

BEFORE THE
BOARD OF CHIROPRACTIC EXAMINERS
STATE OF OREGON

In the Matter of)
Terrance Hansen, D.C.) Case # 2006-5000
)
)
Licensee.) **FINAL ORDER BY DEFAULT**
) **CIVIL PENALTY**
)
)
)

The Oregon Board of Chiropractic Examiners (hereafter "Board" or "OBCE") is the state agency responsible for licensing, regulating and disciplining chiropractic physicians and certified chiropractic assistants in the State of Oregon. Terrance Hansen, D.C. (hereafter "Licensee"), is currently licensed by the Board to practice as a chiropractic physician in Oregon.

Findings of Fact

1.

For a period of time up until and including Saturday, April 1, 2006, Licensee purchased advertising in the Salem Statesman-Journal, titled "Back Pain, Disc Herniation, Leg Pain?" which provided a toll-free phone number and a website (www.Salembackreport.com) for a free report. On April 4, 2006, neither the newspaper ad, the toll-free phone number or the website provided any identification as to the profession of the advertising. OBCE staff left a message on the toll-free number asking the advertiser to give the OBCE office a call, to which Licensee responded. OBCE staff explained the requirements of the Oregon Doctors Title Act. Subsequently, on Thursday, April 13, 2006, the same ad appeared in the Salem Statesman Journal now identified as "Hansen Chiropractic Clinic."

2.

Due to the recent OBCE BackTalk article (Fall 2005) on the Oregon Doctors Title Act, OBCE staff informed Licensee that this issue would be placed before the Board at their May 18, 2006 meeting. Licensee was provided by mail the OBCE policy, administrative rules related to advertising and the Oregon Doctors Title Act. He was offered an opportunity to further respond the advertising issues.

3.

On Wednesday, May 10, 2006, a similar ad was placed in the Salem Statesman Journal now identified as "Hansen DC." The print size on the "Hansen DC" was smaller than in previous ads. On May 19, 2006, a check of the website advertising showed no identification as to Licensee's profession. A check of the 1-800 phone number provided in Licensee's advertising also demonstrated no identification as to Licensee's profession.

4.

Licensee has failed to identify his profession on his newspaper advertising prior to April 1, 2006, and consistently has failed to identify his profession on his website and telephone advertising, even after being informed about the applicable law both verbally and in writing. After having properly identified his profession in his newspaper advertising on Thursday, April 13, 2006, Licensee's newspaper ad then is changed to "Hansen DC." It is the determination of the Board that the term "DC" by itself is not compliant with the advertising requirements of the Oregon Doctor's Title Act which requires use of the terms, "chiropractor," "chiropractic physician," or presumably "chiropractic" in reference to a clinic in connection with all advertising.

5.

On May 22, 2006, the Board issued the Notice of Proposed Civil Penalty for \$250 to Licensee. In that notice, it stated that the Board record would be used as the record for purposes of a default judgment. On May 26, 2006, Licensee notified the Board that he will accept the civil penalty which he paid in full and did not request a hearing.

Conclusions of Law

6.

The Board finds that this is in violation of the Oregon Doctors' Title Act, ORS, 676.110, and OAR 811-015-0045 (3) which says, "A Chiropractic physician shall adhere to the Doctors' Title Act, ORS 676.110(2)."

Order

7.

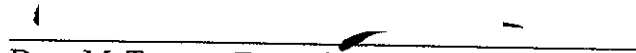
The Board finds Licensee in violation of ORS 676.110 and OAR 811-015-0045(3) and issues a \$250 civil penalty.

DATED this 29th day of June, 2006

BOARD OF CHIROPRACTIC EXAMINERS State of Oregon

Original signatures on file at OBCE office

By:


Dave McTeague, Executive Director

A party is entitled to judicial review of the Final Order. Judicial review is by the Oregon Court of Appeals pursuant to the provisions of ORS 183.482. Judicial review may be obtained by filing a petition for review with the Office of State Court Administrator, Supreme Court Building, Salem, Oregon 97310. ~~ORS 183.482 requires that an appeal is requested by filing a petition in the Court of Appeals within 60 days following the date the order upon which the petition is based is served.~~

VERIFICATION

State of Oregon)
County of Marion) Case # 2006-5000

I, Dave McTeague, being first duly sworn, state that I am the Executive Director of the Board of Chiropractic Examiners of the State of Oregon, and as such, am authorized to verify pleadings in this case: and that the foregoing Final Order by Default is true to the best of my knowledge as I verily believe.

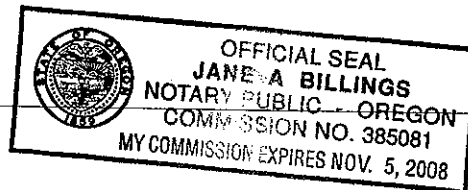
Original signatures on file at OBCE office

DAVE McTEAGUE, EXECUTIVE DIRECTOR
OREGON BOARD OF CHIROPRACTIC EXAMINERS

SUBSCRIBED AND SWORN to before me
this 29 day of June, 2006.

Original signatures on file at OBCE office

NOTARY PUBLIC FOR OREGON
My Commission Expires: 11-5-08



CERTIFICATE OF SERVICE

I, Dave McTeague, certify that on June 29, 2006, I served the foregoing Final Order by Default upon Terrance Hansen DC, the party hereto, by mailing, certified mail, postage prepaid, a true, exact and full copy thereof to:

Terrence Hansen DC
3962 D Center St NE
Salem, Oregon 97301

Original signatures on file at OBCE office

Dave McTeague
Executive Director
Oregon Board of Chiropractic Examiners