

Legislative Council Panel on Health Services
Registration of chiropractors

INTRODUCTION

This paper informs Members of the progress of registration of chiropractors.

REGISTRATION PROGRESS

2. With the commencement of the relevant provisions of the Chiropractors Registration Ordinance (Cap. 428) (the Ordinance), the Chiropractors Registration (Fees) Regulation (Cap. 428 sub. leg.) and the Chiropractors (Registration and Disciplinary Procedure) Rules (Cap. 428 sub. leg.) on 1 September 2001, the Chiropractors Council (the Council) began to invite applications for registration from practising chiropractors. At present, there are about 60 chiropractors practising in Hong Kong. As at the end of November 2002, the Council has received a total of 66 applications from both local and overseas chiropractors, of which 62 have been approved by the Council and one withdrawn by the applicant. The Council will decide on the remaining three applications shortly.

COMMENCEMENT OF THE ORDINANCE

3. At present, section 24(h) and (i) of the Ordinance, which relates to the offences of practising chiropractic without being registered and practising chiropractic without a valid practising certificate, have not yet been brought into operation.

4. As the registration exercise is near completion, it is now desirable to commence the remaining provisions of the Ordinance that are not yet in operation to restrict the practice of chiropractic to registered chiropractors holding valid practising certificates for the purpose of protecting public health. The Chiropractors Registration Ordinance (Cap. 428) (Commencement) Notice 2002, to be tabled at the Legislative Council on 11 December 2002, specifies 13 February 2003 as the commencement date for the remaining provisions of the Ordinance that are not yet in operation. Thereafter, if a person not being a registered chiropractor or not possessing a valid practising certificate practises chiropractic, he commits an offence under section 24(h) or (i) of the Ordinance.

5. Members are invited to note the contents of this paper.

Health, Welfare and Food Bureau
December 2002

CHIROPRACTORS COUNCIL
HONG KONG
香港脊醫管理局

CODE OF PRACTICE
專業守則

July 2002
二〇〇二年七月

CODE OF PRACTICE

FOR THE GUIDANCE OF REGISTERED CHIROPRACTORS

All registered chiropractors are earnestly advised to read through this pamphlet and to acquaint themselves thoroughly with its contents, thereby avoiding the danger of inadvertently transgressing accepted codes of professional ethical behaviour which may lead to disciplinary action by the Chiropractors Council.

CHIROPRACTORS COUNCIL OF HONG KONG

(July 2002)

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(Note : Words and expressions importing the masculine gender in this Code include the female gender.)

PART I
THE CHIROPRACTIC OATH

I DO HEREBY AFFIRM BEFORE GOD AND THESE ASSEMBLED WITNESSES THAT I WILL KEEP THIS OATH AND STIPULATION.

TO HOLD IN ESTEEM AND RESPECT THOSE WHO TAUGHT ME THIS CHIROPRACTIC HEALING ART; TO FOLLOW THE METHODS OF TREATMENT WHICH ACCORDING TO MY ABILITY AND JUDGEMENT I CONSIDER FOR THE BENEFIT OF MY PATIENTS; TO ABSTAIN FROM WHATEVER IS DELETERIOUS AND MISCHIEVOUS; TO STAND READY AT ALL TIMES TO SERVE MY FELLOW MAN WITHOUT DISTINCTION OF RACE, COLOR OR CREED.

WITH PURITY I WILL PASS MY LIFE AND PRACTISE MY ART; I WILL AT ALL TIMES CONSIDER THE PATIENTS UNDER MY CARE AS OF SUPREME IMPORTANCE; I WILL NOT SPARE MYSELF IN RENDERING THEM THE HELP WHICH I HAVE BEEN TAUGHT TO GIVE BY MY ALMA MATER; I WILL KEEP INVIOLEATE ALL THINGS REVEALED TO ME AS A PHYSICIAN.

WHILE I CONTINUE TO KEEP THIS OATH UNVIOLATED, MAY IT BE GRANTED TO ME TO ENJOY LIFE AND THE PRACTICE OF THE CHIROPRACTIC HEALING ART, RESPECTED BY ALL MEN AT ALL TIMES.

附錄 IX

啟事

.....*脊醫/先生/太太/女士/小姐
由 20.....年.....月.....日起，
在.....
的事務所代本脊醫應診。
診症時間.....
電話號碼.....

(註冊脊醫).....啟

*請將不適用者刪去

附錄 VII

終止合夥人/助理關係啟事

.....*脊醫/先生/太太/女士/小姐
由 20.....年.....月.....日起，與下開簽署人
在開設
的.....事務所並無關係。

(註冊脊醫).....啟

*請將不適用者刪去

附錄 VIII

更改電話號碼啟事

由 20.....年.....月.....日起，本脊醫的電話號碼
*將由/已由.....改為.....。

(註冊脊醫).....啟

*請將不適用者刪去

PART II

FOREWORD

The Chiropractors Council is established under the Chiropractors Registration Ordinance, Chapter 428. The Council's main functions are to maintain a register of persons practising chiropractic and to promote proper standards of professional practice and professional conduct amongst these persons.

The purpose of this book is to provide a Code of Practice applicable to the profession. The Code is intended to provide guidance for conduct and relationships in carrying out the professional responsibilities consistent with the ethical obligations of the profession.

A person who contravenes any part of the Code of Practice may be considered to be guilty of unprofessional conduct but the fact that any matters are not mentioned in the Code shall not preclude the Council from judging a person to have acted in an unprofessional or improper manner by reference to those matters.

The Council wishes to emphasize that whatever is contained in the Code, every case referred to it will be considered on its own merits.

The question of whether any particular course of conduct amounts to misconduct or neglect in any professional respect, and the gravity of such misconduct, are matters which will be determined by the Preliminary Investigation Committee and as appropriate an Inquiry Committee established by the Council, after hearing evidence in each individual case.

If a person desires to have detailed advice on questions of professional conduct arising in particular circumstances, he is advised to consult his professional association, his own legal adviser or senior colleagues for advice. The Council, having a quasi-judicial function, is not able to advise individuals directly.

The Council also wishes to emphasize that, in considering convictions, an inquiry committee is not required to inquire whether the registered chiropractor was properly convicted. A person who faces a criminal charge should remember this if he is advised to plead guilty, or not to appeal against a conviction, in order to avoid publicity or a severe sentence. It would be difficult for him, if he has been convicted of an offence, to argue before an inquiry committee that he was in fact innocent. It is therefore unwise for a person to plead guilty in a court of law to a charge to which he believes that he has a defence.

This Code does not purport to be a complete guide to the Chiropractors Registration Ordinance, to which reference should be made in relation to specific matters.

CHIROPRACTIC - A BRIEF HISTORY

Chiropractic as a profession was founded in 1895 by a Canadian healer residing at the time in Davenport, Iowa, in the United States of America. Dr. Daniel D. Palmer was a man of vision whose teachings and writings on many subjects, although hypothesis at the time, have been proven as scientific fact generations after his death. Although manipulation has been used by physicians since time immemorial, Dr. D. D. Palmer was the first one to systematise the art of manipulation into a science.

Today there are degree courses in Australia, Canada, Denmark, France, South Africa, U.K. and U.S.A. The admission requirements are on par with those of Medicine and Dentistry. The graduate chiropractor is a Portal-of-Entry Physician trained to diagnose and differentiate between patients that can be successfully treated by chiropractic and those that should be referred to other health discipline(s).

In Hong Kong, chiropractic dates back to before the Second World War. The profession started to become organized in 1967 with the formation of the Hong Kong Chiropractors' Association (HKCA), and has grown from the founding three to forty-five in 1998. The term 脊骨神經科 has been used since 1981 as the Chinese title for chiropractic and 脊骨神經科醫生 for chiropractors when they were agreed at an HKCA meeting in 1981. The Chiropractors Registration Ordinance in Hong Kong was passed in February, 1993. The legal Chinese term accorded to registered chiropractors is 註冊脊醫. The Ordinance became the first legal act in Asia to officially recognize chiropractic and register chiropractors under a Council. Equally importantly they have been placed on an equal footing with Medicine and Dentistry in the health care system. Chiropractors are acutely aware of the responsibility that has been given to them and look to the Council for mature and unbiased guidance.

