

Dynamic Chiropractic's
CHIROPRACTIC DISTRIBUTOR
SURVEY

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on September 16, 2009 and completed on September 24, 2009 by MPA Media, publishers of *Dynamic Chiropractic*, *Dynamic Chiropractic Canada*, *Nutritional Wellness*, *To Your Health*, *Acupuncture Today*, *Massage Today* and *DC Practice Insights*. The online link to the survey was e-mailed to approximately 5,000 doctors of chiropractic. Their response rate was just under 2%. Like all online surveys, participants have a tendency to “self select” based upon their interest in the topic presented.

DISCUSSION:

This survey is designed to examine the habits and opinions of doctors of chiropractic as they relate to distributors of chiropractic products.

The first question asks which advertisements have been distinctly seen in the past year. By this measurement, the results are Scrip-Hessco and Medical Arts Press are tied followed by Core Products and then Meyer.

The results of question two are presented in two ways to show how aware doctors are with each company. The first table (2a.) presents the data sorted by the percentage of doctors who state “I’m a customer.” Here Medical Arts Press comes out ahead of Scrip-Hessco and Meyer is slightly ahead of Core Products. The second sorting (2b.) is shown inversely by the percentage of doctors who have “never heard of them.” Medical Arts Press, Scrip-Hessco, Core Products and Meyer, are ranked respectively by the least number of doctors who have “never heard of them.”

While the question was not asked, based upon the results in question two, the average number of companies that a doctor purchases from is greater than two. As is true for other product types, this number could actually be higher for many doctors.

The results of question three are presented similarly regarding how likely the DC is to purchase from the company. But included is a look at



what percent of the DCs “don’t like” the company. Again, the first table (3a.) presents the data sorted by the percentage of doctors who state “I’m already a customer” with the order remaining the same as the results in Question 2a. The second sorting (3b.) is presented inversely by the percentage of doctors who “don’t know enough about them to buy from them.” Again, the results are ranked the same as those in Question 2b. When looking at the responses of “Don’t like them,” only Scrip-Hessco has any results and those were only 2%. This is considerably less than most industries.

Questions four and five ask who decides which chiropractic distributor companies to buy from and who actually orders the products. In 93% of the offices, it is the doctor who decides which company to buy from. But in only 58% of the offices does the doctor actually order the products. The office manager or CA orders the products 41% of the time.

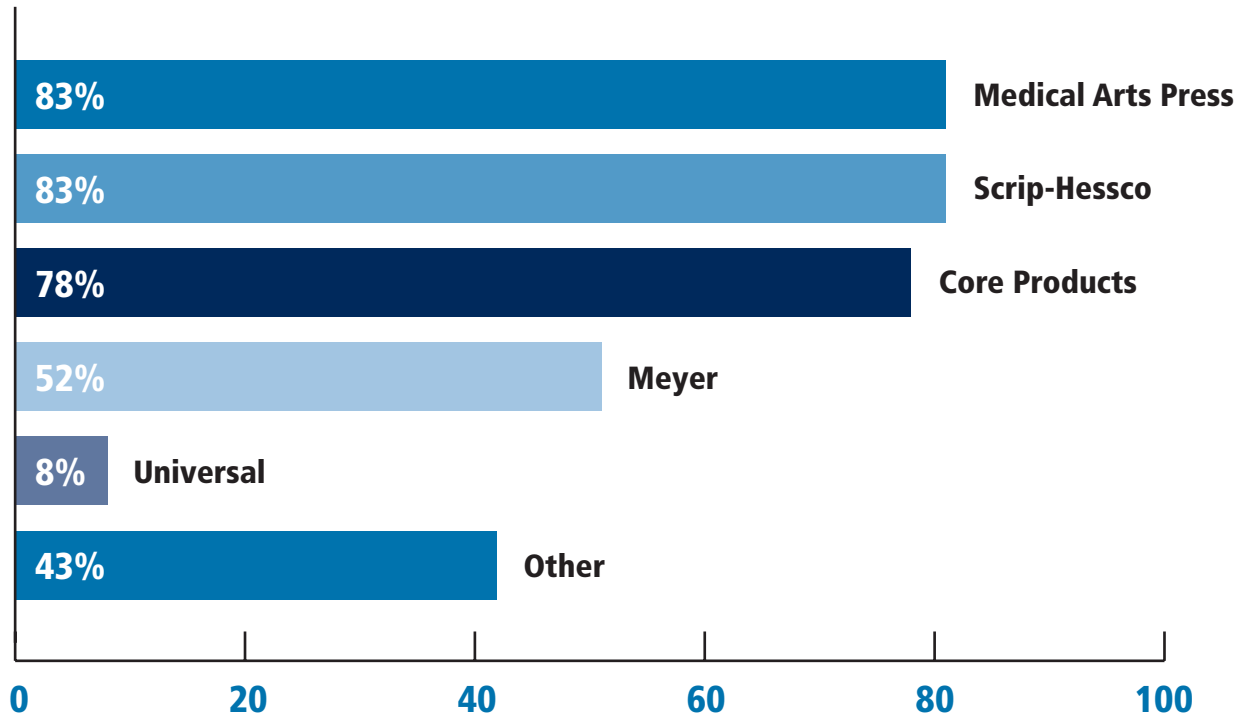
Question six asks which company is the doctor’s primary vendor, with the top four being Scrip-Hessco, Meyer, Medical Arts Press and Core Products respectively. Question seven asks for agreement on positive statements regarding the primary vendor’s product quality, nutritional philosophy, customer service and pricing. These two questions can be cross tabulated for specific vendors.

