

# **The Expanding Acupuncture Practice Survey**

## **Executive Summary**

A RESEARCH REPORT BY



# METHODOLOGY

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This survey was initiated on November 29, 2011 by MPA Media, publishers of *Acupuncture Today*, *Dynamic Chiropractic*, *Dynamic Chiropractic PracticeINSIGHTS* and *Massage Today*. The survey was sent to 17,780 acupuncturists. The response rate was 4 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

# DISCUSSION

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This survey was created to establish the habits and opinions of acupuncturists as they relate to how and why they offer certain products and services to their patients. The first question asks acupuncturists to describe how long they have been in practice. Here, the majority of acupuncturists (31 percent) say they have been in practice between 5 and 9 years, followed by 10 to 14 years (24 percent), less than 5 years (23 percent), 15 to 19 years (10 percent), 20 to 24 years (6 percent) and 25 years or more (6 percent).

When asked the percentage of patients they currently offer products to, nearly a quarter (24 percent) offer products to less than 10 percent of their patients, followed by about half (23 percent), almost all (21 percent), about 75 percent (16 percent) and about 25 percent (16 percent). In total, approximately 60 percent of acupuncturists offer products to at least half of their patients.

Next, we asked acupuncturists to describe the products and services they offer their patients. Here, 86 percent offer herbs, followed by topical analgesics (66 percent) and nutritional supplements (59 percent).

There appears to be significant growth potential in several markets as acupuncturists say they are thinking about offering or would like to someday offer an e-newsletter (46 percent), rehab products (27 percent), anti-aging products and services (26 percent), homeopathic remedies (24 percent), weight loss products (23 percent), nutritional supplements (23 percent), TENS devices (20 percent), posture clothing (18 percent) and pillows (18 percent).



In general, 51 percent of acupuncturists expect to increase the products and services they offer their patients, 48 percent expect they will offer about the same and only 1 percent intend to decrease the products and services they offer their patients.

Three-quarters of respondents find information about new products and services to offer their patients through their colleagues, followed by the Internet (60 percent), trade publications (58 percent) and conventions (39 percent).

## **CONCLUSION**

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Overall, it appears that the majority of acupuncturists do offer some type of product or service to their patients. In fact, more than half of the respondents indicated that they will increase the products and services they offer their patients and a third offer their products to almost all of their patients. There are a number of products and services that acupuncturists are considering adding to their practice, signaling potential growth in those markets.

In this survey, acupuncturists indicate they are thinking about or would someday like to offer an e-newsletter, rehab products, anti-aging products and services, homeopathic remedies, weight loss products, nutritional supplements, TENS devices, posture clothing, and pillows.