附錄 V

結束分所啟事

由 20.....年.....月.....日起，
.....(註冊脊醫姓名)
將停止在.....分所應診。

(註冊脊醫).....啟

*請將不適用者刪去

附錄 VI

加入*合夥人/助理啟事

.....*脊醫/先生/太太/女士/小姐將
由 20.....年.....月.....日起，加入.....
.....事務所成爲.....(註冊脊醫姓名) 的合夥人
/助理，事務所以後將稱爲.....。
診症時間.....
電話號碼.....

(註冊脊醫).....啟

*請將不適用者刪去

附錄 III

遷址啟事

.....(註冊脊醫姓名)將於 20.....年.....
月.....日起由.....遷
往.....應診。
診症時間.....
電話號碼.....
日期.....

(註冊脊醫).....啓

附錄 IV

開設分所啟事

.....(註冊脊醫姓名)將於 20.....年.....
月.....日在.....開設分所應診。
診症時間.....
電話號碼.....
日期.....

(註冊脊醫).....啓

*請將不適用者刪去

PART III

SCOPE OF CHIROPRACTIC PRACTICE

Chiropractic is a distinct health care system. It is not a part of orthodox medicine. Chiropractic is a discipline of the scientific healing arts concerned with the pathogenesis, diagnostics, therapeutics and prophylaxis of functional disturbances, pathomechanical states, pain syndromes and neurophysiological effects related to the statics and dynamics of the locomotor system, especially of the spine and pelvis.

To reach a proper diagnosis of a condition, chiropractors apply their knowledge in chiropractic diagnosis, motion palpation, human biomechanics and kinesiology together with diagnostic imaging and laboratory examinations. Proper clinical diagnosis is stressed to distinguish the conditions between those that can be treated by the registered chiropractor and those that cannot. The registered chiropractor should refer any condition that needs alternate care to the appropriate health practitioner.

The practice and procedures which may be employed by the registered chiropractor include the use of diagnostic and therapeutic procedures based on the academic and clinical training received in and through accredited chiropractic institutions or post-graduate chiropractic studies.

Patient care is conducted with due regard for environmental, nutritional and psychotherapeutic factors, as well as first aid, hygiene, sanitation, rehabilitation and physiological therapeutic procedures designed to assist in the restoration and maintenance of neurological integrity and homeostatic balance.

PART IV
PROFESSIONAL CONDUCT

1. Meaning of ‘misconduct or neglect in any professional respect’

In *Doughty v General Dental Council* reported in 1988 the Privy Council interpreted the English dentists’ legislation, which uses the words “serious professional misconduct”. The learned judge used these words: “... what is now required is that the General Dental Council should establish conduct connected with his profession in which the dentist concerned has fallen short, by omission or commission, of the standards of conduct expected among dentists, and that such falling short as is established should be serious.”

Following the decision of the Court of Appeal in Hong Kong in *Koo Kwok Ho v The Medical Council of Hong Kong, Civil Appeal 23 of 1988* which adopted these comments except for the requirement that the falling short should be serious, the Chiropractors Council will use the test of whether the chiropractor’s conduct has fallen short of the standard expected amongst chiropractors.

2. Basic ethical principles

A registered chiropractor shall :-

- 2.1 Respect the rights and dignity of all individuals/patients, their rights to a full knowledge of their condition, diagnosis, treatment and any other information pertinent to the aforementioned.
- 2.2 Serve and attend to his patients regardless of social status, culture, creed, politics, race or nationality.
- 2.3 Respect the confidence imparted to him in the course of his professional duties, and comply with a patient’s authorization to provide records to those whom the patient designates as authorized to inspect or receive all or part of such records.
- 2.4 Endeavour to practise with the highest degree of professional competency and honesty in the proper care of his patients. His clinical judgement and practice should be objective and exercised solely for the patient’s benefit.
- 2.5 Strive continually to update and extend his professional knowledge and skill.
- 2.6 Be ready to consult and seek the talents of other healthcare professionals when such action would benefit his patients or when his patients express a desire for such consultation.
- 2.7 Maintain the highest standards of professional and personal conduct, and should refrain from all illegal conduct as well as the appearance of professional impropriety.

附錄 I

啟事

.....(註冊脊醫姓名)(*一人/兩人或以上) 已經
於.....開業應診。
診症時間.....
電話號碼.....
日期.....

(註冊脊醫).....啓

*請將不適用者刪去

註：此格式僅適用於首次開業。

附錄 II

重新開業啟事

.....(註冊脊醫姓名)(*一人/兩人或以上)已經
於.....重新開業應診。
診症時間.....
電話號碼.....
日期.....

(註冊脊醫).....啓

*請將不適用者刪去

3.3 Abuse of alcohol or drugs

Convictions for drunkenness, or other offences arising from the abuse of alcohol or drugs (such as driving a motor car when under the influence of alcohol or drugs), may lead to disciplinary proceedings.

A registered chiropractor who treats patients or performs other professional duties while under the influence of alcohol or drugs to such an extent as to be unfit to perform his professional duties is also liable to disciplinary proceedings.

3.4 Labelling of dispensed supplements

All supplements dispensed to patients directly or indirectly by a registered chiropractor should be properly labelled with the following essential information:-

- (a) name of patient;
- (b) date of dispensing;
- (c) method and dosage of administration if different from that inscribed on the ORIGINAL sealed packagings;
- (d) trade name or pharmacological name of the supplements if they are not dispensed in their ORIGINAL sealed packagings.

3.5 Abuse of professional confidence

The fact that a registered chiropractor has, without proper justification, disclosed information which was obtained in confidence from or about a patient would be an abuse of professional confidence.

Whatever the circumstances, a registered chiropractor must always be prepared to justify his action if he has disclosed confidential information. If a registered chiropractor is in doubt about disclosing information in a particular situation, he would be wise to seek advice from a professional association or his legal adviser.

3.6 Abuse of professional position in order to further an improper association or commit adultery

A registered chiropractor who abuses his professional position in order to further an improper, immoral, or indecent association or to commit adultery with a person with whom he stands in a professional relationship may be subjected to disciplinary proceedings.

3.7 Advertising

3.7.1 Registered chiropractors should not engage in self-advertisement. Advertising is incompatible with principles which should govern relations between members of the professions, and could be a source of danger to the public. 'Advertising' in this context will be regarded by the Council in its broadest possible sense to include any means by which a registered chiropractor is publicized, either by himself, his servants, agents or others, in a

集體執業：

標誌的設計不得着意吸引公眾注意某一事務所提供的服務，從而影響其他脊醫的執業。在選取名稱時，尤以小組或合夥業務的集合名稱為然，取名最好能避免使用可以視為暗示其提供的服務已獲得其他當地脊醫所無的某些正式的認可資格。因此，凡可能暗示某事務所內執業的脊醫在個別地方或地區享有特殊地位的名稱，均不應採用。

總結：

如任何脊醫希望以其姓名以外的其他稱銜執業，又或與其他脊醫一同執業，而他們認為有需要使用一個集體稱銜時，便應在事前尋求香港脊醫管理局的意見。

3.11 不正當的金錢交易(分帳)

與沒有一同參與提供服務的任何人士攤分收取的費用或收受來自診斷化驗所等的回佣，均屬不道德行為，有關脊醫可能要接受紀律處分。

3.12 內容失實或導人誤解的證明書及其他專業文件

因為註冊脊醫發出的證明書可資信賴，病人會在各種事情上要求註冊脊醫發出證明書(例如：因病不能工作的證明書、醫療法律報告、進度報告等)，以資證明。在一些情形下，證明書上須註有脊醫的聲明，證明病人已於某日接受檢驗及/或治療。在發出證明書或同類文件時，註冊脊醫尤須小心，切勿未經驗證便作出聲明。註冊脊醫如果以專業資格作出內容失實，導人誤解或不當的聲明，可能須接受紀律研訊。管理局特別告誡註冊脊醫絕不能在空白的證明書上簽署。

3.13 維護未經註冊脊醫

管理局認為註冊脊醫在任何情況下，均不應故意或疏忽地支持、幫助、贊同或協助未經註冊人士進行脊骨療法工作。

3.14 不恰當地將專業職責交給未經註冊人士

任何註冊脊醫倘將自己的病人不恰當地給本身並非註冊脊醫的人診治，或視該人為註冊脊醫而協助其診治病人，均須接受紀律研訊。不過，註冊脊醫絕對可以依循正當途徑，僱用*真正的脊骨療法學生或受過訓練的輔助人員，執行脊骨療法有關或補充的專責職務，但脊醫本人須妥善督導他們工作，並負起診治病人的責任。該等人員必須於開始及終止該些協助工作時，填妥並交回附錄 VI 及附錄 VII 所載的表格。

