

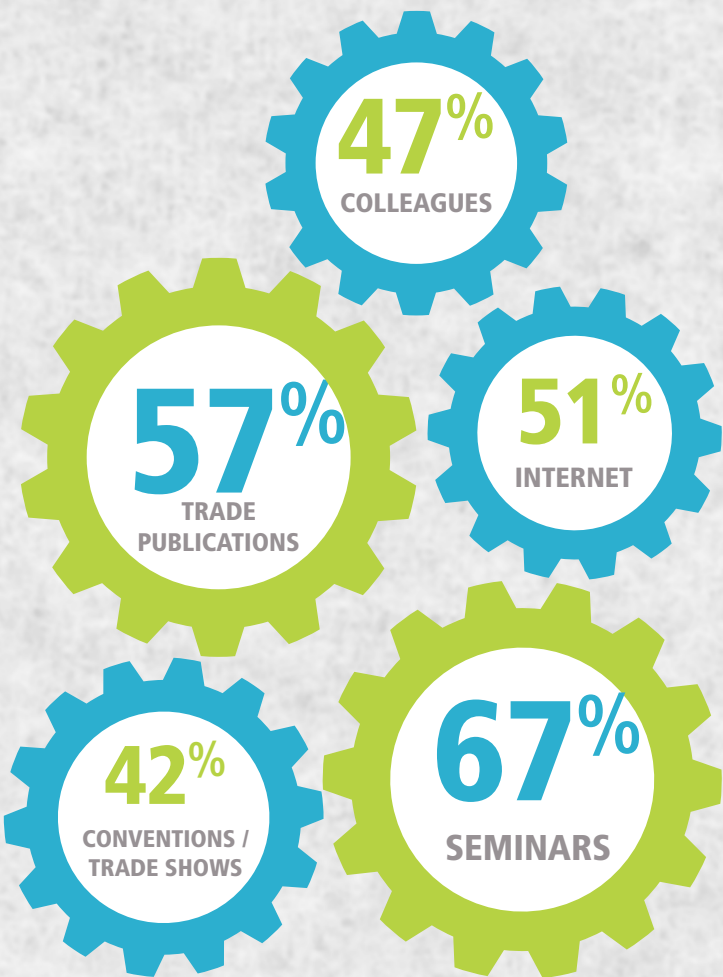
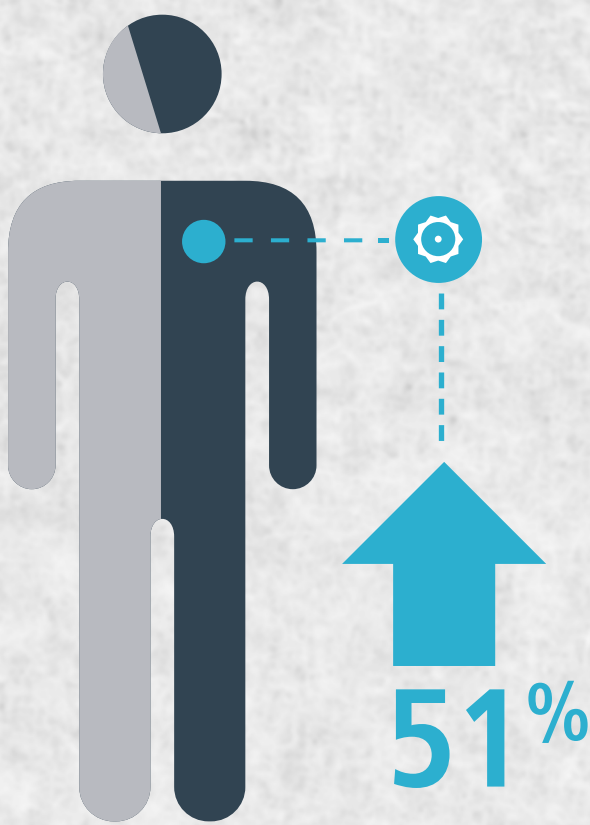
# Dynamic Chiropractic™

## 2014 EXPANDING CHIROPRACTIC PRACTICE SURVEY PRODUCTS AND SERVICES EDITION

**MORE THAN HALF** of chiropractors expect to increase the products and services they offer to their patients.

### INFORMATION

{ Where do chiropractors find information about new products and services? }



### PRODUCTS

{ What products are chiropractors selling to their patients? }

|                            | Weight Loss | Rehab | TENS Devices | Homeopathic Remedies | Posture Clothing | Anti-Aging | Orthotics |
|----------------------------|-------------|-------|--------------|----------------------|------------------|------------|-----------|
| Currently Selling          | 27%         | 48%   | 37%          | 33%                  | 3%               | 15%        | 59%       |
| Thinking About Selling     | 16%         | 13%   | 11%          | 11%                  | 11%              | 10%        | 9%        |
| Would Like to Sell Someday | 10%         | 7%    | 4%           | 12%                  | 12%              | 11%        | 7%        |

|                            | Laser | Herbs | PH Balanced Water | Topical Analgesics | Nutritional Supplements | Beds | Pillows |
|----------------------------|-------|-------|-------------------|--------------------|-------------------------|------|---------|
| Currently Selling          | 9%    | 41%   | 3%                | 71%                | 70%                     | 5%   | 59%     |
| Thinking About Selling     | 9%    | 8%    | 8%                | 5%                 | 5%                      | 5%   | 3%      |
| Would Like to Sell Someday | 16%   | 13%   | 9%                | 4%                 | 7%                      | 8%   | 8%      |



### SERVICES

{ What services are chiropractors using in their practice? }

|                           | Laser | E-Newsletter | Weight Loss | Lab | Sleep Wellness | Practice Mgmt Software |
|---------------------------|-------|--------------|-------------|-----|----------------|------------------------|
| Currently Using           | 41%   | 31%          | 27%         | 37% | 9%             | 46%                    |
| Thinking About Using      | 15%   | 15%          | 15%         | 14% | 12%            | 10%                    |
| Would Like to Use Someday | 13%   | 18%          | 14%         | 11% | 15%            | 7%                     |

|                           | Rehab Services | Anti-Aging | TENS Devices | Infrared | Topical Analgesics | Cupping |
|---------------------------|----------------|------------|--------------|----------|--------------------|---------|
| Currently Using           | 53%            | 14%        | 42%          | 21%      | 73%                | 7%      |
| Thinking About Using      | 9%             | 9%         | 8%           | 8%       | 4%                 | 3%      |
| Would Like to Use Someday | 8%             | 12%        | 5%           | 8%       | 4%                 | 6%      |