

FILED

MAY 23 1994

NEW JERSEY BOARD OF  
CHIROPRACTIC EXAMINERS

STATE OF NEW JERSEY  
DEPARTMENT OF LAW AND PUBLIC SAFETY  
DIVISION OF CONSUMER AFFAIRS  
STATE BOARD OF CHIROPRACTIC  
EXAMINERS

IN THE MATTER OF THE SUSPENSION	:	
OR REVOCATION OF THE LICENSE OF	:	Administrative Action
	:	
Stephen Dobson, D.C.	:	CONSENT ORDER
	:	
TO PRACTICE CHIROPRACTIC IN THE	:	
STATE OF NEW JERSEY	:	

This matter was opened before the New Jersey State Board of Chiropractic Examiners (hereinafter "the Board"), upon the Board's receipt of information that Stephen Dobson, D.C., (hereinafter "Respondent" has placed advertisements entitled "Headache Sufferers Wanted" or similar terminology. The advertisement offered \$300 in services for participation. A Demand for Statement Under Oath was served upon Respondent on or about December 22, 1993. On or about January 19, 1994, Respondent provided answers to the questions which had been posed to Respondent.

Upon review of all of the materials presented the Board finds the following:

1. The advertisement, a copy of which is attached, was intended to mislead readers into believing that there was some type of research or survey being conducted and that those responding to the advertisement would be "participants" in such a project.

2. In fact, there was no such project; the only purpose of the advertisement was to market chiropractic services,

so that the advertisement was misleading, fraudulent and deceptive.

3. The fact that the idea for the advertisement derived from the program of David Singer Enterprise illustrates that the advertisement was primarily, if not solely, intended for marketing purposes.

The parties being desirous of resolving this matter without the necessity of formal proceedings, and it appearing that the Respondent, Stephen Dobson, D.C., acknowledges the findings of the Board previously set forth as constituting grounds for disciplinary action pursuant to N.J.S.A. 45:1-21(b), (e) and (h), and it further appearing that Respondent has read the terms of this Order, understands their meaning and consents to be bound by same, it further appearing that the Board finds that the within order is adequately protective of the public interest, and that good cause exists for the entry of the within Order:

IT IS THEREFORE ON THIS 23<sup>rd</sup> DAY OF May, 1994  
ORDERED:

1. Respondent shall immediately cease and desist from publishing the attached advertisement or any similar advertisement or any advertisement which is false, fraudulent, deceptive or misleading.

2. Respondent shall pay a penalty to the Board in the amount of two thousand five hundreds (\$2,500) dollars.

3. Respondent shall pay costs to the Board in the amount of one hundred (\$100) dollars.

4. Payment of penalty and costs shall be made in ten (10) monthly installments of two hundred sixty (\$260) dollars each. Each payment shall be received by the Board no later than the first day of each month, except that the first payment shall be made no later than May 15, 1994 and contemporaneous with Respondent's signing of this order. Any failure to make any payment in a timely manner (including the dishonoring of any payment check) shall result in the balance of the full amount of two thousand six hundred (\$2,600) dollars, becoming due and payable immediately.

NEW JERSEY STATE BOARD OF  
CHIROPRACTIC EXAMINERS

By: \_\_\_\_\_

Robert Parantino, D.C.  
Board President

I have read the within Consent Order and agree to be bound by its terms. I consent to its entry by the State Board of Chiropractic Examiners.

  
\_\_\_\_\_  
Stephen Dobson, D.C.