註冊脊醫作為第一線行醫者，經診斷病人後，其病情更適合到其他醫療專業人士就診時，則應轉介病人。

(註：一些認可脊骨療法醫學院，可能要求其學生應用某規定數目小時於註冊脊醫事務所內學習及觀察，作為臨牀訓練課程的一部分。)

* 一位真正的脊骨療法學生，必須是在管理局認可的脊骨療法醫學院內，正在接受或已完成實習脊骨療法的訓練。

- 2.8 Recognize that his public behaviour may have an impact on the ability of the profession to serve the public.
- 2.9 Maintain an active interest in the planning and the provision of adequate health service for the community.
- 2.10 Ensure that professional integrity is not compromised by motives of profit or greed.
- 2.11 Promote public confidence in the chiropractic profession - a learned profession dedicated to the promotion of health, the prevention of illness and the alleviation of suffering.
- 2.12 Promote cordial relationships and respect and cooperate with other members of the chiropractic profession and other related professions in an effort to promote information advantageous to the public health and well-being.
- 2.13 Support and participate in proper activities designed to enable access to necessary chiropractic care on the part of persons unable to afford the fees for such care.
- 2.14 Only teach chiropractic knowledge and techniques where it is appropriate and would not prejudice the standards and integrity of the chiropractic profession. Any lecture or course of instruction intended to provide competency in chiropractic other than within or through accredited institutions, whether in Hong Kong or anywhere else, may be deemed unethical conduct.

3. Convictions and types of professional misconduct which may lead to disciplinary proceedings and penalty

3.1 Conviction of an offence which may bring the profession of chiropractic into disrepute

It is emphasized that any conviction in Hong Kong or elsewhere which may bring the profession of chiropractic into disrepute may lead to subsequent disciplinary proceedings by the Chiropractors Council, irrespective of the sentence imposed by the court.

The Chiropractors Council will take a serious view if a registered chiropractor is convicted of offences such as criminal deception (e.g. obtaining money or goods by false pretences), forgery, fraud, theft, indecent behaviour or assault, in Hong Kong or elsewhere, whether in the course of his professional duties or not, which brings the profession of chiropractic into disrepute.

3.2 Disregard of professional responsibilities towards patients

Disciplinary proceedings may be instituted in any case in which a registered chiropractor appears to have disregarded his professional responsibility to treat or care for a patient or otherwise to have neglected his professional duties.

及資歷，均視作違反專業道德論。任何註冊脊醫，倘使用的銜頭或字眼充分表示其擁有的專業地位或資格，並非其真正擁有及已經記入註冊名冊內其本人的資料，亦可視作違反專業道德論。

每名經常為病人診症的脊醫，均應在其執業樓宇所展示的標誌上，載列其姓名。至於事務所僱用的非脊醫人士，如脊醫的助手等姓名，均不可展示於樓宇外的標誌上，或任何其他形式的廣告內。

註冊脊醫假如於綜合診所內執業，由於其服務已視為診所服務的一部分，有關脊醫必須確保任何由該診所作出的廣告均不違反脊醫管理局制定的執業守則。

一般而言，管理局認為與脊醫執業有關的行為或遺漏行為，如可錯誤引導公眾，均可視作行為失檢論。

有關可接納形容字眼的詳細建議：

管理局警告所有註冊脊醫：不可於姓名之前或之後以中文加上任何其他脊醫資歷。註冊脊醫姓名前後可以使用的中文稱銜只限於「脊醫/註冊脊醫/脊骨神經科醫生」，或管理局認為可以接納的銜頭。脊醫可以顯示獲管理局認可的中英文脊醫資歷，但在這種情況下，指稱的資歷必須以大小一致的字體載述。

管理局不准許脊醫於執業時使用與脊醫註冊名冊所載者有別的姓名，亦不准許所展示的標誌指稱某名脊醫經常在其執業處診症而事實並非如此者。為此，脊醫假如停止在某地點執業，必須在一段合理時間內(以不超過一年為限)，將指示標誌除去。

脊醫停止執業期間，或休假不超過三年的時間內，可於其事務所(租用或自置的處所)內保留其姓名或招牌。脊醫假如以合夥形式執業或受聘於脊骨療法事務所，當合約屆滿時，合夥或受聘的脊醫有權將其姓名或標誌從處所或事務所內除下。

(註：註冊脊醫有責任確保其使用之任何稱銜並不違反香港特別行政區的法例。)

manner which can reasonably be regarded as promoting his own professional advantage. Whether a registered chiropractor actually benefits from publicity is no defence to a charge of advertising.

3.7.2 The unprofessional conduct of advertising may arise from the publication either directly or indirectly (in any form in Hong Kong or elsewhere) of matter commending or drawing attention to the professional skill, knowledge, services or qualifications of a registered chiropractor when the registered chiropractor concerned has instigated, sanctioned or connived at or organized such publication or failed to take adequate steps to prevent publication.

3.7.3 Advertising may also be considered to occur if a registered chiropractor permits or fails to take adequate steps to prevent the publication either directly or indirectly (in any form in Hong Kong or elsewhere) by other persons of matter which commends attention to his own professional attainments or services, or if a registered chiropractor is associated professionally with or employed by persons or organizations which advertise clinical, diagnostic or other services connected with the practice of chiropractic. In determining whether unprofessional conduct has occurred, it is relevant to take into account:-

- (a) the extent and nature of, and possible reason for the publicity; and
- (b) the question whether the arrangements appear to have been intended to serve to promote the registered chiropractor's own professional advantage or financial benefit, or for the promotion of the chiropractic profession.

3.7.4 Advertising may arise from notices or announcements displayed, circulated, or made public by a registered chiropractor in connection with his own practice, if such notices or announcements materially exceed the limits customary in the profession: examples of permitted notices and announcements are given in Appendices I to IX. Rules for the guidance of registered chiropractors in relation to signs, visiting cards, etc., entries in street or telephone directories, circulars and entertainment are set out below:-

3.7.4.1 Signs : The Council disapproves of the exhibition in connection with a practice of any sign which, by its nature, position, size or wording, exceeds what is reasonably necessary to indicate the location of, and entrance to, the premises concerned.

The following are general guidelines in respect of Signboards/Directory Board/Directional Notices and Notices of Consulting Hours :-

(a) Signboards (general)

(i) Definition

The word signboard means any composite or individual notice containing the particulars mentioned at subparagraph

(ii) below which is exhibited in connection with a registered chiropractor's own practice.

(ii) Restriction

Signboards may not be exhibited other than on the premises at which the practice to which they refer is carried on. Signboards may not be of an ornate type nor may they be illuminated except at night or when situated in a dark place; the illumination should not be more than is necessary to allow the contents to be read. On no account will flashing signs be permitted.

The only particulars which may appear on the signboards are:

- (1) The name of the registered chiropractor with the appropriate prefix Dr./Mr./Mrs./Ms./Miss/脊醫 (OR the name by which the practice is known) in Chinese and English or other title(s) acceptable to the Council.
- (2) The appropriate term registered chiropractor (註冊脊醫) or other titles acceptable to the Council.
- (3) Qualifications registered with the Council together with the appropriate Chinese translation acceptable to the Council.
- (4) An indication of the situation in the building of the registered chiropractor's office.
- (5) Other titles acceptable to the Council.

[Note 1 The terms 'Registered Chiropractor', 'Doctor of Chiropractic', '脊醫', '註冊脊醫' and '脊骨神經科醫生' can be used interchangeably.

Note 2 It is the responsibility of the registered chiropractor to ensure that his use of any title does not contravene any law of the Hong Kong SAR.]

(iii) Dimensions and sizes

The area of a signboard should be reasonable.

(b) Signboards (location and numbers permitted)

- (i) For Ground Floor offices with direct access from the pavement

One Signboard to be exhibited below First Floor level, visible from the street.

