



COLLEGE OF  
**CHIROPRACTORS**  
— OF ALBERTA —

## Agreement and Undertaking Admission and Orders of:

Dr. Lance McAfee

On:

April 28, 2020

Posting expiration date:

April 28, 2030

## **AGREEMENT AND UNDERTAKING**

### **BETWEEN**

**Lance McAfee**  
("Dr. McAfee")

--and--

**The Alberta College and Association of Chiropractors**  
("The College")

### **WHEREAS:**

1. The College is a body incorporated pursuant to the *Health Professions Act*, R.S.A. 2000, c. H-7 ("*HPA*") and is the regulatory body for the profession of chiropractic;
2. Dr. McAfee is a regulated member of the College;
3. To ensure compliance with the advertising requirements set out in the *Health Professions Act* Section 102 on Advertising, and sections 1, 1a, 1e, 8, and 11 of the *Canadian Code of Advertising Standards*, regulated by Advertising Standards Canada, and The College *Standards of Practice*, 1.0 Advertising, Promotions and presentations, the *Advertising Directive* was approved by Council and adopted on March 1, 2019.
4. In response to repeated examples of non-compliance, to the Advertising Directive, by Dr. McAfee, the Complaints Director, of the College, pursuant to s. 56 of the *HPA*, treated that information as a complaint (the "Complaint") and opened an investigation into Dr. McAfee under the grounds of unprofessional conduct as follows:
  - a. Dr. McAfee has provided advertising and communication in contravention of the:
    - i. *Health Professions Act*
    - ii. *Standards of Practice*
    - iii. *College Advertising Directive*
5. By way of communication, The College has communicated the statutes to members and provides resources, through the College website, of the relevant legislation. Dr. McAfee received communication, from the College, on July 26, 2019, November 25, 2019, December 18, 2019, April 1, 2020 and on April 9, 2020 regarding non-compliance (*Note that this is not an exhaustive list*). The Complaints Director opened ACAC Complaint 20-07 on April 1, 2020 as a result. Furthermore, communication provided on November 25, 2019 included the possibility of levies being imposed if non-compliance continued. A letter dated April 1, 2020 was emailed to Dr. McAfee opening complaint number 20-07. The Complaints Director sought a response to the Complaint from Dr. McAfee.
6. The Complaints Director called Dr. McAfee on April 3, 2020 in response to an email received, that the non-compliant content would be corrected, to advise Dr. McAfee that a written response to the complaint would be required by the due date of April 10, 2020.

7. The College received an undated, and unsigned email response from Dr. McAfee on April 7, 2020 indicating that non-compliant examples had been sent to the service provider for correction.
8. On April 9, 2020 The College provided further communication, and screen captured information, to Dr. McAfee due to continued non-compliance.
9. On April 14, 2020 Dr. McAfee emailed the College indicating that the non-compliant information would be removed in the next 24 hours and a subsequent email that the site was now corrected.
10. On April 14, 2020 The Complaints Director called Dr. McAfee, on his cell number, and left a voice mail as follow up to Dr. McAfee's email. A follow up email was also sent on this day.
11. Based on the Complaint, the Complaints Director believes that there is sufficient evidence of unprofessional conduct to refer this matter to a hearing, but no referral has been made as of yet.
12. The Complaints Director, pursuant to section 55 (2) (a.1) of the *HPA*, has proposed this Agreement and Undertaking, to Dr. McAfee, in an attempt to resolve the Complaint, as an alternative to this matter proceeding to a hearing.

**IN CONSIDERATION OF** the terms and conditions set out herein, the College and Dr. McAfee hereby agree as follows:

1. Dr. McAfee hereby acknowledges that he:
  - a. Contravened the *Health Professions Act* S. 102 by engaging in advertising that is untruthful, inaccurate or otherwise capable of misleading or misinforming the public.
  - b. Contravened the *Standards of Practice* 1.0 Advertising, Promotions, and Presentations by providing communication that was not considerate of the overall integrity and reputation of the profession.
  - c. Contravened the *College Advertising Directive* by suggesting Chiropractic treatment not compliant with the Directive.

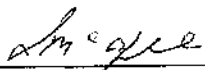
and further acknowledges and admits that his conduct constitutes unprofessional conduct and is deserving of sanction.

2. Dr. McAfee hereby acknowledges that, in consideration of the acknowledgements and admissions noted above and the College staying a referral of the Complaint to a Part 4 *HPA* Hearing Tribunal, he agrees to the following:
  - a. Dr. McAfee will review the Advertising Directive and Standards of Practice 1.0 to ensure that no further compliance issues will occur.
  - b. That as per ACAC Bylaw 13, and the requirements of the *HPA*, the conduct that resulted in this Agreement and Undertaking must be published.
  - c. Concurrent with the execution of this Agreement and Undertaking, Dr. McAfee will, within 30 days of receipt of invoice, pay the College the costs incurred by it on this matter, which for the purpose of this Agreement are defined as **\$1000.00**. Failure to pay these costs will result in debt owing to the College, and payment of those costs shall be a requirement for completion of Dr. McAfee's annual practice permit renewal.

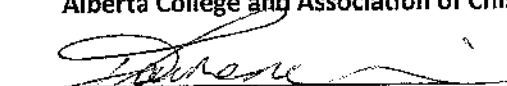
- d. The College will be at liberty to publish any, or all, of the information contained in this Agreement and Undertaking (including Dr. McAfee's name), in the Registrar's Annual Report to the membership, as well the monthly Registrar's Report.
- e. In the event that Dr. McAfee fails to comply with the terms of this Agreement and Undertaking, Dr. McAfee agrees and acknowledges that the Complaints Director may refer that non-compliance and the Complaint to a hearing before a Hearing Tribunal pursuant to Part 4 of the HPA.
- f. If a further complaint is received by the College, after the date of this Agreement and Undertaking, and the complaint results in a hearing before the Hearing Tribunal, with a finding of unprofessional conduct being made against Dr. McAfee, that the circumstances surrounding the Complaint and this Agreement and Undertaking may be provided to, and considered by, the Hearing Tribunal for the purpose of determining a penalty.

I, Lance McAfee, have had the opportunity to seek legal advice in relation to this matter, and hereby acknowledge that I voluntarily enter into this Agreement and Undertaking with the College.

April 27/2020  
Date

  
Dr. Lance McAfee

April 28/2020  
Date

Alberta College and Association of Chiropractors  
  
David Lawrence, Complaints Director