ORIGINAL

BEFORE THE IDAHO STATE BOARD OF

CHIROPRACTIC PHYSICIANS

In the Matter of the License of:	)	
	)	Case No. CHI-2004-3
JOHN L. TRAVISS, D.C.,	)	
License No. CHIA-709,	)	**STIPULATION AND**
	)	**CONSENT ORDER**
Respondent.	)	
	)	

CHI\Traviss\P5048lga

WHEREAS, information having been received by the Idaho State Board of Chiropractic Physicians (hereinafter the "Board") which constitutes sufficient grounds for the initiation of an administrative action against John L. Traviss, D.C. (hereinafter "Respondent"); and

WHEREAS, the parties mutually agree to settle the matter pending administrative Board action in an expeditious manner; now, therefore,

IT IS HEREBY STIPULATED AND AGREED between the undersigned parties that this matter shall be settled and resolved upon the following terms:

A.

1. The Board may regulate the practice of chiropractic in the State of Idaho in accordance with title 54, chapter 7, Idaho Code.

2. Respondent John L. Traviss, D.C., is a licensee of the Idaho State Board of Chiropractic Physicians and holds License No. CHIA-709 to practice chiropractic in the State of Idaho. Respondent's license is subject to the provisions of title 54, chapter 7, Idaho Code.

3. On or about June 26, 2003, the Board received a complaint regarding the "Confidential Auto Accident Injury Report" ("advertisement") distributed by Respondent, a copy of which is attached hereto as Exhibit 1.

FEB.17.2005 3:08PM ID AG-CIV LIT/CPU NO.367 P.3

4. It is the assertion of the Board that the advertisement contains misrepresentations, statements or claims which are misleading or deceptive, in violation of Board Rule 450.10; creates false, or unjustified expectations of beneficial treatment or successful cures, in violation of Board Rule 450.03; and appeals primarily to a lay person's fears, ignorance or anxieties regarding his state of health or physical well-being, in violation of Board Rule 450.04. Examples of such statements or claims include, but are not limited to:

In this insider report, you'll learn:

What medical doctors do that can actually make your condition worse!
Why your medical doctor is praying you don't read what's in this report!
How to end the pain and suffering right NOW, and FOREVER!
What will likely happen if you don't get natural treatments NOW!

If your injuries do not fall into this category, then after the evaluation you'll be sent home with pain and sleep medication, anti-inflammation medication and muscle relaxers.

It is usually hospital policy not to give a second prescription during a follow-up visit. Their job is finished. If you complain of injury, they will recommend you to see your family doctor or general practitioner for your injury.

Welcome to the medical band-aid (medication)!

As each day goes by, and the injuries continue to be inappropriately treated, the body produces dysfunctional scar tissue at the sites of the injury, resulting in poor hearing.

Remember, the purpose of medications is to "numb the pain" not correct the injured problem.

The next step for the general practitioner will be to refer you to a physical therapist. The therapist is under direct order and supervision by the doctor (the same doctor who is not specialized in this type of injury).

Since the therapy is based on the doctor's diagnosis (usually an incorrect diagnosis) this often leads to misguided protocols of treatment.

Most Doctors Are Not Trained In The Detection Of These Hidden Injuries . . . And That's A Fact!

The sad part about this 'loop of craziness' is it's not over with. At this point, the doctor is at a loss as to why you're still hurting.

"There is nothing we can do . . . You may have to live with this for the rest of your life."

Proper evaluation and treatment by an injury specialist can make the difference between . . . True Recovery, Healing And Strength vs. Lingering Pain, Sickness And Disability.

5. Respondent disputes that these statements violate the Board's advertising rules as set out above; however, to settle this matter Respondent is willing to cease using the advertisement.

6. The advertisement identifies Respondent once on page 8 as a chiropractor through use of the "D.C." designation, one testimonial references "chiropractic care," and each page identifies Respondent's business in the upper left-hand corner as "Traviss Accident & Injury Clinic," but otherwise the advertisement does not conspicuously identify Respondent as a chiropractor, which violates Rule 405.05.