他過往醫治病人的成就，有問題的病人只要找他治病，就會病癒。這就是違反專業道德的自我宣傳了。」

3.8 對其他註冊脊醫的詆毀

任何脊醫如詆毀其他註冊脊醫的專業技能、知識、服務、脊骨療法技術或資歷，可能要接受紀律研訊。

3.9 兜攬生意

任何脊醫如其本人、僱員、代理人或其他人等為爭取病人而直接或間接兜攬生意，或與從事兜攬生意的人士或組織有聯系或受其僱用，均可導致進行紀律研訊。除在緊急情況外，管理局並不容許脊醫拜訪任何非其病人的人士或與其通話，以圖向其提供指導或治療，但如該人或該人的父母或監護人表明要求脊醫給予指導或治療，則屬例外。此外，管理局又禁止脊醫分發卡片、告示卡或名片以圖兜攬生意，但應個別人士的要求而發予卡片者，則屬例外。

如註冊脊醫與療養所、醫療保健組織或保險公司等機構有聯繫，而此等機構刊登廣告，宣傳其所提供的門診及診斷服務，但容許病人自由選擇個別脊醫，此舉並未違反專業道德。但管理局亦提醒所有註冊脊醫，如他們與一些刊登廣告向公眾宣傳門診及診斷服務，並指引病人往指定的註冊脊醫事務所就診的機構或公司有聯繫，此舉則可視作兜攬生意論。此項規定，並不阻止任何脊醫或一組脊醫受僱於並不宜傳門診及診斷服務的組織、公司或學校等機構，惟此等脊醫的姓名只可由僱方提供予真正的僱員、學生及其家人。

3.10 錯誤引導及未經許可的字眼及啓事

一般事宜：

管理局特別提醒所有註冊脊醫，除管理局特別認可的形容字眼外(例如香港特別行政區政府/香港脊醫管理局認可的學位學歷)，不得使用表明或暗示其具備過人之處的字眼。凡在招牌、文具、名片、信箋箋頭、信封、藥單及告示等上使用未經許可的銜頭、職位、職業、名譽職位或不獲脊醫管理局准予登記的經驗

及啓事」)，但不得提及自己的資歷、經驗或其他專業資料(例如自己是執業脊醫)。

脊醫可在公眾場合，例如社團午餐例會，向外行人士演講，但不得要求電台、電視或一般報章予以報道。演講的目的須限於介紹一般性的資料，或推廣使用脊骨療法。

香港脊醫管理局認為報章在一般性報道中可提及註冊脊醫的姓名、其「脊醫」、「註冊脊醫」的資格(請參閱第 3.10 條「錯誤引導及未經許可的字眼及啓事」)，但不得同時提及脊醫的資歷、經驗或其他專業資料(例如該脊醫現正執業等)，否則即視作違反專業道德論。

註冊脊醫在與電台、電視及記者來往及接受報章訪問時，應採取步驟，確保自己不會違反專業道德守則。

英國樞密院司法委員會在維持英國醫學會紀律委員會的判決時曾闡述一些原則。這些原則雖然只就書本及文章而言，但可應用於一般情況，並可應用於脊醫業方面：-

「紀律委員會在研究作者的寫作動機時，有權考慮其作品的內容、鋪陳的形式及所選擇的出版媒介，然後作出結論。該委員會亦有權考慮作者是否必須引起人們對其個人獨特工作表現及能力的注意，才可將有關某個主題的資料介紹出來或引起人們對該主題的注意。」

「一方面，一本或一篇闡釋某個主題的書本或文章，可以是寫給醫學生或醫生讀的教科書，或是用來向大眾客觀報道有關資料的文件，在這種情況下，上述的評審標準同樣適用於此等著述。另一方面，如果一本書或一篇文章的內容主要是作者對自己的技能及才幹的稱頌，並對讀者表明或暗示根據

- (ii) For offices situated within a building having one public entrance
 - One Signboard to be exhibited at the floor level where the practice is conducted, visible from the street.
 - One Signboard to be exhibited adjacent to the public entrance to the building, visible from the street.
- (iii) For offices situated within a building having more than one public entrance
 - One Signboard to be exhibited at the floor level where the practice is conducted, visible from the street.
 - Two Signboard to be exhibited adjacent to a maximum of two public entrances to the building, visible from the street.

(c) Additional signboard permitted

Every registered chiropractor is permitted to exhibit one signboard on or beside the actual door of his clinic/office. The size of the signboard on/beside the actual door of the clinic/office is to be of reasonable size.

(d) Directory boards

Where directory boards are provided in buildings having a number of entrances and lobbies there will be no objection to the use of whatever number of boards are provided. The particulars which may appear on directory boards are those which may appear on signboards. Each entry must conform to the norm for every other entry on the board.

(e) Directional notices

Directional notices must not contain more particulars than those which may appear on signboards. They can only be exhibited within a building. The numbers which may be exhibited will be left to the discretion of the practitioner but the guidance given at the beginning of this section under '3.7.4.1 Signs:' must be given due consideration.

Directional notices must be of reasonable size.

(f) Notices of consulting hours

Every registered chiropractor is permitted to exhibit one separate notice containing his particulars and details of his practice hours provided that this information is not already shown on some other sign. The placement of such a notice is left entirely to the practitioner. However, it is emphasized that only one such notice is permitted and its size should be of reasonable dimensions.

(g) Specific guidance

The Council wishes to warn each registered chiropractor specifically against:-

- (i) the use of the word 'clinic' or 'polyclinic' in any language on his signboards or stationery to describe his private consulting rooms, except prefixed by the word "chiropractic" or otherwise acceptable to the Council.
- (ii) the use of such terms as 'X-Ray', 'Red Cross', 'Painless Adjustment', 'Specific Technique', 'Treatments of Diseases', etc., in any language on his signboards or stationery to advertise services that may or may not be available;
- (iii) the exhibition of letters of appreciation or of commendation other than within the chiropractor's premises;
- (iv) the use of any academic qualifications other than those entered against his name in the register in any language on his signboards or stationery;
- (v) the use of any descriptive wording such as 'Specialist' or 'Specialist in ...' in any language on his signboards or stationery other than such as has been approved by the Council; and
- (vi) the use of his name with his title or degree in any advertising materials such as circulars.

Whilst the exhibition of showcases of equipment or displays of orthotics, spinal supports, nutritional products, herbal products, etc is not prohibited, any such exhibition or display must be discreet and non-obstructive. A chiropractor must not take advantage of his professional capacity in the promotion and sale of such equipment and products and must not abuse the patient's trust or exploit his lack of knowledge.

- 3.7.4.2 Stationery etc. : Stationery (that is visiting cards, letterheads, envelopes, notices, etc.) may contain only those particulars which may appear on signboards together with details of the registered

脊醫如欲發卡通知病人自上次診病以來已相隔一段時間，必須事前得到病人的同意，方可給病人寄通知卡。

3.7.4.4 在街道指南或電話簿登載的資料：

這些資料只可用一般字體印載，並須與招牌上所載者相符。至於在黃頁登載的資料，只可按姓名筆劃次序排在註冊脊醫一欄內，不可載於其他部分。

3.7.4.5 通告：

任何脊醫如將名片、啓事或其他形式的通告發給本身並非脊醫、牙醫或西醫的人士，可視作自我宣傳論。

3.7.4.6 款待：

脊醫在開業或業務轉讓時，在其事務所內舉行款待會，假如該會能夠在安靜、不騷擾他人的情況下進行，管理局認為此舉可以接受。

3.7.4.7 其他守則：

在若干情況下，例如註冊脊醫出版書籍、其所寫的文章、信件或與脊醫有關的文章、信件等在報章雜誌刊登，及脊醫在電台或電視上談話或出現，均可能構成脊醫自我宣傳的問題。脊醫在這些情況中讓公眾得知其註冊脊醫的身分，並不一定會構成宣傳的問題，但這問題可由刊印的資料或談話內容而引起。

脊醫擔任政府、大學、專業團體、醫院或慈善團體的正式發言人，在討論有關公益的事情時，如認為需要加強其聲明的可靠性，可透露本身的姓名、其身為脊醫、註冊脊醫的身分，或管理局認為可接納的銜頭(請參閱第 X 條「錯誤引導及未經許可的字眼

printed letter or card enclosed in a sealed envelope. The wording of such a notice should be restricted to a statement of the modification which has taken place without any addition which might be held to draw attention to the professional skill of any practitioner or to constitute an invitation to consult or visit any practitioner. The chiropractor is responsible for ensuring that it is sent only to persons whom he is reasonably entitled to assume to be his patients.

Cards notifying patients of the time which has elapsed since their previous appointments should only be sent with the prior agreement of the persons to whom they are addressed.

3.7.4.4 Entries in street or telephone directories : Such entries should be in normal type only and should accord with the particulars permitted to be used on signboards. Entries in some other section of the Yellow Pages other than within the alphabetical listing of registered chiropractors are not permitted.

