that she only needed "a couple adjustments to get back on track", I did not agree with her prognosis. I evaluate the specific condition of each patient and develop a treatment plan to treat their condition. I do feel it is important for patients to understand their x-rays. I take the time to teach each potential patient about x-rays and show them spinal columns in good health and those that need correction. I then meet with each potential patient individually to review their x-ray and to educate them about their current condition and the recommended treatment plan. My treatment plans are not meant to just get people out of pain. Many people have significant problems with this neck and/or back and never experience any pain until the problem is quite severe. I want to ensure that my patients never get to that chronic level and my goal is to fix their spinal issues now. That's why I never perform an adjustment until I have taken an x-ray. I do not want to adjust your symptoms; I want to adjust your problem.

My approach to health is holistic and I believe that if we allow our bodies to be perform as God designed them you can live long and healthy lives. In simple terms,

Problems

- Identified that she is a patient
- Talked about her treatment
- Mentioned prognosis
- Standard of Care
- *Groupon

ONLINE REVIEWS

Good Reviews

- Respond generically, do not acknowledge the person is a patient.
- Never offer incentives or enticements
- Ask, Ask, Ask
- Can't be done in the office
- Don't fake them

Bad Reviews

- Ignore it
- Try to resolve the issue with the patient
- Try to have the review removed
- Learn from the complaint
- Only if completely fabricated and baseless consider a letter from an attorney

ONLINE REVIEWS – WHAT TO SAY

Good Reviews

- Thank you for your positive review. We are committed to providing the best care possible.
- Great to hear. Everyday we work hard to help the people of (your town) live happy and healthy lives.
- Thanks. We love what we do and we are glad it shows.

Bad Reviews

- Your feedback is appreciated. We have had problems with our scheduling in the past as a result of an increase in new patients and we are correcting the problem. We offer our patients the convenience of not making appointments which occasionally results in a bit of a wait.
- We are sorry to hear this. Our office structures patient visits to help as many people as possible. Every doctor practices in a unique way that might be better suited for some, but not all. We respect everyone's opinion and strive to help as many people as possible.

A photograph of a misty forest. Tall, thin trees with light-colored bark stand in a dense stand. The ground is covered in rocks and moss. A hiker is visible in the distance on a rocky path. The text is overlaid on a semi-transparent white rectangle in the center of the image.

**IF SOMEONE POSTS A
TREE FALLING IN THE
FOREST AND
NO ONE VIEWS IT
DOES IT MATTER?**

WEBSITE

- Own Your Domain
- CMS – Content Management System
- Original Content
- Blog
- Works In All Platforms
- New Content
- Own Your Pictures
- Google Analytics

Pain Relief Center Chiropractic ABOUT · SPECIALTIES · SERVICES · CONDITIONS · CONTACT · BLOG · LAWYERS

CUTTING-EDGE TREATMENTS FOR SCOLIOSIS

Welcome to **Pain Relief Center: Chiropractic**

Located in Studio City





For over 25 years we have provided state-of-the-art treatment at the Pain Relief Center of Studio City, a spine care and Chiropractic wellness center. We provide our patients with the utmost comprehensive care in the treatment of scoliosis, disc bulges and herniations, headaches, frozen shoulders and so much more.

You can see below the areas we specialize in, our services and the conditions we treat.




Dr. Ronald Marinaro, who holds multiple post-doctoral designations will help you through a sports injury, car accident, Scoliosis and dozens of other conditions.

Call Pain Relief Center now at **818.505.0816** for help with your Chiropractic care. You can also **contact us via email** or our **Contact Us** form.

