

**FILED**  
APRIL 6, 1987

W. CARY EDWARDS  
ATTORNEY GENERAL OF NEW JERSEY

NEW JERSEY STATE BOARD  
OF MEDICAL EXAMINERS

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Division of Law, Room 316  
1100 Raymond Boulevard  
Newark, New Jersey 07102  
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ORIGINAL

STATE OF NEW JERSEY  
DEPARTMENT OF LAW & PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIR  
STATE BOARD OF MEDICAL EXAMINERS

IN THE MATTER OF	)	Administrative Action
ARTHUR LEVINE, D.C.	)	CONSENT ORDER
LICENSED TO PRACTICE	)	
CHIROPRACTIC IN THE STATE	)	
OF NEW JERSEY	)	

This matter was opened to the New Jersey State Board of Medical Examiners upon information supplied to the Board relative to advertisements and "articles" which appeared in the Greater Red Bank Voice. Respondent appeared before an Executive Committee of the Board August 27, 1986. During his appearance, Dr. Levine testified that in the past he wrote a column entitled "The Spinal Column" for the Greater Red Bank Voice. He admitted to having written one article which referred to a 63 year old patient who had made an appointment to be seen by Dr. Levine when the man was in the midst of a tachycardia episode. In discussing the case, respondent testified that the gentleman was a patient who came in for adjustments regularly, twice a week. He stated that he knew of the man's history of tachycardia. He testified that on the occasion discussed in the article, the patient made an

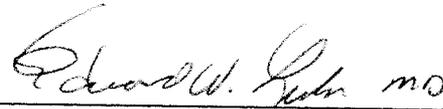
appointment specifically because he was experiencing rapid heart beats. Respondent stated that in response to this he gave the individual a spinal adjustment. The article regarding this treatment stated that following the adjustment, the patient's heart-beat went from 180 beats a minute down to 80 beats a minute. Two other columns which the Committee discussed with Dr. Levine dealt with the topics of cancer and vitamin therapy.

In both his appearance before the Executive Committee and in a subsequent affidavit submitted by both Dr. Levine and the tachycardia patient in question, respondent testified that it was not his intention in his practice, column, nor in his advertisements to hold himself out as qualified to practice outside the scope of chiropractic. Dr. Levine indicated that although he merely adjusts spinal subluxations, patients have indicated numerous physical benefits observed after an adjustment. Nevertheless, the Board finds that the articles written by Dr. Levine under the heading "The Spinal Column" permitted the inference that he could treat beyond the scope of chiropractic practice. In addition, the Board finds that the advertisements permitted the inference that chiropractic treatment is an appropriate alternative treatment generally for people who need drug therapy or medication. Further, the Board finds that Dr. Levine practiced outside the scope of chiropractic in his treatment of a patient who made an appointment and came in specifically for treatment of tachycardia and for which condition Dr. Levine treated with a spinal adjustment.

THEREFORE, IT IS ON THIS 31<sup>st</sup> DAY OF March , 1987,  
ORDERED that:

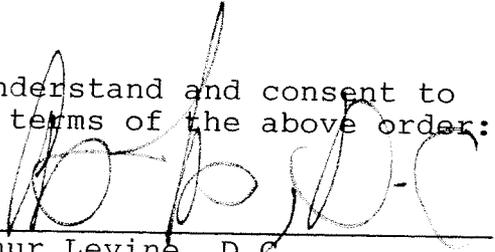
1. Respondent, Arthur Levine, D.C., be reprimanded for having treated a patient for a condition outside the scope of chiropractic and for permitting the inference in articles written by him and advertisements placed by him that he is qualified to treat beyond the scope of chiropractic.

2. Respondent is hereby assessed a civil penalty of \$2,500 to be paid within 45 days of the service to him of the fully executive Final Order.