The last two questions, eight and nine, examine the percentage of doctors who no longer purchase products from specific companies and why they are no longer customers (46%). Question nine shows that the most often cited reason for leaving their previous company was due to poor customer service (46%). This was twice the percentage of the next highest response (23%), those who are no longer buying from a previous vendor because they “don’t see the products I needed.” Interestingly, only 10% are no longer working with a chiropractic distributor company because they were “too expensive.”

This information should be used to better understand the purchasing habits of doctors of chiropractic and their opinions of the chiropractic distributor companies that were included.



1. Which of the following companies have you distinctly seen an advertisement for in the last year?



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2a. How aware are you of the following chiropractic distributor companies?

	I'm A Customer	Very Aware	Somewhat Aware	Never Heard of Them
Medical Arts Press	70%	18%	8%	3%
Scrip-Hessco	67%	19%	8%	6%
Meyer	40%	16%	17%	26%
Core Products	38%	32%	20%	10%
Universal	2%	6%	21%	71%

2b. How aware are you of the following chiropractic distributor companies?

	I'm A Customer	Very Aware	Somewhat Aware	Never Heard of Them
Medical Arts Press	70%	18%	8%	3%
Scrip-Hessco	67%	19%	8%	6%
Core Products	38%	32%	20%	10%
Meyer	40%	16%	17%	26%
Universal	2%	6%	21%	71%



3a. Based upon what you know about these companies, how likely are you to purchase products from them?