7. Except for the "D.C." designation at the end of the advertisement, nowhere does Respondent refer to himself as a "chiropractor" or refer to "chiropractic care." This violates Rule 450.07, which requires the name to include the term "chiropractor," "chiropractic," or some easily recognizable derivative thereof.

8. The above-stated allegations, if proven, would constitute a violation of the laws and rules governing the practice of chiropractic, specifically Idaho Code §§ 54-712(4) and (15), and IDAPA 24.03.01.450. Violations of these laws and rules constitute grounds for disciplinary action against Respondent's license to practice chiropractic in the State of Idaho.

9. Respondent, in lieu of proceeding with a formal disciplinary action to adjudicate the allegations as set forth above, hereby agrees to the discipline against his license as set forth in Section C below.

B.

I, John L. Traviss, D.C., by affixing my signature hereto, acknowledge that:

1. I have read the allegations pending before the Board, as stated above in section A. I further understand that these allegations constitute cause for disciplinary action upon my license to practice chiropractic in the State of Idaho.

2. I understand that I have the right to a full and complete hearing; the right to confront and cross-examine witnesses; the right to present evidence or to call witnesses, or to so testify myself; the right to reconsideration; the right to appeal; and all rights accorded by the Administrative Procedure Act of the State of Idaho and the laws and rules governing the practice of chiropractic in the State of Idaho. I hereby freely and voluntarily waive these rights in order to enter into this stipulation as a resolution of the pending allegations.

3. I understand that in signing this consent order I am enabling the Board to impose disciplinary action upon my license without further process.

C.

Based upon the foregoing stipulation, it is agreed that the Board may issue a decision and order upon this stipulation whereby:

1. Respondent shall pay investigative costs and attorney fees in the amount of Eight Hundred Fifty and No/100 Dollars ($850.00) within thirty (30) days of the entry of the Board's Order.

2. Respondent's License No. CHIA-709 shall be placed on probation for a period of six (6) months. The conditions of probation are as follows:

a. Respondent shall not use false, misleading or deceptive advertising and must conspicuously identify himself as a chiropractor in his advertising.

b. Respondent shall comply with all state, federal and local laws, rules and regulations governing the practice of chiropractic in the State of Idaho.

c. Respondent shall inform the Board in writing of any change of place of practice or place of business within 15 days of such change.

d. In the event Respondent should leave Idaho for three (3) continuous months, or to reside or practice outside of the state, Respondent must provide written notification to the Board of the dates of departure, address of intended residence or place of business, and indicate whether Respondent intends to return. Periods of time spent outside Idaho will not apply to the reduction of this period or excuse compliance with the terms of this Stipulation.

e. Respondent shall fully cooperate with the Board and its agents, and submit any documents or other information within a reasonable time after a request is made for such documents or information.

f. Respondent shall make all files, records, correspondence or other documents available immediately upon the demand of any member of the Board's staff or its agents.

3. At the conclusion of the 6-month probationary period, Respondent may request from the Board reinstatement of License No. CHIA-709 without restriction. Any request for reinstatement must be accompanied by written proof of compliance with the terms of this Stipulation. The Board retains discretion to grant reinstatement of Respondent's chiropractic license or to deny reinstatement and continue the period of probation.

4. All costs associated with compliance with the terms of this stipulation are the sole responsibility of Respondent.

5. The violation of any of the terms of this Stipulation by Respondent will warrant further Board action. The Board therefore retains jurisdiction over this proceeding until all matters are finally resolved as set forth in this Stipulation.

D.

1. It is hereby agreed between the parties that this Stipulation shall be presented to the Board with a recommendation for approval from the Deputy Attorney General responsible for prosecution before the Board at the next regularly scheduled meeting of the Board.