3.7.4.5 Circulars : The circulation of visiting cards, announcements or circulars in other forms to persons who are not Chiropractic, Dental or Medical Practitioners may lead to a charge of advertising.

3.7.4.6 Entertainment : The Council is of the opinion that holding an entertainment at a registered chiropractor's professional premises by a practitioner on opening or transferring a practice is acceptable provided that it is done in a quiet and unobtrusive manner.

3.7.4.7 Supplementary Guidance : The question of advertising may also arise in a number of other contexts, such as books written by registered chiropractors, articles or letters or other items written by or about them in newspapers or magazines, and talks or appearances by registered chiropractors on radio or television. In such cases the identification of a registered chiropractor needs not in itself raise a question of advertising, but such a question may arise from the nature of the material printed or spoken.

Official spokesmen for Government, University, professional associations, hospitals and charitable organizations when discussing matters of public interest may, however, find it necessary, in order to lend authority to their statements, to divulge their names and qualification as a chiropractor (脊醫), a registered chiropractor (註冊脊醫) or other title(s) acceptable to the Chiropractors Council (Refer to Section 3.10, misleading and unapproved descriptions and announcements, below) but no mention should be made of experience or other personal professional particulars (such as the fact that they are in practice).

The giving of lectures to lay audiences (e.g. club or association luncheon speeches) is permitted if the aim is to give general

- (ii) 不得在其招牌或文具上，使用任何文字，以「X光」、「紅十字會」、「無痛調整骨節」、「特別技術」、「治療病症」等的字句，以宣傳其所提供或並無提供的各項服務。
- (iii) 在脊醫事務所範圍以外展示嘉許書或褒獎書。
- (iv) 將並無在註冊名冊內其名下註明的任何學術資格，以任何文字列於其招牌或文具上。
- (v) 以任何文字將管理局未予批准的描述字句，例如「專家」或「...的專家」，展示在其招牌或文具上。
- (vi) 將其姓名連同其銜頭或學位，列於任何宣傳品，例如通告之上。

雖然管理局並無禁止展出儀器陳列櫃或展示矯正用品、脊柱支撐用品、營養產品、草本產品等，但任何展出或展示的有關物品必須不顯眼及不造成阻礙。脊醫不得利用其專業身分，推銷及銷售該等儀器及產品，亦不得濫用病人對他的信任或利用病人的知識不足。

3.7.4.2 文具等等：

只有可載於招牌上的資料，以及脊醫的詳細執業地址、電話號碼及診症時間，方可列於文具(即名片、信箋箋頭、信封、通告等等)上。此等文具不應過於華麗，或在業務上有討好之嫌，或載有任何顯示其他資歷或名譽或其他職銜的資料。任何註冊脊醫如將其他資料、資格、外行人可能以為是代表另一項資歷的資歷、已獲某等機構註冊的資料、有關臨牀訓練課程或修業期或曾在大學、醫院或脊骨療法醫學院任職的資料等等，列於其文具上，均可視作違反專業道德行為論。

附註：請參閱以下第 3.10 條「錯誤引導及未經許可的字眼及啓事」的闡述。

3.7.4.3 有關脊醫開業或更改執業狀況的啓事(例如遷址、更換合夥人或助手、更改電話號碼等)須符合下開規定：-

- (a) 啓事的大小必須合理，並只准在香港脊醫管理局挑選或認為可接納的刊物上刊登。
- (b) 在報章上刊登的啓事必須使用黑色字體，亦不得有彩色的裝飾、文字或字句。啓事的大小必須合理。
- (c) 任何註冊脊醫假如在宣布其業務合夥人、同事或助手安排事宜發出的啓事中，已宣佈開業，則不得另行刊登開業啓事。
- (d) 任何脊醫在其發出的關閉分支事務所的啓事中，不得提及其本人的其他事務所地址。
- (e) 只有符合下列兩項條件的脊醫方可刊登「重新開業」啓事：
 - (i) 有關脊醫最少連續 12 個月未有在香港執業；
 - (ii) 停業並非由於香港脊醫管理局執行紀律處分所致。

附錄 I 致 IX 載有香港脊醫管理局認為符合專業守則的啓事樣本。

任何脊醫倘執業情況(包括診症時間等)有所改變，要知會病人，可將印備的通知書或卡片，放入密封的信封內寄給病人。通知書內容只准提及變更事項，不得加入任何足以引起人們注意任何脊醫的專業技能或構成邀請病人往任何脊醫事務所就診的字句。脊醫須確保只對其有理由認為是其病人的人發出通知書。

chiropractor's address(es), telephone numbers and consultation hours. Such stationery should not be ornate or professionally flattering or contain any other qualifications or any indication of honorary or other positions held. Any registered chiropractor whose stationery contains other information, qualifications which may be taken by a lay person to represent an additional qualification, indications as to registration(s) acquired, reference to courses of clinical training or periods of study or positions previously held at universities, hospitals, or chiropractic colleges, etc., may be considered to be guilty of unprofessional conduct.

Note : See Section 3.10, misleading and unapproved descriptions and announcements, below.

3.7.4.3 Announcements of commencement of practice and of altered conditions of practice such as change of address, change of partnership or assistantship, telephone number, etc., are permissible provided that :-

- (a) A notice of reasonable size should only be placed in publications selected by or acceptable to the Hong Kong Chiropractors Council.
- (b) A notice in any newspaper should be in black type only and no coloured decorations, characters or wording should be used. The notice itself should be of a reasonable size.
- (c) Where a registered chiropractor's commencement of practice is announced in a notice of partnership, associateship or assistantship, a separate individual notice of commencement of practice should not be published.
- (d) When giving notice of the closure of a branch office, mention should not be made of the address of any other office which is being used by the registered chiropractor.
- (e) A notice of 'Recommencement of Practice' should only be published where a registered chiropractor has not practised in Hong Kong for a continuous period exceeding twelve months, and then only on condition that cessation of practice was not the result of disciplinary action by the Chiropractors Council.

Draft notices which in the view of the Chiropractors Council are in accordance with the ethics of professional conduct are given as Appendices I to IX.

A registered chiropractor who finds it necessary to inform his patients of a modification in the circumstances of the practice including change of consulting hours may do so by means of a

3.9 Canvassing

Canvassing for the purpose of obtaining patients, either by himself, his servants, agents or others whether directly or indirectly, and association with or employment by persons or organizations which canvass, may lead to disciplinary proceedings. Except in emergency the Council does not consider it permissible for a registered chiropractor to call upon or communicate with any person who is not already a patient of his practice with a view to providing advice or treatment unless expressly requested to do so by that person or by a parent or guardian of that person. Moreover, the Council does not consider it permissible for a registered chiropractor to canvass by means of the distribution of visiting cards, announcement cards or business cards to individuals other than as a result of a request for a card by that individual.

Association by registered chiropractors with nursing homes, medical benefit societies, insurance companies, etc., which advertise clinical and diagnostic services but which allow a free choice of practitioners does not violate ethical codes, but registered chiropractors are warned that association with any such institutions, companies, etc., which advertise clinical or diagnostic services to the general public and direct patients to particular registered chiropractors may be regarded as canvassing. This does not preclude any practitioner or panel of practitioners from being employed by an organisation, company, school, etc., which does not advertise clinical or diagnostic services provided that the names of such practitioners are supplied only to bona fide employees, scholars and their families by the management.

3.10 Misleading and unapproved descriptions and announcements

General :

The Council warns registered chiropractors specifically against the use of descriptive wording which indicates or implies superiority other than such as have been specifically accepted by the Hong Kong Chiropractors Council (such as academic degrees recognized by the Hong Kong Government and/or acceptable to the Hong Kong Chiropractors Council). Reference to unapproved titles or positions held, employment, honorary appointments, or experience and qualifications which are not registrable by the Chiropractors Council, on signboards, stationery, visiting cards, letterheads, envelopes, prescription slips, notices etc, may amount to misconduct. Any registered chiropractor who uses any title or description which may reasonably suggest that he possesses any professional status or qualifications, other than those which he in fact possesses and which are indicated by the particulars entered against his name in the register, may also be guilty of misconduct.

The name of every registered chiropractor regularly attending patients should be shown in the sign exhibited at the premises where he practises. The names of persons other than chiropractors employed in the practice, such as assistants, may not appear on signs outside the premises or in any other form of advertisement.

