

STATE OF FLORIDA  
DEPARTMENT OF PROFESSIONAL REGULATION

BOARD: Medical Examiners  
CASE NUMBER: 0073918  
COMPLAINT MADE BY: Roy S. White, D.C.  
12934 Kenwood Lane, S.W.,  
Suite 32  
Fort Myers, Florida 33907  
DATE COMPLAINT RECEIVED: February 4, 1986  
COMPLAINT MADE AGAINST: E. F. Steinmetz, M.D.  
3661 Central Avenue  
Fort Myers, Florida 33901  
REVIEWED BY: Stephanie A. Daniel/tal  
STAFF RECOMMENDATION: Dismiss (PL-06)

CLOSING ORDER

THE COMPLAINT: Complainant alleges that the Subject of the investigation engaged in false, deceptive or misleading advertising, in that he advertised his facility uses state-of-the-art diagnostic equipment available only in the vascular laboratories of Lee Memorial Hospital, Fort Myers Community Hospital and Cape Coral Hospital.

THE FACTS: Investigation substantiated the allegation. However, the advertisement in dispute has subsequently been modified to explain more fully the services and equipment available.

THE LAW: Based upon the foregoing, there is sufficient probable cause to believe that a violation of Section 458.331(1)(d), Florida Statutes, has occurred. However, as the advertisement at issue has been corrected, the case should be closed by sending the Subject a letter of guidance.

It is, therefore, ORDERED that this matter should be, and the same is hereby dismissed.

DONE and ORDERED this 22nd day of November, 1986.

Emilio D. Escobar M.D.  
CHAIRMAN, PROBABLE CAUSE PANEL  
Board of Medical Examiners

SAD/tal  
09/10/86