

BEFORE THE ARKANSAS STATE BOARD OF DENTAL EXAMINERS

IN THE MATTER OF JERRY E. BRADLEY, D. D. S.

ORDER

On this 12th day of April, 1991, comes on for hearing the matter of JERRY E. BRADLEY, D. D. S. The Arkansas State Board of Dental Examiners appeared together by a quorum of its membership together with its attorney, William H. Trice, III and JERRY E. BRADLEY, D. D. S. appeared pro se. From the pleadings, evidence introduced, testimony of the witnesses, and argument of counsel, the Board finds that:

1. JERRY E. BRADLEY, D. D. S. is licensed to practice dentistry in the State of Arkansas under the provisions of the Dental Practice Act.

2. JERRY E. BRADLEY, D. D. S. has been licensed as a specialist, more especially in the specialty area of periodontics.

3. There is no specialty area of gum diseases or dental implants authorized by the Arkansas State Board of Dental Examiners or the statutes and rules and regulations of said Board.

4. JERRY E. BRADLEY, D. D. S. has advertised his services in Southwestern Bell Yellow Pages in the following manner:

"SPECIALIZING IN GUM DISEASES AND DENTAL IMPLANTS"

WHEREFORE, IT IS CONSIDERED, ORDERED AND ADJUDGED THAT JERRY E. BRADLEY, D.D.S. has violated Arkansas Code Annotated §17-82-305(E), more especially holding himself out to the public as a specialist in an area that is not an authorized specialty.

IT IS FURTHER ORDERED AND ADJUDGED that as a result of JERRY E. BRADLEY, D.D.S. stating that he does not desire to advertise in a similar fashion in the future, all punishment is waived as a result of this violation of the Dental Practice Act.

IT IS SO ORDERED.

ARKANSAS STATE BOARD OF DENTAL EXAMINERS

By: *Richard W. Form* Secretary

Date: May 1, 1991

APPROVED AS TO FORM:

William H. Trice, III
William H. Trice, III, Attorney
Arkansas State Board of Dental Examiners

BEFORE THE ARKANSAS STATE BOARD OF DENTAL EXAMINERS

IN THE MATTER OF: **JERRY E. BRADLEY, D.D.S.**

ORDER

On this day comes on for hearing the matter of Jerry E. Bradley, D.D.S. The Arkansas State Board of Dental Examiners appeared together by a quorum of its membership together with its attorney, William H. Trice III, and Jerry E. Bradley, D.D.S. appeared pro se. From the pleadings, evidence introduced, and agreement of the parties and argument of counsel, the Board finds that:

1. Jerry E. Bradley, D.D.S. is a licensed dentist in the State of Arkansas under the provisions of the Dental Practice Act.
2. Jerry E. Bradley, D.D.S. is licensed by the Arkansas State Board of Dental Examiners as a specialist in the field of periodontics.
3. Jerry E. Bradley, D.D.S. has held himself out to the public as a "specialist" in Periodontics and Branemark Implants. Said advertising was portrayed on his letterhead by a letter communicated to the Arkansas State Board of Dental Examiners dated 6 April, 1993.
4. Branemark Implants is not a field of specialization approved for specialty license by the Arkansas State Board of Dental Examiners as stated in Ark. Code Ann. § 17-82-305(c).
5. Ark. Code Ann. § 25-15-208(b) of the Administrative Procedure Act provides that an administrative board and a party before the Board can reach informal disposition of an issue by stipulation, settlement, consent order or default.

6. The Arkansas State Board of Dental Examiners and Jerry E. Bradley, D.D.S. have agreed that the Practice Act has been violated as stated in Paragraph 3 above and that the sanction or punishment for said violation should be as follows:

a. Jerry E. Bradley, D.D.S. will pay a \$1,000.00 fine.

WHEREFORE IT IS CONSIDERED ORDERED AND ADJUDGED THAT:

1. Pursuant to the agreement of the parties, Jerry E. Bradley, D.D.S. has violated Ark. Code Ann. § 17-82-305(c) that is holding himself out to the public as a "specialist" in a field not approved as a specialty field by the Arkansas State Board of Dental Examiners.

2. Pursuant to the agreement, Jerry E. Bradley, D.D.S. is fined \$1,000.00.

3. Said fine of \$1,000.00 has been paid to the Arkansas State Board of Dental Examiners by Jerry E. Bradley, D.D.S.

IT IS SO ORDERED.

ARKANSAS STATE BOARD OF DENTAL EXAMINERS

BY: Robert H. Burch, D.D.S.
ROBERT H. BURCH, D.D.S., President

DATE: 22 Aug 93

APPROVED AS TO FORM:

William H. Trice III
WILLIAM H. TRICE III
Attorney for the Arkansas State
Board of Dental Examiners

Jerry E. Bradley
JERRY E. BRADLEY, D.D.S., pro se

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