2. Respondent understands that the Board is free to accept, modify with Respondent's approval, or reject this Stipulation, and if rejected by the Board, a formal complaint may be filed against Respondent. Respondent hereby agrees to waive any right Respondent may have to challenge the impartiality of the Board to hear the disciplinary complaint if, after review by the Board, this Stipulation is rejected.

3. If the Stipulation is not accepted by the Board, it shall be regarded as null and void. Admissions by Respondent in the Stipulation will not be regarded as evidence against Respondent at the subsequent disciplinary hearing.

4. The Consent Order shall not become effective until it has been approved by a majority of the Board and endorsed by a representative member of the Board.

5. Any failure on the part of Respondent to timely and completely comply with any term or condition herein shall be deemed a default.

6. Any default of this Stipulation and Consent Order shall be considered a violation of Idaho Code § 54-712. If Respondent violates or fails to comply with this Stipulation and Consent Order, the Board may impose additional discipline pursuant to the following procedure:

a. The Chief of the Bureau of Occupational Licenses shall schedule a hearing before the Board. Within twenty-one (21) days after the notice of hearing and charges is served, Respondent shall submit a response to the allegations. If Respondent does not submit a timely response to the Board, the allegations will be deemed admitted.

b. At the hearing before the Board upon default, the Board and Respondent may submit affidavits made on personal knowledge and argument based upon

the record in support of their positions. Unless otherwise ordered by the Board, the evidentiary record before the Board shall be limited to such affidavits and this Stipulation and Consent Order. Respondent waives a hearing before the Board on the facts and substantive matters related to the violations described in Section A, and waives discovery, cross-examination of adverse witnesses, and other procedures governing administrative hearings or civil trials.

c. At the hearing, the Board will determine whether to impose additional disciplinary action, which may include conditions or limitations upon Respondent's practice or suspension or revocation of Respondent's license.

7. The Board shall have the right to make full disclosure of this Stipulation and Consent Order and the underlying facts relating hereto to any state, agency or individual requesting information subject to any applicable provisions of the Idaho Public Records Act, title 9, chapter 3, Idaho Code.

8. This Stipulation and Consent Order contains the entire agreement between the parties, and Respondent is not relying on any other agreement or representation of any kind, verbal or otherwise.

> I have read the above stipulation fully and have had the opportunity to discuss it with legal counsel. I understand that by its terms I will be waiving certain rights accorded me under Idaho law. I understand that the Board may either approve this stipulation as proposed, approve it subject to specified changes, or reject it. I understand that, if approved as proposed, the Board will issue an Order on this stipulation according to the aforementioned terms, and I hereby agree to the above stipulation for settlement. I understand that if the Board approves this stipulation subject to changes, and the changes are acceptable to me, the stipulation will take effect and an order modifying the terms of the stipulation will be issued. If the changes are unacceptable to me or the Board rejects this stipulation, it will be of no effect.

DATED this 7th day of ~~February~~ March 7th, 2005.

John L. Traviss, D.C.
Respondent

I concur in this stipulation and order.

DATED this 22nd day of ~~February,~~ March 2005.

STATE OF IDAHO
OFFICE OF THE ATTORNEY GENERAL

By _____
Stephanie N. Guyon
Deputy Attorney General

ORDER

Pursuant to Idaho Code § 54-707, the foregoing is adopted as the decision of the Board of Chiropractic Physicians in this matter and shall be effective on the 12 day of april, 2005. **IT IS SO ORDERED.**

IDAHO STATE BOARD
OF CHIROPRACTIC PHYSICIANS

By _____
Dennis Harper, Chair

CERTIFICATE OF SERVICE

I HEREBY CERTIFY that on this 12th day of April, 2005, I caused to be served a true and correct copy of the foregoing by the following method to:

John L. Traviss, D.C. P.O. Box 2376 Hayden, ID 83835	☒ U.S. Mail ☐ Hand Delivery ☒ Certified Mail, Return Receipt Requested ☐ Overnight Mail ☐ Facsimile: _____ ☐ Statehouse Mail
Stephanie N. Guyon Deputy Attorney General P.O. Box 83720 Boise, ID 83720-0010	☐ U.S. Mail ☐ Hand Delivery ☐ Certified Mail, Return Receipt Requested ☐ Overnight Mail ☐ Facsimile: _____ ☒ Statehouse Mail