Registered chiropractors who operate as part of a multi-disciplinary clinic must ensure that any advertising by that clinic, where the services of the registered chiropractor would be deemed to be a part, must not offend the Chiropractors Council's Code of Practice.

(5) 其他管理局認為可接納的銜頭。

(註 1：“Registered Chiropractor”，“Doctor of Chiropractic”，「脊醫」，「註冊脊醫」及「脊骨神經科醫生」各稱銜可互換使用。

註 2：註冊脊醫有責任確保所使用的任何銜頭，並不違反香港特別行政區的任何法例。)

(iii) 招牌的尺寸及大小

招牌的面積必須合理。

(b) 招牌(位置及准許安設的數目)

(i) 設於地下，門口面對行人路的診所

招牌一個 須設於二樓以下的位置，可從街上看見。

(ii) 設於只有一個公共入口樓宇內的事務所

招牌一個 須設於開設事務所的一層，可從街上看見。

招牌一個 須設於該樓宇公共入口一旁，可從街上看見。

(iii) 設於有多個公共入口樓宇內的事務所

招牌一個 設於開設脊醫事務所所在的一層，可從街上看見。

招牌兩個 可安設在最多兩個樓宇公共入口的一旁，可從街上看見。

(c) 准予增設的招牌

每名註冊脊醫均可在其事務所門上或其旁邊安設招牌一個，招牌的大小必須合理。

(d) 商戶指南牌

倘樓宇有多個入口及大堂，並設有多塊商戶指南牌，管理局不反對脊醫使用任何數量的指南牌。脊醫在商戶指南牌上展示的資料須與招牌上的相同，而所採用的格式亦須與牌上其他商戶相同。

(e) 指示牌

指示牌所載資料不得比招牌上所載者為多，並只准於樓宇內展示，至於指示牌的數目，則可由脊醫自行決定，但必須詳加考慮本條開首部分，即在「3.7.4.1 標誌」項下所提供的指示。

指示牌的大小必須合理。

(f) 診症時間告示

每名註冊脊醫均可另外展示一個載有其資料及詳細診症時間的告示牌，但此等資料必須並無載於其他標誌內。脊醫可以全權自行決定是否展示這份告示，但管理局必須強調每名脊醫只准展示告示一份，其大小必須合理。

(g) 特別指引

管理局特別警告各脊醫不得有下列行為：

- (i) 不得在其招牌或文具上，使用任何文字稱其私家診症室為「診所」或「分科診所」，除非在診症室名稱之前加上了「脊骨療法」的字眼，或其他管理局認為可接納的名稱。

information or to promote chiropractic and provided that publicity on radio, television or in the lay press is not sought intentionally.

The Council does not consider it unethical for the name and qualification as a chiropractor (脊醫) or a registered chiropractor (註冊脊醫) (Refer to Section 3.10, misleading and unapproved descriptions and announcements, below) of a registered chiropractor to be mentioned in press reports dealing with matters of general interest but again no mention should be made of experience or other personal professional particulars (such as the fact that he is in practice).

Registered chiropractors should take steps to ensure that ethical codes are respected whenever they have dealings with radio, television and press interviews and reporters.

In upholding a decision of the Disciplinary Committee of the General Medical Council, the Judicial Committee of the Privy Council in the United Kingdom have stated some principles which, though enunciated in relation to books and articles, may be regarded as of general application and also applicable to the chiropractic profession :-

'The Disciplinary Committee were entitled to have regard to the content of the written material, the form in which it was written, and the selected media for its publication in forming conclusions as to what were the purposes which animated the writer. The Committee were entitled to consider whether a desire to give information about a subject and to direct attention to such a subject could have been achieved without directing attention to the personal and unique performance and abilities of the writer.'

'On the one side of the line there might be a book or an article which is an exposition of a particular subject either written as a text-book for medical students or practitioners or written impersonally in order to give information to the general public. No exception could be taken to such a publication. As an example on the other side of the line there might be a book or an article an essential theme of which is the praise and commendation of the skill and abilities of the writer himself with an express or implied suggestion that his successes in dealing with cases show that potential patients would do well to have recourse to him. That would be unethical advertising.'

3.8 Depreciation of other registered chiropractors

The depreciation of the professional skill, knowledge, services, chiropractic techniques or qualifications of another registered chiropractor or other registered chiropractors may lead to disciplinary proceedings.

3.11 Improper financial transactions (fees sharing)

Sharing fees with any person who has not taken a COMMENSURATE part in the service for which the fees are charged is considered to be an unethical practice, as also is the receipt of rebates from diagnostic laboratories, etc., and may lead to disciplinary action.

3.12 Untrue or misleading certificates and other professional documents

Registered chiropractors are required to issue certificates for a variety of purposes (e.g. incapacity to work through illness, injury certificates, medico-legal reports, progress reports, etc.) on the assumption that the truth of the certificates can be accepted without question. In some cases the certificates are required to include a statement that a patient has been examined and/or treated on a particular date. Registered chiropractors are expected to exercise care in issuing certificates and kindred documents, and should not include in them statements which the registered chiropractor has not taken appropriate steps to verify. Any registered chiropractor who in his professional capacity gives any certificate or similar document containing statements which are untrue, misleading or otherwise improper, renders himself liable to disciplinary proceedings. In particular, registered chiropractors are warned that the signing of blank certificates is prohibited by the Council.

3.13 Covering

The Council considers that a registered chiropractor should in no way countenance, help, encourage or assist, either wilfully or by neglect, the practice of chiropractic by an unregistered person.

3.14 Improper delegation of professional duties

A registered chiropractor who improperly delegates to a person who is not a registered chiropractor duties or functions in connection with chiropractic treatment on a patient for whom the registered chiropractor is responsible or who assists such a person to treat patients as though that person were a registered chiropractor is liable to disciplinary proceedings. The proper employment of *bona fide chiropractic students or ancillary personnel trained to perform specialized functions relevant or supplementary to chiropractic is entirely acceptable provided the registered chiropractor concerned exercises effective personal supervision over any person so employed and retains personal responsibility for the treatment of the patients. Such personnel are required to complete and return the forms as set out at Appendix VI and Appendix VII, as appropriate, before beginning and after terminating such assistantship.

A registered chiropractor, as a Primary-Portal-of-Entry Physician, is expected to refer any patient whom he considers would be better served by such a referral to another health professional.

3.6 濫用職位從而與他人建立不正當關係或通姦

任何註冊脊醫如濫用其職位，從而與其專業上有關係的人士發生不正當或不道德的關係或通姦，則可能須接受紀律研訊。

3.7 廣告宣傳

3.7.1 註冊脊醫不應自我宣傳。宣傳不但違反脊醫同業間應遵守的原則，且可能對公眾構成危險。根據管理局的定義，「廣告宣傳」一詞泛指用以提高一位註冊脊醫的知名度，使其在專業上有所得益的各種方法。不論有關的宣傳工作是由脊醫本人或其僱員、代理人或其他人士進行，如被指控宣傳，有關脊醫會否確因宣傳而得益，不能作為答辯理由。

3.7.2 任何註冊脊醫，如曾經鼓勵、同意、默許或安排任何刊物直接或間接(以任何形式，在本港或其他地方)刊登稱讚自己專業技能、知識、服務或資格的文章，或刊登該等資料，藉以吸引他人注意，又或未能採取足夠措施阻止該等資料的刊登，均可作為違反專業道德行為論。

3.7.3 任何註冊脊醫如准許或未能採取足夠措施阻止其他人士直接或間接(以任何形式，在本港或其他地方)刊登宣揚其在職業方面的成就或服務的文章，可作為進行宣傳論。此外，任何註冊脊醫如受僱機構或僱主宣傳與註冊脊醫行業有關的臨牀、診斷或其他服務，或在職業上與該等人士或機構有所往來，亦可視作進行宣傳論。在決定是否有違反專業道德行為時，應考慮下述各點：

- (a) 宣傳的程度、性質及理由；及
- (b) 安排宣傳是否為了註冊脊醫的個人專業或金錢上的利益，或是為了推廣脊骨療法專業而設的。

3.7.4 註冊脊醫如展示、傳閱或公開任何與其本身業務有關的告示或通告，而該等告示或通告已超出當局在這方面所規定者，則可作為進行宣傳論。獲當局批准的告示或通告樣本見附錄 I 至 IX。註冊脊醫對於標誌、名片、街道指南與電話簿所刊登的內容、通告及款待等方面所須遵守的規則，分列如下：

