

CHIROPRACTORS REGISTRATION ORDINANCE (CHAPTER 428)

ORDER MADE BY THE INQUIRY COMMITTEE, CHIROPRACTORS COUNCIL

It is hereby notified that the Inquiry Committee of the Chiropractors Council, after due inquiry held on 20 April 2010 and 27 July 2010 in accordance with the Chiropractors (Registration and Disciplinary Procedure) Rules (Cap. 428, subsidiary legislation), found Dr CHU Chun-pu guilty of the following charges -

“That he, being a registered chiropractor, in or about October 2007-

- (a) sanctioned, acquiesced in or failed to take adequate steps to prevent the use of the titles and descriptions ‘*NASA Ames Research Center*’, ‘*Stanford University School of Medicine*’, ‘*Sen Yat Sen University, China*’ and ‘*Salvation Army, USA*’ in the website (<http://www.hkchiropractor.com/id2.html>) which serve to promote his own professional advantage, contrary to section 3.7 in Part IV of the Code of Practice;
- (b) sanctioned, acquiesced in or failed to take adequate steps to prevent the use of the titles and descriptions ‘*NASA Ames Research Center*’, ‘*Stanford University School of Medicine*’, ‘*Sen Yat Sen University, China*’ and ‘*Salvation Army, USA*’ in the website (<http://www.hkchiropractor.com/id2.html>) which are misleading and unapproved, contrary to section 3.10 in Part IV of the Code of Practice;

and in relation to the facts alleged, he has been guilty of misconduct in a professional respect.”

Dr Chu used the titles and descriptions set out in the charges in his chiropractic practice website. Those titles and descriptions gave the impression that Dr Chu either held positions of responsibility in, or was given recognition by, those organizations. However, actually Dr Chu had only served short periods of internship or had given only one lecture in the organizations. The titles and descriptions in question were found to be misleading and would serve to promote Dr Chu’s professional advantage by attracting patients to his practice.

The Inquiry Committee was satisfied that Dr Chu's conduct had fallen below the standard expected amongst registered chiropractors and therefore constituted professional misconduct. Pursuant to section 18 of the Chiropractors Registration Ordinance, the Inquiry Committee ordered on 27 July 2010 that a warning letter be served on Dr CHU Chun-pu.

Dr Wilkin KWAN
Chairman,
Chiropractors Council