

2.1 (4) the licensee does not initiate, individually or through any employee, independent
2.2 contractor, agent, or third party, direct contact with the person after the written materials
2.3 are sent.

2.4 (c) This subdivision does not apply to:

2.5 (1) advertising that does not involve direct contact with specific prospective patients,
2.6 in public media such as telephone directories, professional directories, ads in newspapers
2.7 and other periodicals, radio or television ads, Web sites, billboards, or similar media;

2.8 (2) general marketing practices such as giving lectures; participating in special
2.9 events, trade shows, or meetings of organizations; or making presentations relative to the
2.10 benefits of ~~chiropractic~~ a specific medical treatment;

2.11 (3) contact with friends or relatives, or statements made in a social setting;

2.12 (4) direct contact initiated by an ambulance service licensed under chapter 144E, a
2.13 medical response unit registered under section 144E.275, or by the emergency department
2.14 of a hospital licensed under chapter 144, for the purpose of rendering emergency care; or

2.15 (5) a situation in which the injured person:

2.16 (i) had a prior professional relationship with the licensee;

2.17 (ii) has selected that licensee as the licensee from whom the injured person receives
2.18 health care; or

2.19 (iii) has received treatment related to the accident from the licensee.

2.20 (d) Any solicitations or advertisements for medical treatment of an injury arising
2.21 out of the maintenance or use of an automobile shall only be undertaken by a Minnesota
2.22 licensed health care provider using the licensee's own legal name and the legal name of
2.23 the licensee's clinic. The advertisement or solicitation shall not include an assumed or
2.24 fictitious name for the licensee or clinic. The licensee's legal name or the legal name of
2.25 the licensee's clinic must be prominently displayed or referenced in the solicitation or
2.26 advertisement.

2.27 (e) A violation of this subdivision is grounds for the licensing authority to take
2.28 disciplinary action against the licensee, including revocation in appropriate cases.