SPECIALTIES

Car Accidents  <p>Find out now before your injuries become chronic. Damage to your vehicle is easy to see and sometimes problems can be hiding under the hood. This can also happen to your body after a car accident. X-rays...</p> <p>Read More</p>	Neck Pain  <p>Why does my neck hurt, is a question asked by patients daily. This can be a complicated question with many answers. The good news is that Dr. Ron Marinaro not only has the answers, but the solution. Many...</p> <p>Read More</p>	Frozen Shoulder  <p>Frozen shoulder or adhesive capsulitis often presents as pain and stiffness in the shoulder joint and over time results in limited movement of the arm. It often starts with a traumatic injury, overuse, surgery...</p> <p>Read More</p>	Scoliosis  <p>A diagnosis of scoliosis can be scary for parents in LA, California or anywhere. Knowing that treatment options beyond surgery are available can be a life line. Dr. Ron Marinaro has been treating adult and...</p> <p>Read More</p>
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SERVICES

Chiropractic 	Massage 	Acupuncture 
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SOCIAL MEDIA



111 million users

% of Americans

Average Age



68%

30-65+



24%

18-35



35%

18-40



27%

18-30

FACEBOOK

- Build a following – Ask for likes from friends, like other businesses, tag and check in everywhere
- Personal Photos – Avoid HIPAA violations – Have a signed release
- Show the serious and funny side of your practice
- Post about CEs and Certifications
- Share Content 50/50 Rule
- Video is King



Post Details

CE Cruncher
Published by Amy Tirpak, DC [?] · October 23, 2017 · [?]

You deserve a vacation! Pack a bag and join speakers Dr. Paul Jaskoviak, Dr. Mike Wilks, Dr. Todd Singleton, Dr. Ty Talcott and CE Cruncher's Dr. Amy Tirpak on a Chiropractic cruise to Mexico, Cuba and Belize. <http://www.cecruncher.com/.../chiropractic+ce+cruise+to+cuba.../>

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,000 people.

500 people reached

12 Likes, Comments & Shares [?]

7 Likes	1 On Post	6 On Shares
2 Comments	0 On Post	2 On Shares
3 Shares	1 On Post	2 On Shares

46 Post Clicks

4 Photo Views	6 Link Clicks	36 Other Clicks [?]
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

CE Cruncher
Published by Amy Tirpak, DC [?] · February 11 at 6:54pm · [?]

The Online Nutrition Diplome Program with Functional Medicine is almost done. Taped the introduction this weekend in our studio/home theater. Amazing instruction from Dr. Juane Surprise and Dr. Paul Jaskoviak was generous enough to be our dummy/patient. More details coming soon. #NutritionDiplome

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 6,000 people.

168 people reached

12 Likes, Comments & Shares [?]

8 Likes	5 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

13 Post Clicks

1 Photo Views	0 Link Clicks	12 Other Clicks [?]
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts




FACEBOOK ADS

- Don't boost a post
- Business.Facebook.com
- 20% percent rule
- Nothing negative
- Target a demographic
- Have an objective
- Conversion costs \$150-\$225/pt

Lifestyle Wellness Center
Written by Amy Tirpak, DC [?] · February 3 at 4:23pm · 🌐

A cutting-edge solution for back pain is now available in Roanoke.



Back Pain Solution
A new treatment option for sciatica, disc herniations and bulges, spinal stenosis, degenerative disc disease, failed back surgeries. Complimentary MRI Review.

IFESTYLE-CHIRO.COM/BACK-PAIN-RELIEF/ [Learn More](#)

16,578 people reached [Boost Post](#)

Like Comment Share Buffer


Melanie Wray, Anne Stuart Robison DeFoe, Jessi Myers Wise and 27 others like this.

15 shares

Write a comment...

Mountain West Chiropractic GV
Tuesday at 12:54 PM · 🌐

A car accident at only 7 mph can cause injuries. Don't let pain after a car accident last a lifetime. We can help with the road to recovery.



Pain After a Car Accident

Car Accident Help
Neck Pain, Back Pain, Whiplash, Headach... [Learn More](#)
www.mtwestchirogv.com

Like Comment Share

1,284 people reached [Boost Post](#)

127	1,157	9
Organic Reach	Paid Reach	Post Clicks

Comment as Mountain West... [Post](#)

Icons: Messages, Shares, Comments, Global, More

SOCIAL MEDIA TOOLS

- Canva
- Spark
- HootSuite
- Buffer & Pablo
- Power Point
- Instagram – Boomerang,



ONLINE REPUTATION

n. the total sum your online visibility

- Google your name and practice
- Check reviews on medical sites – don't pay to update
- News articles
- Write for others – Inbound and outbound links
- Community Involvement
- Press Releases to local publications
- Patch and other free blog sites