Rayola Jacobsen

Rayola Jacobsen, Chief
Bureau of Occupational Licenses

Confidential Auto Accident Injury Report

JUN 16 2003

"This FREE REPORT You Requested Reveals Little Known Information About Hidden Injuries That Most Doctors And Insurance Companies Will Never Tell You! ... So Before You Speak With Anyone Or Settle Your Case, Read This Entire Report And Discover The Little Known TRUTH About How 'Soft Tissue Injuries' Have Ruined The Lives Of Millions Of Americans Just Like You!"

Keep Reading This Special Report To Find Out How Easy It Is To Protect Your Rights Before its Too Late. In This Insider's Report, You'll Learn:

- ✓ What medical doctors do that can actually make your condition *worse!*
- ✓ How to get the information so you know if you have a "Soft Tissue Injury" or not!
- ✓ Why your medical doctor is praying you don't read what's in this report!
- ✓ Why so many people needlessly suffer from headaches, neck, and back pain!
- ✓ Why taking pills, or going to physical therapy may never fix your hidden injury.
- ✓ How to end the pain and suffering right NOW, and FOREVER!
- ✓ What will likely happen if you don't get natural treatments NOW!

And much more!

WARNING: "Soft Tissue Injuries" are sneaky, and are potentially debilitating and will strike millions of Americans this year,..and as a result, many of them will suffer for the rest of their lives due to misinformation and inappropriate care! That's the bad news.

The GOOD NEWS is that you don't have to continue suffering! Keep reading this report to find out the well hidden truth you won't find anywhere else!

North Idaho Doctors and "Soft Tissue Injury" Authorities Say...

Exhibit 1
Page 1 of 5

Please Turn To The Next Page

"Soft Tissue Injuries Are Often Misunderstood, and difficult to detect. Many victims who go to doctors due to pain, are told that they will need rest and time. Rest and time alone, can, and usually does create scar tissue and permanent damage."

Dear Friend,

You know one of the most stressful aspects of living in modern day life is dealing with the problems that arise after an automobile collision.

But were you also aware that automobile accidents **are not** usually 'accidents'? The word accident implies an incident which results from some unavoidable circumstance. However, there is almost no example of a truly unavoidable automobile collision. Most collisions occur because of momentary neglect as where a driver takes his/her eyes off the road, or from following too close, or going too fast.

All such collisions are avoidable if people would exercise proper control and not be careless.

Such careless people take from the victims their right to be free from injury: their right to be without pain and disability: their right to be hassle free and to be left alone.

Remember!

A careless driver can strike any person at any time, robbing them of their most basic and important possession: their good health, both physical and mental.

Let's go back to your accident site immediately after the collision..

Most people state they feel dazed and confused during the aftermath at the collision site.

During this time, if you're conscious, you begin to realize you have been involved in an 'accident'

Our natural human instincts begin to kick into action, and the initial thought process goes something like this:

"Am I Okay?"

"Are my passengers (if any) Okay?"

"What's the condition of my car?"

Exhibit 1
Page 2 of 8

Please Turn To The Next Page

And...

"Oh, I wonder if the other person is Okay?"

It's normal to initially think of our own well being before we think of others.

If any person involved is not suffering from an apparent life threatening injury or appears to have no broken bones or major cuts, then most often an ambulance is not called.

Here's where the problem begins... the attention immediately begins to shift towards automobile damages, and of course...

WHO IS AT FAULT?

For the time being, your life has been changed. All of your normal daily habits, responsibilities and leisure time have been wiped away by the complications created by this 'accident'. The prior stresses you might have been dealing with will not compare to the hassles and inconveniences that an automobile accident victim experiences.

Later, the inevitable thought occurs anywhere from one hour to five days after the time of the accident.