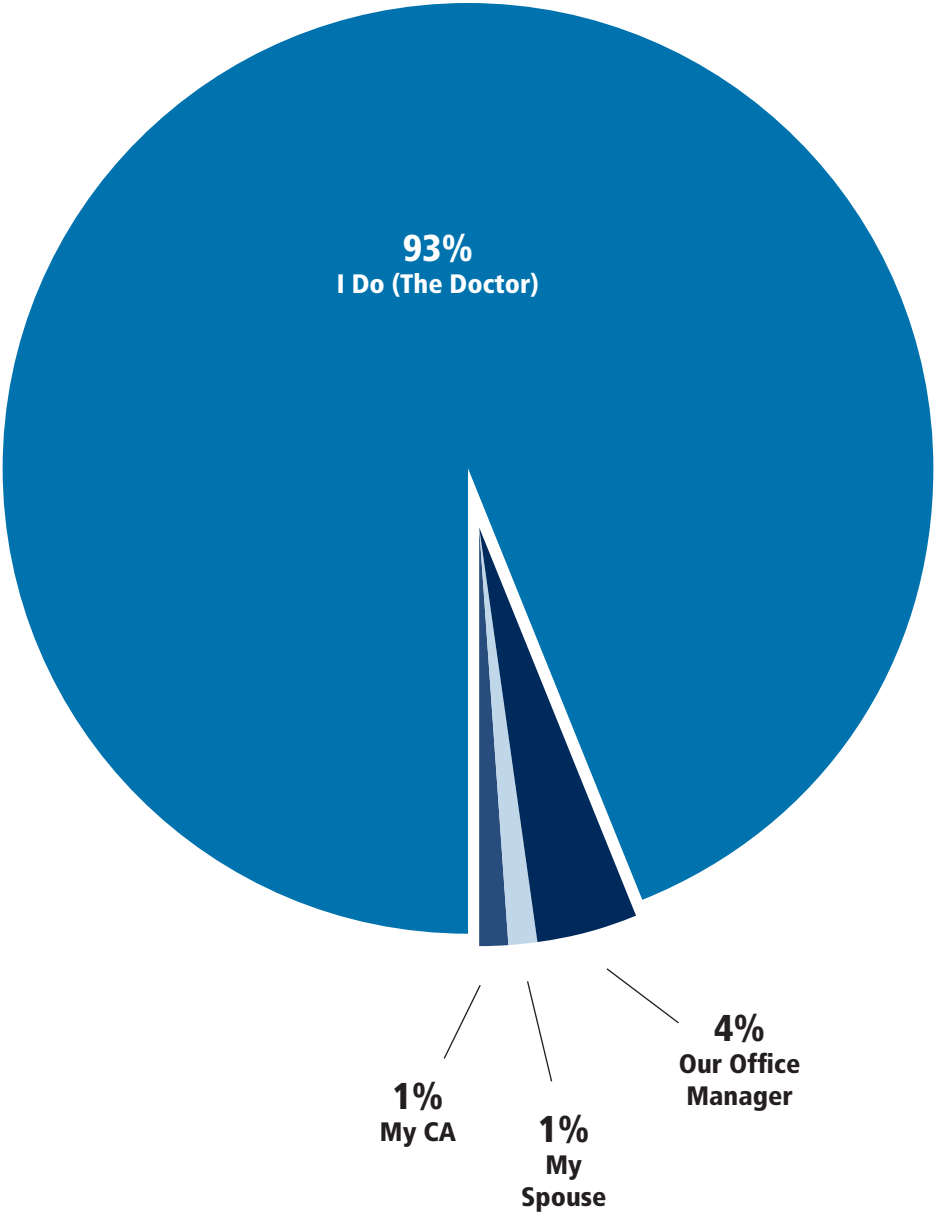
	I'm Already A Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough About Them To Buy From Them
Medical Arts Press	66%	11%	16%	0%	7%
Scrip-Hessco	64%	11%	12%	2%	10%
Meyer	37%	15%	12%	0%	36%
Core Products	32%	15%	31%	0%	22%
Universal	1%	1%	11%	0%	86%

3a. Based upon what you know about these companies, how likely are you to purchase products from them?

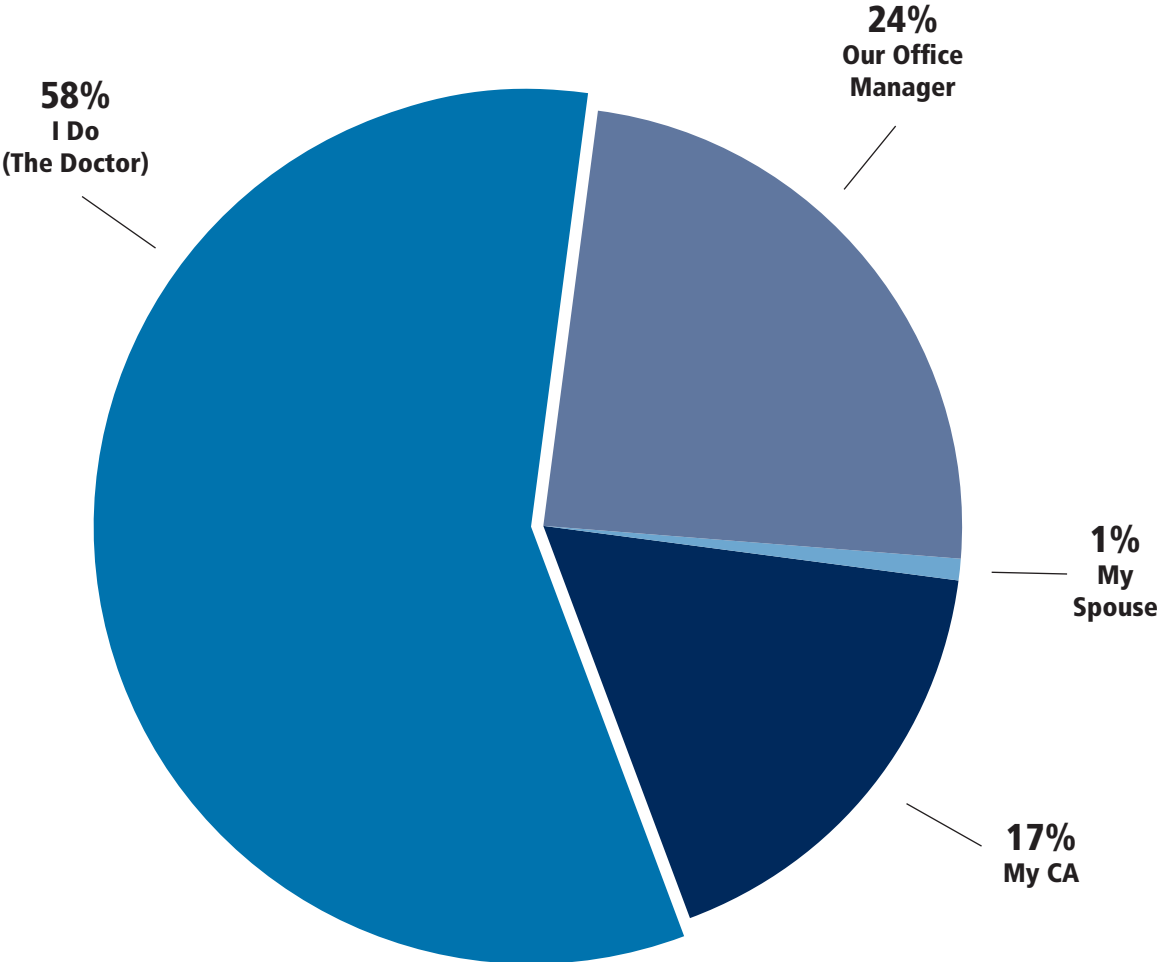
	I'm Already A Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough About Them To Buy From Them
Medical Arts Press	66%	11%	16%	0%	7%
Scrip-Hessco	64%	11%	12%	2%	10%
Core Products	32%	15%	31%	0%	22%
Meyer	37%	15%	12%	0%	36%
Universal	1%	1%	11%	0%	86%