Edward W. Luka, M.D., President  
State Board of Medical Examiners

I understand and consent to  
the terms of the above order:



Arthur Levine, D.C.  
Respondent

ROBERT J. DEL TUFO  
ATTORNEY GENERAL OF NEW JERSEY

By: Kathy Rohr  
Deputy Attorney General  
Division of Law  
1207 Raymond Boulevard  
Newark, New Jersey 07102  
Tel: (201) 648-4735

New Jersey Board  
of Chiropractic  
Examiners Filed, Date 5/6/91  
*[Signature]*  
Executive Director

STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC  
SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF CHIROPRACTIC  
EXAMINERS  
DOCKET NO.

In the Matter of	)	
	)	Administrative Action
DR. ARTHUR LEVINE	)	CONSENT ORDER
	)	
Licensed to Practice	)	
Chiropractic in the	)	
State of New Jersey	)	

This matter was opened to the State Board of Chiropractic Examiners ("Board") upon receipt of information that the respondent caused to be published an advertisement entitled "Life Can Take A Dangerous Twist" which allegedly contains false, misleading or deceptive information.

It appearing that the parties wish to resolve this matter without recourse to formal proceedings and for good cause shown;

IT IS ON THIS 18<sup>th</sup> DAY OF April, 1991,

HEREBY ORDERED AND AGREED THAT:

1. Respondent shall cease and desist from publishing any advertisement which contains information or claims that there is a correlation between vertebral subluxation and SIDS (sudden

infant death syndromne or crib death).

2. Respondent shall cease and desist from publishing any advertisement which makes an offer of "complete" post-partum care in view of the fact that not all aspects of post-partum care are within the scope of chiropractic.

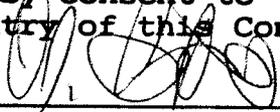
3. Respondent shall cease and desist from publishing any advertisement that claims that a chiropractic examination can "determine" that a vertebral subluxation occurred during the birth process.

4. Respondent shall cease and desist from publishing any advertisement which claims that chiropractic care can prevent SIDS.



Charles Bender, D.C.  
President  
State Board of Chiropractic  
Examiners

I have read the within Consent  
Order and understand its terms.  
I hereby consent to the form  
and entry of this Consent Order.



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Dr. Arthur Levine

# A DANGEROUS TWIST

You want the best for your newborn. So you follow all the prenatal recommendations - examinations, care and diet before the birth and the important follow-up exams afterward. But, you may be overlooking an important part of postpartum care.

The compression and twisting motion during the birth process can cause injuries to a newborn's spinal column and brain stem. This has been shown to be a contributing factor in

- SIDS (sudden infant death syndrome or crib death)
- Vertebral Subluxation

A chiropractic examination can help determine if any injury occurred during birth. It is a safe, painless and inexpensive procedure. Call our office today for more information on complete postpartum care.



**We take your health as seriously as you do.**

**Dr. Kenneth DeGroat**  
Keyport Chiropractic Associates  
333 Main Street, Keyport  
888-0343

**Dr. James W. Dubet**  
Health-In-Hand Chiropractic  
225 Hwy. 35, Middletown  
747-4646

**Dr. Edward R. Dietz Jr.**  
224 Taylors Mills Rd.  
Manalapan  
462-0555

**Dr. Daniel Kutschman**  
Shrewsbury Chiropractic Center  
682 Broad Street, Shrewsbury  
530-4088

**Dr. Arthur Levine**  
447 Prospect Ave.  
Little Silver  
530-0405

**Dr. Gregory H. Locke**  
16 Locust Ave.  
W. Long Branch  
222-0816

**Dr. Stephen J. Loihle**  
Gateway Chiropractic Ctr.  
46 State Hwy. 36, Keyport  
739-0040

**Dr. Lawrence Nantista**  
**Dr. Jeff Rosenzweig**  
285 Parker Road, Eatontown  
229-3344

**Dr. Alan Schneider**  
2130 State Hwy. 35  
Sea Girt  
449-2280

**Dr. Doris Lazur-Ugarte**  
**Dr. Luis H. Ugarte**  
452 Front Street, Red Bank  
530-8660

*Ms. Barone*

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