"Am I Really Alright?"

Not only are automobile accidents an inconvenience and a hassle, you may have noticed that ever since the accident, **you have not been** feeling like your normal self. You're experiencing obvious pains and symptoms like:

- muscle stiffness
- spasm
- neck pain
- headaches
- numbness and tingling
- mid back pain
- low back pain
- difficulty sleeping
- irritability
- memory loss
- dizziness
- fatigue
- difficulty concentrating
- and many other problems.

Or Worse, You May Be Injured And Feel Nothing At All!

Either way, you might find yourself at the local hospital by either self-admission, or taken by an ambulance.

Let me make this perfectly clear. The emergency room technicians (doctors, nurses, aides, etc.) are trained to detect life-threatening conditions and provide appropriate care as needed.

If your injuries do not fall into this category, then after the evaluation you'll be sent home with pain and sleep medication, anti-inflammation medication and muscle relaxers.

Exhibit 1
Page 3 of 8

Please Turn To The Next Page

The hospital 'follow-up' has always been interesting to me. Here you have a doctor specializing in acute trauma, broken bones, internal injuries, burns, severe gashes and lacerations, who already diagnosed and released you a week or two ago, wanting you to come back for another evaluation.

Now It Gets Interesting...

During your initial days of taking these 'medi-cocktails', you get a call from an insurance adjuster representing the person who caused the accident. These are highly trained individuals who deal with accident claims all day long. They are calling to get information to settle this case **immediately**. They understand you have been to the hospital and released. They also understand that NOW is the time to settle while you're on all those medications.

Injured people feel less injured under the influence **of medications.**

It is usually hospital policy **not** to give a second prescription during a follow-up visit. Their job is finished. If you complain of injury, they will recommend you to see your family doctor or general practitioner for your injury.

Welcome to the medical band-aid (medication)!

The general practitioner is a competent doctor of medicine. However, this type of doctor may not be familiar with how to diagnosis and treat all soft tissue injuries.

These collisions cause underlying soft tissue injuries that victims may be unaware of, and family doctors may not be able to handle, especially those of the neck and back.

The loop begins when the doctor continues to prescribe all those medications. Despite the effects of the drugs, you still feel injured and simply, not the same person.

As each day goes by, and the injuries continue to be inappropriately treated, the body produces dysfunctional scar tissue at the sites of the injury, resulting in poor healing.

This continued incorrect healing process begins the initial step for future conditions, the most common being Post-Traumatic Osteo-arthritis.

This form of arthritis over time can ruin your posture (giving you a slumped or hump backed appearance)... It also causes the vertebrae discs in your spine to degenerate and create scar tissue formation leading to chronic stiffness, pain, numbness and spasms.

Exhibit 1
Page 4 of 8

Please Turn To The Next Page

Remember, t purpose of medications is . "numb the pain" not correct the injured problem.

The next step for the general practitioner will be to refer you to a physical therapist. The therapist is under direct order and supervision by the doctor (the same doctor who is not specialized in this type of injury). Since the therapy is based on the doctor's diagnosis (usually an incorrect diagnosis) this often leads to misguided protocols of treatment.

Most Doctors Are Not Trained In The Detection Of These Hidden Injuries...And That's A Fact!

Four to eight weeks later, you are done with physical therapy. You are still in pain and the injury feels worse!

You don't want to go back to therapy, and you're sick and tired of taking all those medications. The sad part about this 'loop of craziness' is it's not over with. At this point, the doctor is at a loss as to why you're still hurting. So you are referred out, normally to an orthopedic surgeon. The orthopedic evaluation is simple...

Surgery Or No Surgery?

As a matter of fact...

Current medical research states that **most** all the soft tissue injuries occurring from auto accidents **do not** require surgical intervention.

This brings us to the closure of this medical loop I call 'band-aid'. Since a small fraction of all soft tissue injuries caused by auto accidents require the need for surgery, you will likely be told the following...

"There is nothing we can do... You may have to live with this for the rest of your life."