State Law Resources:

Florida - <http://floridaschiropracticmedicine.gov/resources/>

Illinois - <https://www.idfpr.com/profs/chiropractor.asp>

Indiana – <https://www.in.gov/pla/2375.htm>

Michigan – http://www.michigan.gov/lara/0,4601,7-154-72600_72783---,00.html

New Jersey - <http://www.njconsumeraffairs.gov/chi/Pages/regulations.aspx>

North Carolina – <https://ncchiroboard.com/>

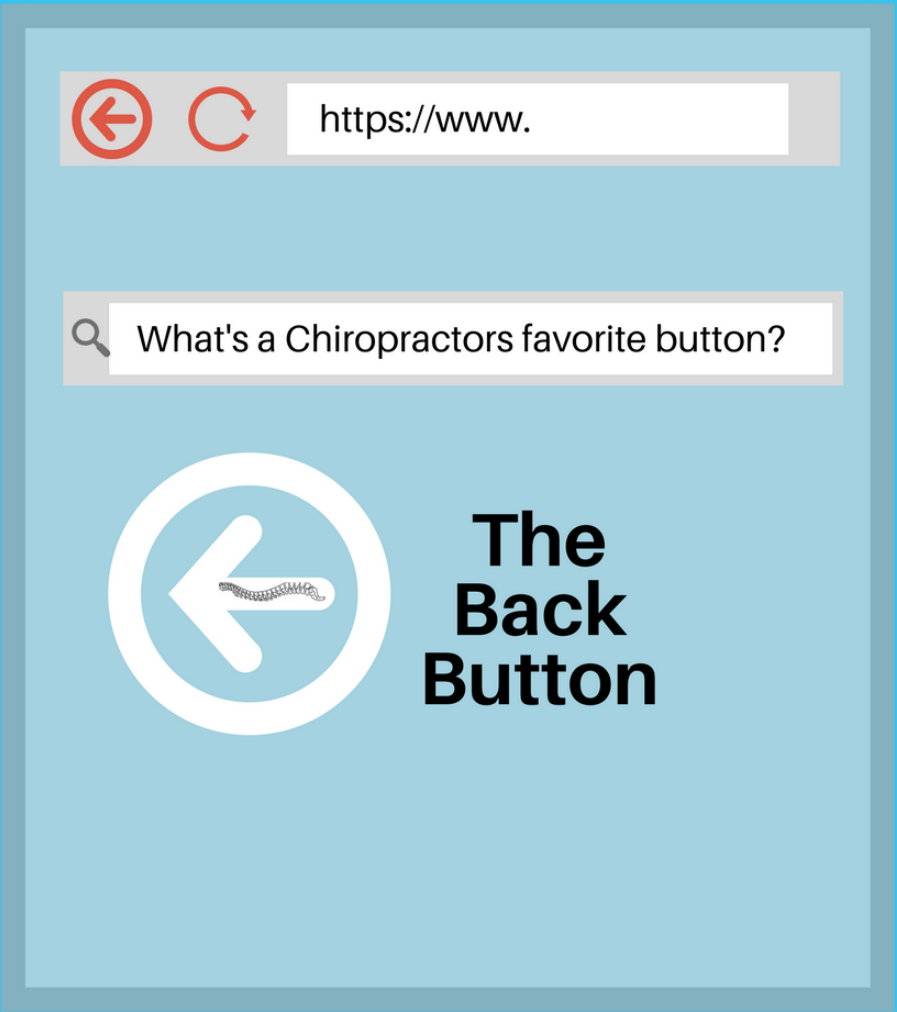
South Carolina – <http://www.llr.state.sc.us/POL/Chiropractors/index.asp?file=laws.htm>

Texas – <https://www.tbce.state.tx.us/statrule.html>

Utah - <https://dopl.utah.gov/licensing/chiropractic.html>

Colorado - https://www.colorado.gov/pacific/dora/Chiropractic_Laws

Idaho - <https://adminrules.idaho.gov/rules/current/24/240301.pdf>



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