



JON S. CORZINE
Governor

ORIGINAL

New Jersey Office of the Attorney General

Division of Consumer Affairs
State Board of Chiropractic Examiners
124 Halsey Street, 6th Floor, Newark, NJ 07102



ANNE MILGRAM
Attorney General

By Certified and Regular Mail

FILED

May 19, 2009

JUN 02 2009

Larry S. Arbeitman, D.C.
Upper Cervical Chiropractic of Monmouth, LLC
25 Kilmer Drive, Bldg 3, Suite 101
Morganville, NJ 07751

**NEW JERSEY BOARD OF
CHIROPRACTIC EXAMINERS**

DAVID M. SZUCHMAN
Director

Mailing Address:
P.O. Box 45004
Newark, NJ 07101
(973) 504-6395

Re: Offer of Settlement In Lieu of Filing a
Formal Disciplinary Complaint

Dear Dr. Arbeitman:

This letter is to advise you that the New Jersey State Board of Chiropractic Examiners (the "Board") has had an opportunity to review information concerning the advertising employed by your practice, including your testimony before the Preliminary Investigation Committee of the Board on December 11, 2008.

It appears from that review: that you have utilized flyers for health screenings that are misleading in that they claim perfunctory infrared thermography can detect hidden organ nerve problems; that you authorized an article in a local publication which was misleading in its claims regarding the uniqueness of the chiropractic techniques you employ, describes a case history of a patient you did not treat, and incorrectly describes your licensure as a board certification; and that the internet site of your practice contains claims that you are able to treat conditions such as multiple sclerosis and allergies that are beyond the permissible scope of chiropractic practice.

At this juncture, the Board has preliminarily concluded that probable cause exists to support a finding that you have violated N.J.A.C. 13:44E-2.1(c) by employing misleading advertisements, by employing advertisements that suggest a uniqueness of your techniques that is not justified, and by posting a website that offers to provide professional services which you know, or should know, are beyond your ability as a chiropractor to render.

The above violations are sufficient to warrant the initiation of formal disciplinary proceedings against you. Notwithstanding that decision, however, the Board has determined that it will first offer you an opportunity to settle this matter, and thereby avoid the initiation of formal disciplinary proceedings, should you consent to:

1. cease and desist from all advertising violations;
2. pay a penalty in the amount of \$500.00 (to be paid immediately upon your signing of the acknowledgment at the bottom of this letter by certified check or money order made payable to the State of New Jersey); and
3. pay costs incurred by the Board in the amount of \$344.50.

If you are willing to settle this matter on the offered settlement terms, you may do so by signing the acknowledgment at the bottom of this letter, and returning it to the Board office together with any required payment at the address set forth above. Upon your signature, this letter will be a matter of public record.

NEW JERSEY STATE BOARD
CHIROPRACTIC EXAMINERS

In the event you are unwilling to settle this matter on the offered terms, it will be referred to the Attorney General's office for the initiation of appropriate enforcement action. In such event, you will be afforded an opportunity to defend against the alleged violations. If an evidentiary hearing is deemed warranted, the Board will either conduct that hearing at a date and time to be scheduled or refer the matter to the Office of Administrative Law. You are advised, however, that in the event formal charges are filed, the Board may assess civil penalties in an amount greater than those herein offered in settlement should any charges against you be sustained. Additionally, the Board may, if the facts are found to so warrant, enter an order requiring you to reimburse certain monies and/or requiring you to pay the additional costs incurred by the Board. Should you have any questions concerning this letter or the settlement offer herein, I suggest that you have your attorney contact Deputy Attorney General John D. Hugelmeyer, who may be reached at (973) 693-5056.

If you elect to settle this matter now you should sign the acknowledgment at the bottom of this letter and return it to the Board within fifteen (15) days following your receipt of this letter. In the event that the Board receives no response from you within fifteen (15) days, the Board's settlement offer will be withdrawn, and the matter will be referred to the Attorney General's Office for the initiation of appropriate enforcement proceedings.

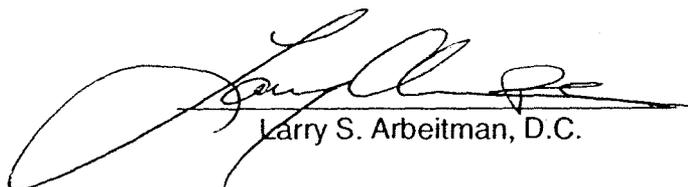
NEW JERSEY STATE BOARD
CHIROPRACTIC EXAMINERS

By: 
Jonathan Eisenmenger
Executive Director

cc: John D. Hugelmeyer, Deputy Attorney General
Jeffrey Randolph, Esq.

ACKNOWLEDGMENT: I, Larry S. Arbeitman, D.C., hereby acknowledge that I have read and reviewed the settlement proposal set forth in the above letter. I acknowledge the conduct which has been charged. I am aware that, by signing this acknowledgment, I am waiving any rights I may have to defend myself against any charges of wrongdoing at an administrative hearing. I am also aware that the action taken against me by the Board herein is a matter of public record, and that this letter is a public document. I hereby agree to pay a penalty in the amount of \$500.00 plus costs of \$344.50 (to be paid upon signing of this acknowledgment), and to comply with all other requirements set forth in the settlement letter.

Dated:


Larry S. Arbeitman, D.C.