This is a big mistake. Don't let this happen to you!!!

Oh, and remember the insurance claims adjuster who called you earlier, well, you can expect more calls to your house as soon as they receive your doctor's report.

The claims adjuster's interpretation of these reports is...

"Your doctors are finished, and your pain will eventually go away on its own, so let's settle this case NOW and put this behind you."

That's A Gigantic Mistake! Why?

A lot of auto accident victims receive inappropriate care from hospitals, medical doctors, or physical therapy clinics. Then, while the underlying injuries and pain are hidden or numbed with drugs, they settle their case. **Don't Let This Happen To You!!!**
If you do, you may experience pain, numbness, headaches, muscle stiffness, fatigue, and other problems, including arthritis, for many months or even years. Nothing is more important than your health once you start to lose it. So, the big question is...

Exhibit 1
Page 5 of 6

Please Turn To The Next Page...

How Are These Hidden Injuries Detected?

First, when you have been in an auto accident, you need a doctor who is trained and specializes in the biomechanics of the human body. That means he or she can perform routine physical examinations with orthopedic and neurological tests, as well as special tests that assess hidden functional soft tissue damage. In addition, special x-rays can be taken to find out if there has been any structural damage.

As a matter of fact, most general practitioners do not conduct these specific examinations and x-ray analysis methodologies. Without proper training, a doctor can overlook many damaging injuries resulting from a condition called whiplash. Whiplash occurs when the head and neck are thrown or 'snapped' back and forth very quickly at speeds as slow as 5 mph. Whiplash is the most common injury sustained in auto accidents

"About 20 Million People In The United States Have Suffered Whiplash Damage."

Your neck is jam-packed with nerves, glands, tubes, blood vessels, lymph nodes, and 48 different joints Add to that your brain stem, spinal cord, discs, muscles, tendons, ligaments, fluids, meninges, and more!

The Chances Of You Becoming A Whiplash Victim In An Accident Are Extremely Good.

In addition to disc and other soft tissue damage, whiplash causes spinal column misalignment resulting in irritation, stretching or impingement to the spinal nerves and reduction or elimination of the normal curve.

Proper evaluation and treatment by an injury specialist can make the difference between...

True Recovery, Healing And Strength Vs. Lingering Pain, Sickness And Disability

My name is Dr. John Traviss,

I have treated literally hundreds of injury victims just like you. I have specialty training in the diagnosis and treatment of auto accident injuries. Our office utilizes the latest technology by offering Surface Electromyography (sEMG). This is a diagnostic tool that identifies and monitors neck and back soft tissue injuries. Currently, our office is one of only a few facilities in North Idaho that utilizes the sEMG diagnostic equipment.

What is a "Surface EMG"?

"EMG" stands for "Electromyography". It's a computer that reads muscle function, similar to an "EKG" of the heart. The way it works is that we apply electrodes to your muscles and have you go through movements to determine if your nerves and muscles are working properly. **Then we print out the report and give it to you to take home and keep for your records!**

Exhibit 1
Page 6 of 8

(Enclosed is a sample of a Surface EMG Report)

Please Turn To The Next Page

Most Common questions of accident victims.

Q: What if my car sustained only minor damage?

A: Documented studies done by specialists Charles Carroll, M.D., Paul McAtee, M.D., and Lee Riley, M.D. revealed that:

"The amount of damage to the automobile bears little relation to the force applied to the cervical neck (spine) of the occupants."

In other words, the severity of the injury to the passengers is not necessarily directly related to the damage to the vehicle. Most insurance adjusters love to convince you differently. Be careful!

Q: I definitely feel injured from my accident; however, I have a history of related types of aches and pains, and records of treatment. Does this harm my case?

A: No. This is why you need to see a specialist who is familiar with this circumstance. There is always a reason *why* you may feel injured or differently following an accident. My job is to identify specifically your new injury or the flare-up of an old one.

Q: Do I need an attorney?