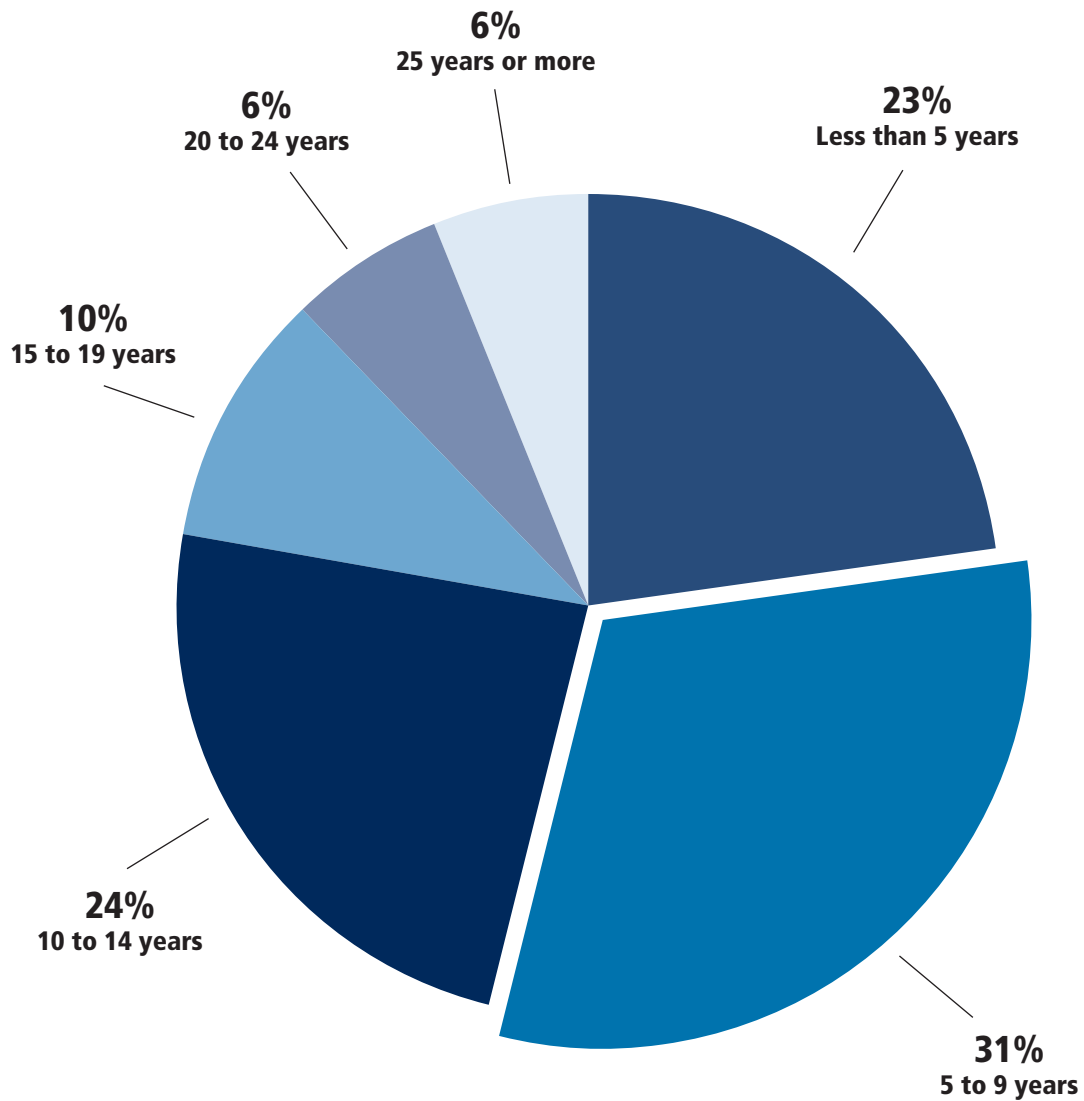
After their colleagues, the majority of acupuncturists say they find information about new products and services through the Internet (60 percent) and trade publications (58 percent). Some also find this information at conventions.

The information in this survey should be used to better understand how acupuncturists purchase their practice supplies, how knowledgeable they are about certain companies and where they get information about new products and/ or services.