3.7.4.1 標誌：

任何與註冊脊醫本身業務有關的標誌，其性質、位置、大小或用字，如超出指示樓宇位置及入口所需者，管理局將不予批准。

以下為註冊脊醫對招牌/商戶指南牌/指示牌及診症時間告示所須遵守的一般準則：

(a) 招牌(一般準則)

(i) 定義

招牌一詞指展示載有下述分段(ii)所列的資料，並與註冊脊醫的業務有關的任何綜合或個別告示。

(ii) 限制

招牌只可在其標示的執業處所內展示。招牌不得裝飾華美，同時除晚間或於黑暗的地方外，不得使用照明設備，照明程度亦以能顯示招牌上所載資料為限，不論在任何情況下均不得使用閃光招牌。

招牌所載資料只限於：

- (1) 註冊脊醫的中英文姓名，連同適當的稱謂，例如脊醫/先生/太太/女士/小姐(或其業務所採用的中英文名稱，或管理局認為可接納的銜頭)。
- (2) 「註冊脊醫」該適當稱銜或其他管理局認為可接納的銜頭。
- (3) 已向管理局註冊的資歷，連同管理局認為可接納的適當中文譯名。
- (4) 指示註冊脊醫事務所所在樓宇內位置的資料。

(9)

In general the Council considers that any act or omission by a registered chiropractor in connection with his practice which may mislead the public may be held to constitute misconduct.

Detailed advice on the use of acceptable descriptions :

Registered chiropractors are warned that the use of any chiropractic qualification in Chinese characters immediately before or after the registered chiropractor's name is not allowed. The prefix or suffix in Chinese allowed to be used with the registered chiropractor's name is "脊醫/註冊脊醫/脊骨神經科醫生" or other chiropractic titles acceptable to the Chiropractors Council. Chiropractic qualifications in Chinese or in English which are acceptable to the Chiropractors Council may be indicated but such qualifications when used for such purpose must be of uniform dimensions.

The Council does not approve of a chiropractor carrying on a practice in a name other than in his name as it appears in the Chiropractors Register or of signs indicating that a chiropractor is in regular attendance at a practice when he is not. If the chiropractor ceases to practise at that location, the sign should then be removed within a reasonable time which should not exceed one year.

A chiropractor can retain his name or sign in his own clinic (owner of the lease or the premises) when he is not practising, while taking leave, etc., for a period of no more than three years. When a chiropractor is working as an associate or employee in a chiropractic clinic, upon termination of the contract, the associate or employee chiropractor has the right to have his name removed from the premises or signs of that particular clinic.

[Note : It is the responsibility of the registered chiropractor to ensure that his use of any title does not contravene any law of the Hong Kong SAR.]

Group Practices :

Signs should not be designed to draw public attention to the services of one practice at the expense of others. In selecting a name, and particularly a collective title for a group or partnership, it is desirable to avoid a name which could be interpreted as implying that the services being provided have received some official recognition not extended to other local chiropractors. For this reason terms which might imply that chiropractic practised therein enjoys some special status in a particular place or area should not be used.

Conclusion :

The Chiropractors Council holds the view that the prior advice of the Hong Kong Chiropractors Council should be sought if any chiropractor wishes to practise in a name other than his own, or if in company with other chiropractors it is considered necessary to identify the practice by the use of a collective title.

詐、偷竊、猥褻的行為或毆打等罪行，而有損脊骨療法專業聲譽，脊醫管理局將視作嚴重事件處理。

3.2 對病人未能負起專業上的責任

於任何情況下，如果註冊脊醫似未能負起治療或照顧病人的專業責任或疏忽職守，該脊醫可能會受到紀律處分。

3.3 酗酒或濫用藥物

醉酒或其他因酗酒或濫用藥物所致的違法行為(如在受酒精或藥物影響的情況下駕駛車輛)，可能會接受紀律研訊。

註冊脊醫在受酒精或藥物影響以致不適宜執行職務的情況下，為病人治療或執行其他脊醫專業職務，均會受到紀律處分。

3.4 為配發的輔助品附加標籤

所有由註冊脊醫直接或間接配發給病人的輔助品，均須加上適當標籤，載明以下資料：

- (a) 病人姓名；
- (b) 配給日期；
- (c) 服用方法及劑量（如跟印於包裝上的原本服用方法不同者）；
- (d) 輔助品的牌子名稱或學名（如沒有印於原本的包裝上）。

3.5 濫用從專業上取得的私人資料

任何註冊脊醫在沒有合理理由下洩露病人所提供的私人資料或透露與病人有關的私人資料，便是濫用從專業上取得的私人資料。

不論情況如何，任何註冊脊醫倘洩露病人的私人資料，則他必須隨時準備作出合理解釋。任何註冊脊醫倘對在某情況下是否可洩露資料存疑，則他應徵詢專業協會或私人法律顧問的意見。

[Note : Some of the accredited chiropractic institutions may require their students to spend a stipulated number of hours of study and observation in a registered chiropractor's office as part of their clinical training curriculum.]

* A bona-fide chiropractic student is a person who is undergoing or has completed internship at an institution recognized by the Council.

APPENDIX I

NOTICE

 (NAME) *has/have commenced practice as (a) Registered Chiropractor(s)
at
Consulting Hours
Telephone No.
Dated

.....
Registered Chiropractor(s)

* Delete as necessary

Note :- This form of notice may be used upon first registration only.

APPENDIX II

NOTICE OF RECOMMENCEMENT OF PRACTICE

 (NAME) *has/have re-commenced practice as (a) Registered Chiropractor(s)
at
Consulting Hours
Telephone No.
Dated

.....
Registered Chiropractor(s)

* Delete as necessary

- 2.6 在對病人有利或當病人表示希望得到別的醫療專業人士診治時，準備諮詢及尋求其他醫療專業人士的幫助。
- 2.7 保持最高標準的專業及個人操守，應避免所有非法行為及作出不適當的專業行為。
- 2.8 明白本身的公眾行為可影響其服務公眾的專業能力。
- 2.9 保持為社會提供及積極計劃充足的醫療健康服務。
- 2.10 確保在專業工作上廉潔自持，不參與貪婪及利益的動機妥協。
- 2.11 增強公眾對脊骨療法專業的信心 — 一種有學問的專業。全心全意地促進健康，預防疾病及減輕痛楚。
- 2.12 增進熱誠友好的關係。尊重脊骨療法業內人士及其他有關的醫療專業人士，與他們合作，盡力提供有利於公共健康及福利的資料。
- 2.13 支持及參與一些正當活動，而該活動的目的是提供服務予沒有能力支付治療費用而又需要脊骨療法的人士。
- 2.14 只有在適當及不會損害脊骨療法專業的廉正及標準時，才教授脊骨療法知識和技術。無論於香港或任何地方，非透過或並非於認可學院內教授有關脊骨療法的講課或課程，可能被視為不道德行為。

3. 可導致紀律研訊及懲罰的違法行為及專業上不當行為

3.1 可能有損脊骨療法專業聲譽的違法行為

任何註冊脊醫，如在本港或其他地方犯下有損脊骨療法專業聲譽的違法行為，則無論法庭的判刑如何，均須接受管理局的紀律研訊。

如註冊脊醫於本港或其他地方，無論是否在執行其專業職務時犯有刑事欺騙(例如以欺詐手段獲得金錢或貨物)、假冒、偽造、欺

第 IV 部

專業操守

1. 「專業上不當或疏忽行為」的定義

據報 1988 年曾有一宗道蒂(Doughty)對牙科服務委員會(General Dental Council)訴訟，樞密院曾就英國牙醫法例作出解釋，法例中使用了「嚴重專業上不當行為」的字眼。一名資深的法官有以下的言詞：「.....現在所需要的是牙科服務委員會(General Dental Council)應建立一些關乎其專業的操守，一些牙醫認為因疏忽或委任而造成低於牙醫期望的標準的行為，這些低於標準的行為必須是嚴重的。」

參照香港上訴法院在 1988 年第 23 個民事訴訟，顧國雄(Koo Kwok Ho)對香港醫務委員會的訴訟中，曾引用上述法官的意見(低於標準的行為必須是嚴重的要求除外)而作出決定，脊醫管理局將會測試脊醫的行為是否低於脊醫們所預期的標準。

2. 基本道德原則

註冊脊醫須：

- 2.1 尊重所有個人/病人的權益及尊嚴，病人有權全面知道其病況、診斷、治療及有關資料。
- 2.2 服務及關注病人，不論其社會地位、文化、宗教、政治背景、種族及國籍。
- 2.3 在執行職責時，尊重所獲給予的保密資料。遵從病人的授權，向那些病人授權指定可審查及收取其報告的人士提供整份或部份的報告。
- 2.4 以最高度的專業能力，盡力醫治及誠實而妥善地對待病人。其臨牀判斷及診治應該客觀及以病人利益為大前提。
- 2.5 不斷致力更新及擴闊其專業知識及技能。

APPENDIX III

NOTICE OF REMOVAL

The chiropractic practice now carried on by (Name of registered chiropractor)..... will
as from 20..... be
carried on at
Consulting Hours
Telephone No.
Dated

.....
Registered Chiropractor(s)

APPENDIX IV

NOTICE OF OPENING OF A BRANCH OFFICE

As from the day of
20..... (Name of Registered Chiropractor) will open a
branch office at
Consulting Hours
Telephone No.