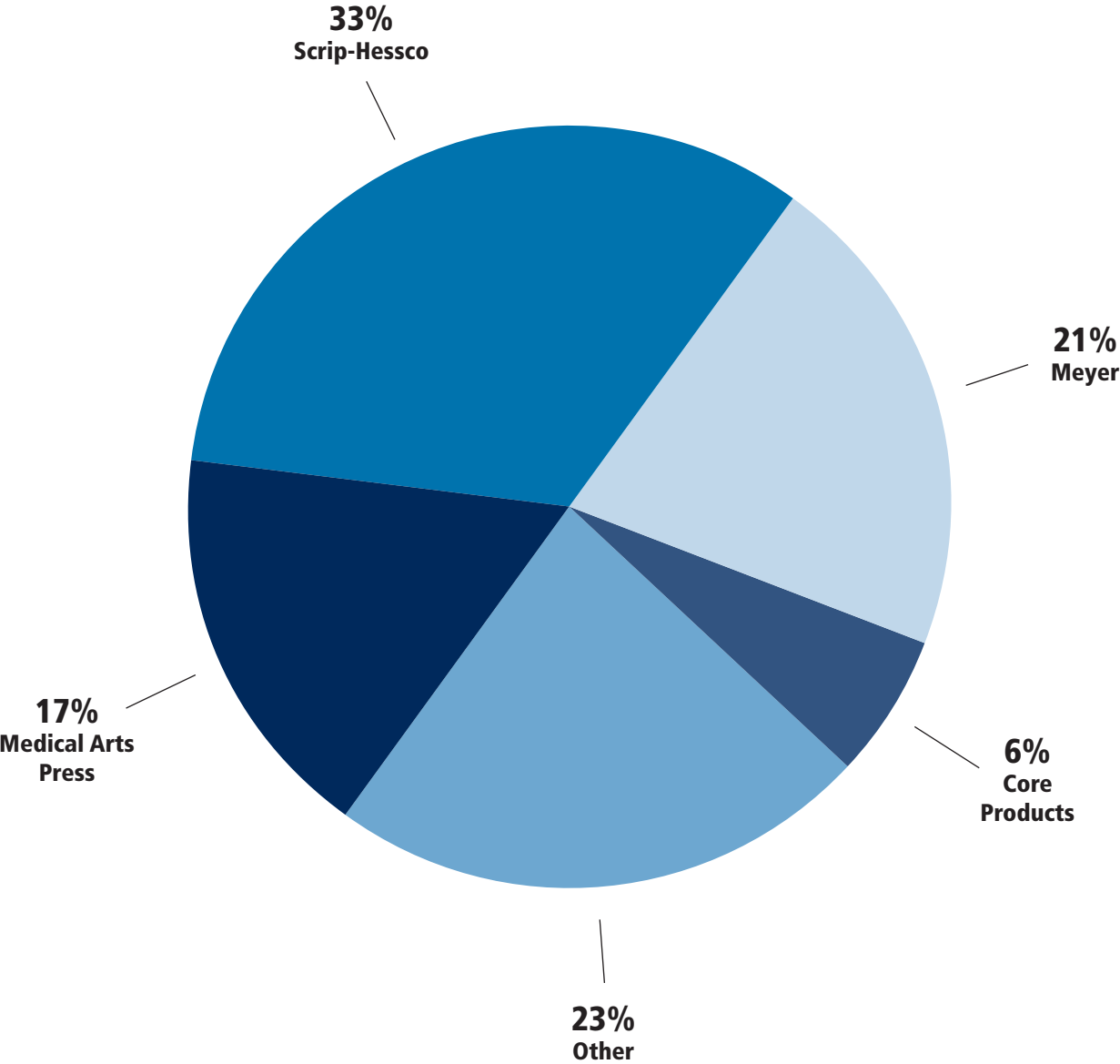
4. Who in your office decides which chiropractic distributor companies to buy from?