A: *It is always important to take care of your well being as soon as possible. First priority is to get* checked by a doctor and begin, if needed, the appropriate treatment. After that, you will have enough information to decide if you want to hire an attorney or not.

Remember, the responsible party's insurance company has many attorneys, usually very good ones. You may need all the protection you can get. This can be done before or after treatment. If necessary, we can refer you to a reputable and qualified attorney.

Q: If I need treatment for this injury, do I have to pay for it myself as the treatment is rendered?

A: *No. Only in extremely rare circumstances does the patient pay for their care as it is rendered.* No matter who is at fault in the accident, you are still entitled to benefits under your car insurance policy. If you have 'medical pay' on your policy, this means your medical bills will be paid 100% up to a specific amount based on your policy limit. My office manager can assist you in obtaining this information. Using your 'medical pay' **will not** raise your rates. However, if you do not have 'medical pay' on your policy, then we will accept an attorney lien on the case. This allows you to get treatment and then have the bill paid when your case is settled. Again, feel free to call, my office manager can help you with this information.

Q: Does your treatment hurt?

A: *Absolutely not. I specialize in advanced care for both children and adults.* My therapies are very gentle and quite soothing. Most patients can hardly wait to get their care. Please see the 'Patients Speak Out' section.

Q: Is your care safe?

A: Yes, extremely. Particularly when compared to the side effects of overly prescribed medications and/or inappropriate use of surgery.

Exhibit 1
Page 7 of 8

Please Turn To The Next Page

Our Patients Speak.....

"Dr. Traviss is the Best!" **His expertise in biomechanics - posture, and nutrition is impressive. He helped keep me relatively injury free and was a significant part of extending my football career to 13 years. Thanks, Dr. T.** Randy Cross, all pro guard ~ S.F. 49er Football Team

"**Thanks for your great care. Your treatment of my neck and low back helped me get back in the game.**" Guy McIntyre, guard ~ S.F. 49er Football Team

"**I've never had Chiropractic Care before, but since receiving it personally, all I can say is 'What took me so long to get this treatment'!**" Cheryl Ringman. aerobics instructor

"Dr. Traviss is very **friendly and effective. He treated and coached me to a new American 'bench press' record.**" Pat Wagner ~ American powerlifting champion

"Dr. Traviss is very **competent and is thoroughly knowledgeable regarding his profession. He helped with my chronic low back pain, when nobody else could.**"
Steve Okamoto, financial planner ~ baseball coach

"**The service and people are excellent...they made me feel really comfortable. My terrible headaches are almost completely gone.**" Vickie Dawson, missionary

"**Friendly service - concern for patient's health - very real - not obligated - and I received relief from my low back pain.**" Bruce Miles. former pastor ~ New Life Community Church

"PATIENT SATISFACTION GUARANTEED"

Dr. John Traviss, DC (QME)
(208) 640-5523

Spinal-Joint Rehabilitation and Pain Treatment for Auto Injuries.

If you call our Accident & Injury Clinic, by _____ you will receive, **at no cost to you**, a complementary consultation and Surface EMG test. This test will report any hidden injuries that need to be documented, and if appropriate, with your permission, we can begin a course of action to treat your injuries. The test value exceeds $105.00.

Simply call our office and let our staff know you received this special report and would like to take advantage of this opportunity.

Sincerely,

Dr. John Traviss

P.S. - If you were not alone in the vehicle during the accident, the other person may want to be evaluated also. If there was more than one other person in the vehicle, let our office know and we will be honored to provide the same opportunity for them.

P.S.S. - For your convenience, enclosed is additional information regarding the Surface Electromyography (sEMG). ***Get your FREE EMG test before it's too late. Call today.***

Exhibit 1
Page 8 of 8

Directions to the Traviss Accident & Injury Clinic: From Coeur d'Alene, North on Highway 95 approximately 4 miles to Prairie Avenue, turn right and then the first left into Albertson's parking lot We are located to the left rear of Albertsons in World Gym. Gym membership is not required in order to be treated.