.....
Registered Chiropractor(s)

* Delete as necessary

APPENDIX V

NOTICE OF CLOSING OF BRANCH OFFICE

As from the day of
20....., (Name of Registered Chiropractor)
will no longer carry on chiropractic practice at *his/her/their branch office
at
.....

.....
Registered Chiropractor(s)

* Delete as necessary

APPENDIX VI

NOTICE OF *PARTNERSHIP/ASSISTANTSHIP

As from the day of 20.....
*Dr./Mr./Mrs./Ms./Miss will carry on chiropractic
practice at
as *partner/assistant to (Name of
Chiropractor).

The practice will hereafter be known
as

Consulting Hours

Telephone No.

.....
Registered Chiropractor(s)

* Delete as necessary

第 III 部

脊醫執業範圍

脊骨療法是一個獨立的醫療體系，並不是傳統西醫的一部分，脊骨療法是一門科學治療藝術，是關乎發病機理、診斷學、治療學及人體功能障礙的預防法、機械病理狀態、痛楚徵狀及有關人體活動功能系統的靜態及動態神經生理學反應，尤其是有關脊骨及骨盆的治理。

對病情作出正確的診斷，脊醫應用脊骨療法診斷、動態觸診、人體生物力學、運動療法與影像診斷學及醫療化驗的知識。正確的臨牀診斷，分辨病人能否由註冊脊醫醫治，如有需要接受其他治療的病人，註冊脊醫應轉介給適當的醫療工作者。

註冊脊醫可使用的診斷、醫學技術及治療程序是從認可的脊骨療法醫學院或其研究院的學習及訓練得來的。這些醫術及程序是根據科研及臨牀經驗而來的。

註冊脊醫在醫治病人時，會充分應用及關注到環境、營養及心理的因素。與此同時亦顧及其他包括急救、個人衛生、公共衛生、康復及生理學的治療程序，該治療程序是為了協助病人恢復脊椎、骨骼及骨節系統，神經系統和肌腱系統的整體平衡而設的。

脊骨療法 - 歷史簡介

脊骨療法作為一門專業是由一位居住於美國艾奧華州，達文波特市(Davenport, Iowa, U.S.A.)的加拿大醫生於 1895 年始創的。丹尼爾·龐馬醫生(Dr. Daniel D. Palmer)是一位很有遠見的人，他的學說及著作雖然於當時只是假設，但於他離世多年後，這些假設均被證實為科學事實。雖然矯正學自遠古時代已被醫生使用，但丹尼爾·龐馬醫生卻是首位將矯正學及脊骨療法醫學技術有系統地歸納為一門科學的人。

今天，於澳洲、加拿大、丹麥、法國、南非、英國及美國均設有學位課程，入學要求等同於醫科及牙科。脊醫畢業生是第一線行醫者(Primary Portal-of-Entry Physician)，曾接受訓練，使其能診斷和辨別病人能否以脊骨療法成功地醫治或應轉介往其他醫療專業。

在香港，脊骨療法可追溯到第二次世界大戰前。隨着香港脊骨神經科學會(Hong Kong Chiropractors' Association)於 1967 年的成立，業內人士開始組織起來。及至 1998 年，會員人數已由最初的 3 人增至 45 人。在 1981 年的香港脊骨神經科學會會議上，大家同意 'chiropractic' 的中文名稱是「脊骨神經科」，'chiropractors' 則稱為「脊骨神經科醫生」。直至 1993 年 2 月，《脊醫註冊條例》在香港通過，'registered chiropractors' 的法定中文名稱為「註冊脊醫」。該條例成為亞洲的首個法案，正式承認管理局下的脊骨療法及註冊脊醫。在醫療系統中，其重要性與醫科及牙科等同。脊醫十分清楚條例所賦予他們的責任，他們有責任向管理局查詢正確及公平的指引。

APPENDIX VII

NOTICE OF TERMINATION OF PARTNERSHIP/ASSISTANTSHIP

As from the day of 20

*Dr./Mr./Mrs./Ms./Miss

will no longer be associated with the undersigned in the chiropractic practice carried on at

be known as

.....
Registered Chiropractor(s)

* Delete as necessary

APPENDIX VIII

NOTICE OF CHANGE OF TELEPHONE NUMBER

As from the day of 20.....

the telephone number of the chiropractic practice carried on by the undersigned *will be/has been changed from to

.....
Registered Chiropractor(s)

* Delete as necessary

APPENDIX IX

NOTICE

As from the day of 20.....

*Dr./Mr./Mrs./Ms./Miss will

carry on chiropractic practice at

..... as locum-tenens for the undersigned.

Consulting Hours

Telephone No.

.....
Registered Chiropractor(s)

* Delete as necessary

第 II 部

前言

脊醫管理局是根據香港法例第 428 章《脊醫註冊條例》而成立的。管理局的主要職能是備存一份註冊脊醫名冊，同時提高這些人士的專業工作水平及專業操守。

本守則的目的是提供可應用於脊醫專業的執業守則，該守則旨在為脊醫履行專業責任時的行為及與他人的關係提供指引，務求與該專業的道德義務一致。

任何人如違反本守則內任何部分，均可能犯了不專業行為，但若有脊醫犯了不專業或不當的行為，而該行為又未列舉於守則內，則管理局仍會對其作出判決。

管理局希望強調本守則只屬一個範本，每一個案的案情均會個別予以考慮。

關於某項行為是否屬於專業上不當行為或專業疏忽，以及其嚴重性的問題，在考慮個別案件的證據後，初步調查委員會作出決定；如屬合適，則會由管理局成立的研訊委員會作出裁決。

任何人士如對某種情況下的專業道德行為有疑問而希望得到詳細解答，應直接向其專業協會查詢，或諮詢私人法律顧問或資歷較深的註冊脊醫。管理局因屬準司法機構，所以不能向個別人士提供意見。

管理局希望強調研訊委員會在考慮定罪時，是不需要查究該註冊脊醫是否恰當地被定罪。任何人士被刑事起訴時應緊記，如果他為了避免引起公眾注意或被判重刑而認罪，或對控罪放棄上訴，而他又被判有罪的話，他要在研訊委員會前爭辯他事實上是無罪的便會很困難。因此，如果他相信該項指控是可以駁回的，卻在法庭上認罪，便是很不智的做法。

本守則並非是《脊醫註冊條例》的一項全面指引，對於特別事項，應參考該條例。

第 I 部

脊醫誓言

本人現於天父及各位見證人面前宣誓。

本人當會信守本誓約，凡向本人傳授脊骨療法醫術者，均尊之敬之；盡本人所能及判斷，採用本人所認為符合病人利益的治療方法；遠離但凡有害和惡意中傷的；隨時準備服務病人，不論其種族、膚色或信仰。

本人會潔身自持地生活及執業，於任何時間均以照料病人為大前提，及遵從母校對我的訓示，竭盡全力對病人施以援手。本人會信守所有作為行醫者應作的一切。

本人信守本誓約，並願得以安享人生及所從事的脊醫工作，聲名永著。

註冊脊醫專業守則

所有註冊脊醫均應閱讀本小冊，並清楚了解其內容，以免一時疏忽，違反既定專業道德行為守則，而導致脊醫管理局採取紀律行動。

香港脊醫管理局

(2002 年 7 月)

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(註：本守則內用以代表男性的字句及詞句亦同時適用於女性。)