5. Who actually orders products from the chiropractic distributor companies you buy from?



6. Which of the following chiropractic distributor companies do you purchase most of your products from?



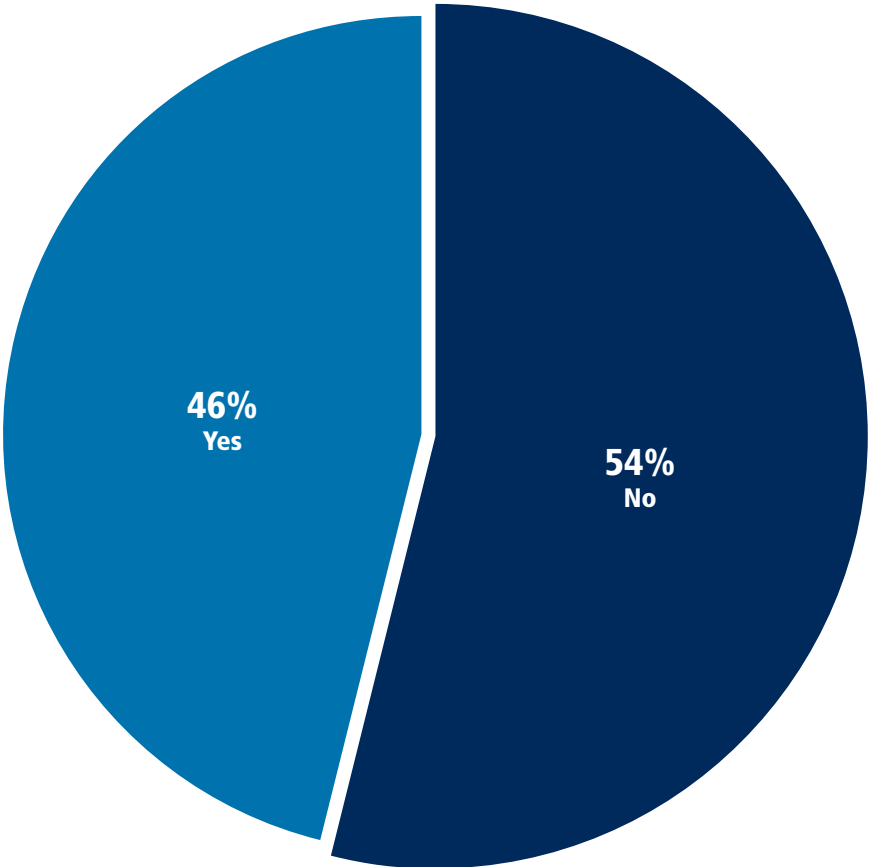
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7. How well do you agree with the following statements regarding the chiropractic distributor company you purchase most of your products from:

	Totally Agree	Somewhat Agree	Somewhat Disagree	Totally Disagree
I am confident in the quality of their products	82%	18%	0%	0%
Their pricing is very affordable	43%	53%	3%	1%
Their pricing represents a great value for the money	32%	59%	8%	1%
They have excellent customer service	57%	39%	2%	1%
They offer what I need	59%	39%	2%	0%
I don't order products from a chiropractic distributor company	3%	0%	6%	91%



8. Are there chiropractic distributor companies that you used to purchase from that you no longer purchase from?



9. What is the primary reason you decided not to purchase from them anymore?