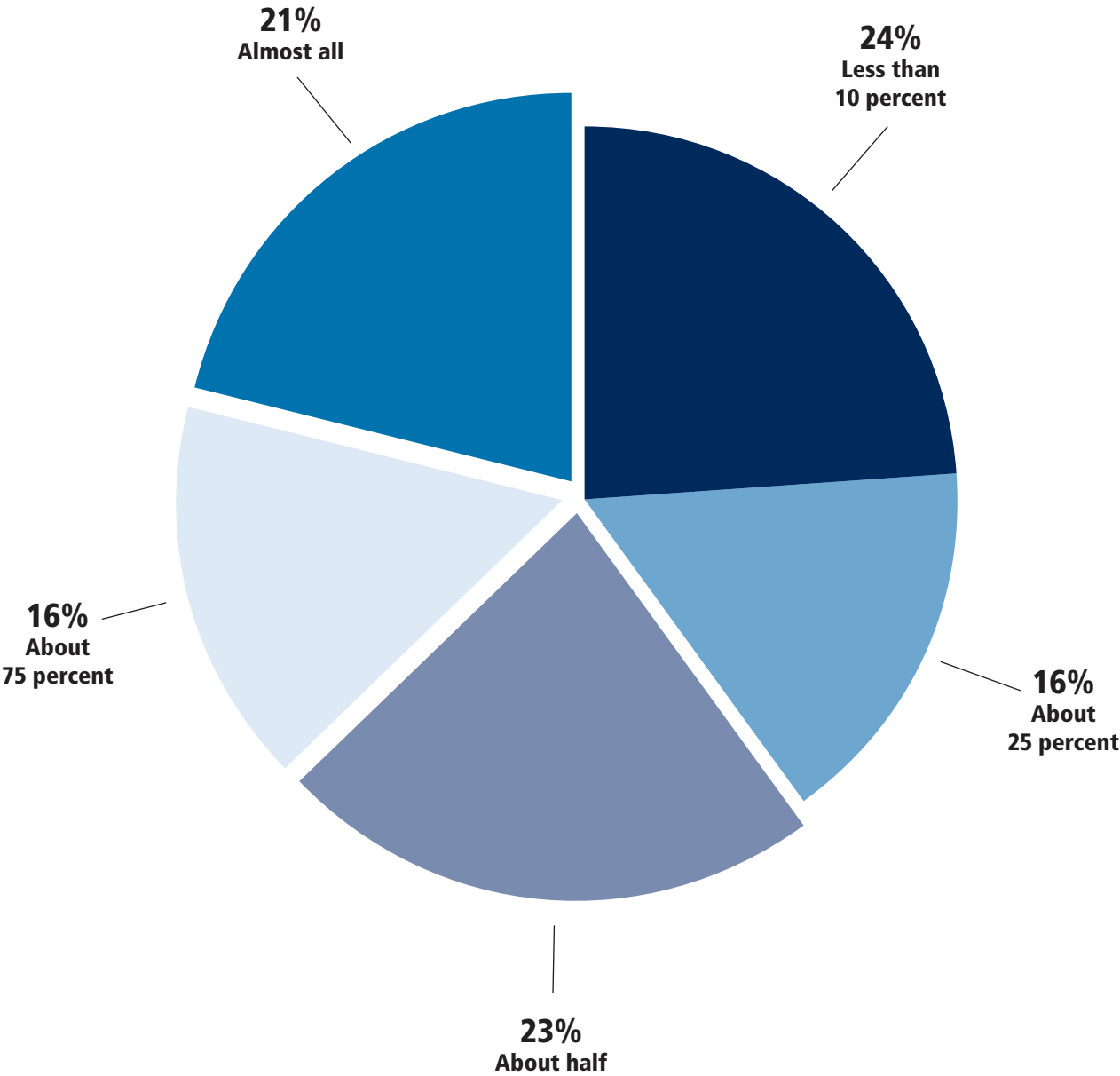
## 1. How long have you been in practice?

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2. What percentage of your patients do you currently offer products to?

