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STATE OF WISCONSIN
BEFORE THE CHIROPRACTIC EXAMINING BOARD

IN THE MATTER OF THE DISCIPLINARY	:	
PROCEEDINGS AGAINST	:	
	:	FINAL DECISION AND ORDER
PAUL M. BEKKUM, D.C.,	:	LS0504281CHI
RESPONDENT.	:	

[02CHI065]

The parties to this action for the purposes of Wis. Stat. §227.53 are:

Paul M. Bekkum, D.C.
Atlas Chiropractic Clinic
215 N. Black River St.
Sparta, WI 54656

Division of Enforcement
Department of Regulation and Licensing
1400 East Washington Avenue
P.O. Box 8935
Madison, WI 53708-8935

Wisconsin Chiropractic Examining Board
Department of Regulation & Licensing
1400 East Washington Avenue
P.O. Box 8935
Madison, WI 53708-8935

PROCEDURAL HISTORY

The parties in this matter agree to the terms and conditions of the attached Stipulation as the final decision of this matter, subject to the approval of the Wisconsin Chiropractic Examining Board. The Board has reviewed the attached Stipulation and considers it acceptable.

Accordingly, the Board in this matter adopts the attached Stipulation and makes the following:

FINDINGS OF FACT

1. Paul M. Bekkum, date of birth 11/20/68, is duly licensed as a chiropractor in the state of Wisconsin, license #2906. This license was first granted on 12/3/92.
2. Respondent's most recent address on file with the Wisconsin Chiropractic Examining Board is Atlas Chiropractic, 215 North Black River Street, Sparta, Wisconsin 54656.
3. At all times relevant to this action, Respondent was working as a chiropractor at Atlas Chiropractic in Sparta, Wisconsin.
4. On 9/12/02, Respondent advertised in the Monroe County Democrat that he had “Additional Training” in “Functional Assessment of GI System”, “Activator Methods” and “Chiropractic Rehabilitation”. On the date of this

advertisement, Respondent did not have a minimum of 100 hours of advanced training in the functional assessment of the GI system, in the use of activator methods or in chiropractic rehabilitation in one unified postgraduate training program approved by the American Chiropractic Association or by the International Chiropractic Association and requiring successful completion of a written examination or in one unified postgraduate training program at a college accredited by the Council on Chiropractic Education and approved by the Wisconsin Chiropractic Examining Board and requiring successful completion of a written examination.

5. On 12/2/04, Respondent advertised in the Monroe County Democrat that he had additional training in headaches by stating in the advertisement, “Atlas Chiropractic has many hours of postgraduate training on headaches. He really knows headaches – where they come from and how easy it is to get rid of them. (Without drugs or surgery, even when other doctors could not.) So put away the aspirin. Atlas Chiropractic has already helped thousands of people – he can help you, too!” On the date of this advertisement, Respondent did not have a minimum of 100 hours of advanced training in headaches in one unified postgraduate training program approved by the American Chiropractic Association or by the International Chiropractic Association and requiring successful completion of a written examination or in one unified postgraduate training program at a college accredited by the Council on Chiropractic Education and approved by the Wisconsin Chiropractic Examining Board and requiring successful completion of a written examination.

6. On 1/10/05, Respondent advertised in the Sparta Herald that he had additional training in headaches by stating in the advertisement, “Atlas Chiropractic has many hours of postgraduate training on headaches. He really knows headaches – where they come from and how easy it is to get rid of them. (Without drugs or surgery, even when other doctors could not.) So put away the aspirin. Atlas Chiropractic has already helped thousands of people – he can help you, too!” On the date of this advertisement, Respondent did not have a minimum of 100 hours of advanced training in headaches in one unified postgraduate training program approved by the American Chiropractic Association or by the International Chiropractic Association and requiring successful completion of a written examination or in one unified postgraduate training program at a college accredited by the Council on Chiropractic Education and approved by the Wisconsin Chiropractic Examining Board and requiring successful completion of a written examination.

CONCLUSIONS OF LAW

1. The Wisconsin Chiropractic Examining Board has jurisdiction to act in this matter, pursuant to Wis. Stat. §446.03, and is authorized to enter into the attached Stipulation and Order, pursuant to Wis. Stat. §227.44(5).

2. The conduct described in paragraphs 4, 5 and 6 above, constitutes violations of Wis. Admin. Code §Chir 6.02(15)(g) and Wis. Stat. §446.03(5).

3. The Wisconsin Chiropractic Examining Board has the authority pursuant to Wis. Stat. §440.22 to assess the costs of this proceeding against Paul M. Bekkum, D.C.

ORDER

NOW, THEREFORE, IT IS HEREBY ORDERED that:

1. The license of Paul M. Bekkum, D.C., to practice chiropractic in the State of Wisconsin is hereby REPRIMANDED.

IT IS FURTHER ORDERED that:

2. Respondent shall, within thirty (30) days from the date of this Order, pay costs of this proceeding in the amount of \$670.00. Payment shall be made payable to the Wisconsin Department of Regulation and Licensing, and mailed to:

Department Monitor
Division of Enforcement
Department of Regulation and Licensing
P.O. Box 8935

Madison, WI 53708-8935

Telephone (608) 267-3817

Fax (608) 266-2264

3. In the event Respondent fails to pay costs as ordered, Respondent's license #2906 SHALL BE SUSPENDED, without further notice or hearing, until Respondent has complied with the terms of this Order.

4. This Order is effective on the date of its signing.

Wisconsin Chiropractic Examining Board

By: James Weber
A Member of the Board

4-28-05
Date