

**ALASKA BOARD OF CHIROPRACTIC EXAMINERS  
POSITION STATEMENT: ADVERTISEMENT OF FREE SERVICES**

**Date:** January 20, 2017

**Status:** New

**Organized by:** Board of Chiropractic Examiners

**Adopted by:** Board of Chiropractic Examiners

**PURPOSE:**

The purpose of this position statement is to discourage the public advertisement of free services at a chiropractic office, including but not limited to: x-rays, examinations, therapies or other services. Free offerings of appliances, vitamins and other non-service items are not condemned.

**HISTORY:**

Advertising of chiropractic services has historically been a source of friction in the chiropractic community. Recently, a complaint by a chiropractic office regarding the advertisement by another office for free x-rays and examinations was made verbally to a Board member, expressing the feeling that this form of advertisement demeaned the profession, and lessened the seriousness of examination and x-ray. It was also stated that this type of offer might lead to a “no-out-of-pocket-expense” (NOOPE) scheme where insurance would be billed, but the patient would not be charged.

**SUPPORTIVE MATERIAL:**

None available.

**SUMMARY:**

As there is very little public distinction between chiropractic practices and chiropractic is often categorized, unfairly, as a “one service” profession, the Board is sympathetic to the need for many chiropractic offices to advertise services publicly. NOOPE schemes are not allowed. The Board agrees that advertising free services, although not specifically prohibited, promotes an unfavorable public perception of the profession and lends to confusion. Free public or in-office “screenings” are encouraged and supported.