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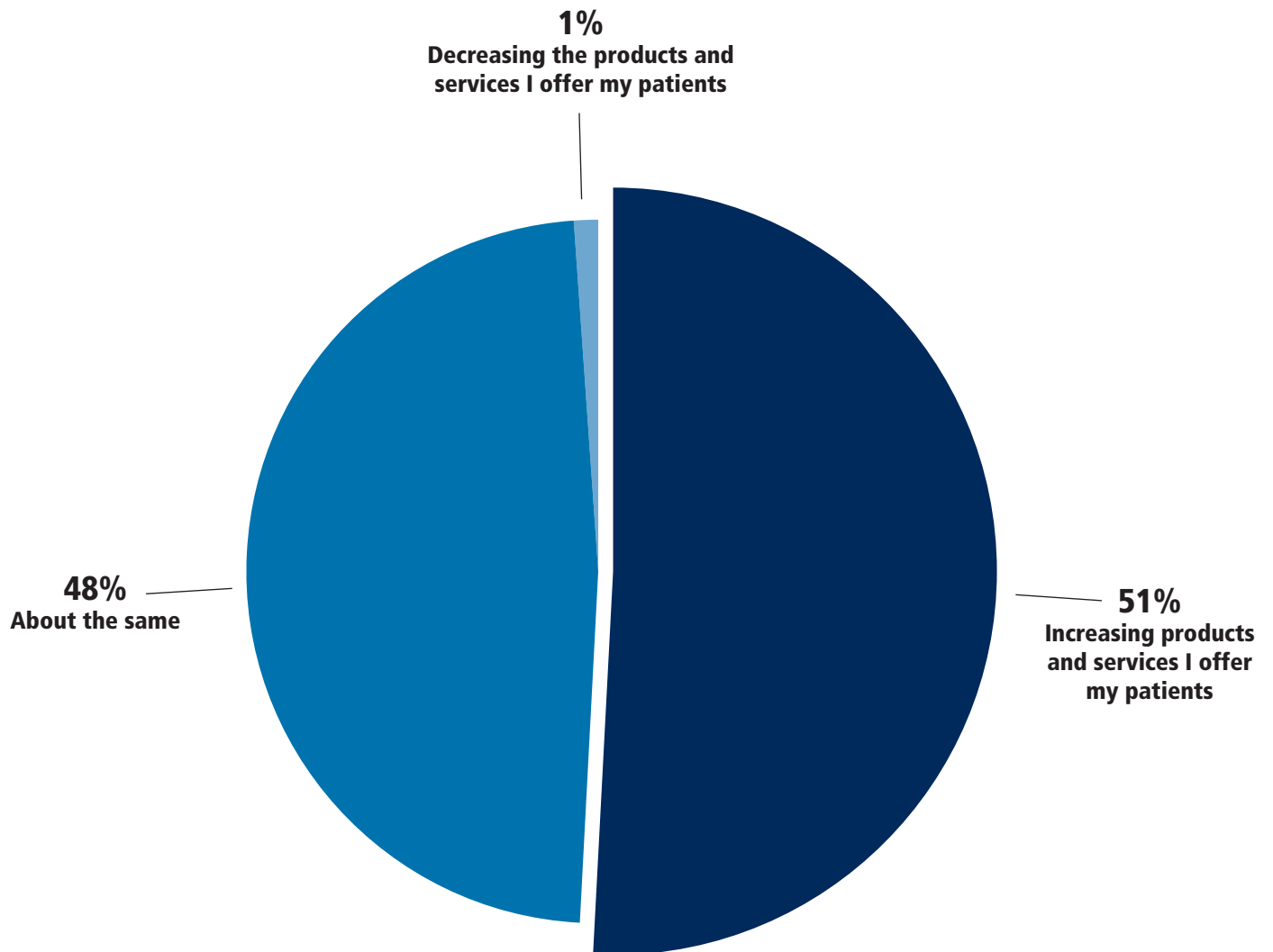
### 3. Which of the following do you offer to your patients?

	Currently offer to patients	Thinking about offering	Would like to offer someday	Not interested in offering
Herbs	86%	4%	4%	6%
Topical analgesics	66%	9%	7%	19%
Nutritional supplements	59%	12%	11%	18%
Homeopathic remedies	38%	11%	13%	37%
E-newsletter	31%	20%	26%	22%
Weight loss products	31%	10%	13%	46%
Anti-aging products and services	27%	12%	14%	47%
TENS devices	13%	8%	12%	67%
Rehab products	12%	13%	14%	61%
Laser products	8%	6%	16%	69%
Pillows	8%	8%	10%	75%
Orthotics	4%	4%	9%	83%
Posture clothing	2%	7%	11%	81%



**4. In general, what is your future expectation about what you offer your patients?**

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**5. Where do you find information about new products and services to offer your patients? [Please select all that apply]**

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