

The Expanding Chiropractic Practice Survey

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on November 29, 2011 by MPA Media, publishers of *Dynamic Chiropractic*, *Dynamic Chiropractic PracticeINSIGHTS*, *Massage Today* and *Acupuncture Today*. The survey was sent to 33,885 doctors of chiropractic (DC). The response rate was 0.6 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

DISCUSSION

This survey was created to establish the habits and opinions of DCs as they relate to how and why they offer certain products and services to their patients. The first question asks DCs to describe how long they have been in practice. Here, the majority of DCs (35 percent) say they have been in practice 25 years or more, followed by 20 to 24 years (20 percent), 10 to 14 years (17 percent), 5 to 9 years (15 percent), 15 to 19 years (10 percent) and less than 5 years (4 percent).

When asked the percentage of patients they currently offer products to, two-thirds (33 percent) say they offer products to almost all of their patients, followed by less than 10 percent (23 percent), about 25 percent (21 percent), about half (14 percent) and 9 percent of DCs offer to three-quarters of their patients.

Next, we asked DCs to describe the products and services they offer their patients. Here, more than three-quarters (76 percent) currently offer nutritional supplements, followed by topical analgesics (71 percent), orthotics (67 percent), pillows (64 percent), rehab products (59 percent), herbs (50 percent), e-newsletter (48 percent), TENS devices (45 percent) and weight loss products (40 percent). Though only 37 percent currently offer homeopathic remedies, another 21 percent are thinking about offering or would like to offer posture clothing to their patients someday.

More than half (60 percent) of DCs do not appear to be interested in offering posture clothing, but 29 percent are thinking about offering or would like to offer posture clothing to their patients someday, pointing to significant growth potential in this market. More than a quarter (27 percent) of respondents say they are thinking about or would someday like to offer laser products in the future, followed by anti-aging products and services (23 percent).



Another market poised for growth appears to be weight loss products. A significant percentage (40 percent) currently offer weight loss products, and another 28 percent are thinking about or would someday like to offer these products to their patients. While more than half currently offer rehab products (59 percent) and herbs (50 percent), these products also showed growth potential as 20 percent are thinking about or would someday like to offer rehab products to their patients, followed by 19 percent for herb products.

In general, 54 percent of DCs expect to increase the products and services they offer their patients, 44 percent expect they will offer about the same and only 2 percent intend to decrease the products and services they offer their patients.

More than two-thirds (67 percent) of respondents find information about new products and services to offer their patients through trade publications, followed by colleagues (64 percent), conventions (62 percent) and the Internet (57 percent).

CONCLUSION

Overall, it appears that the majority of DCs 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.

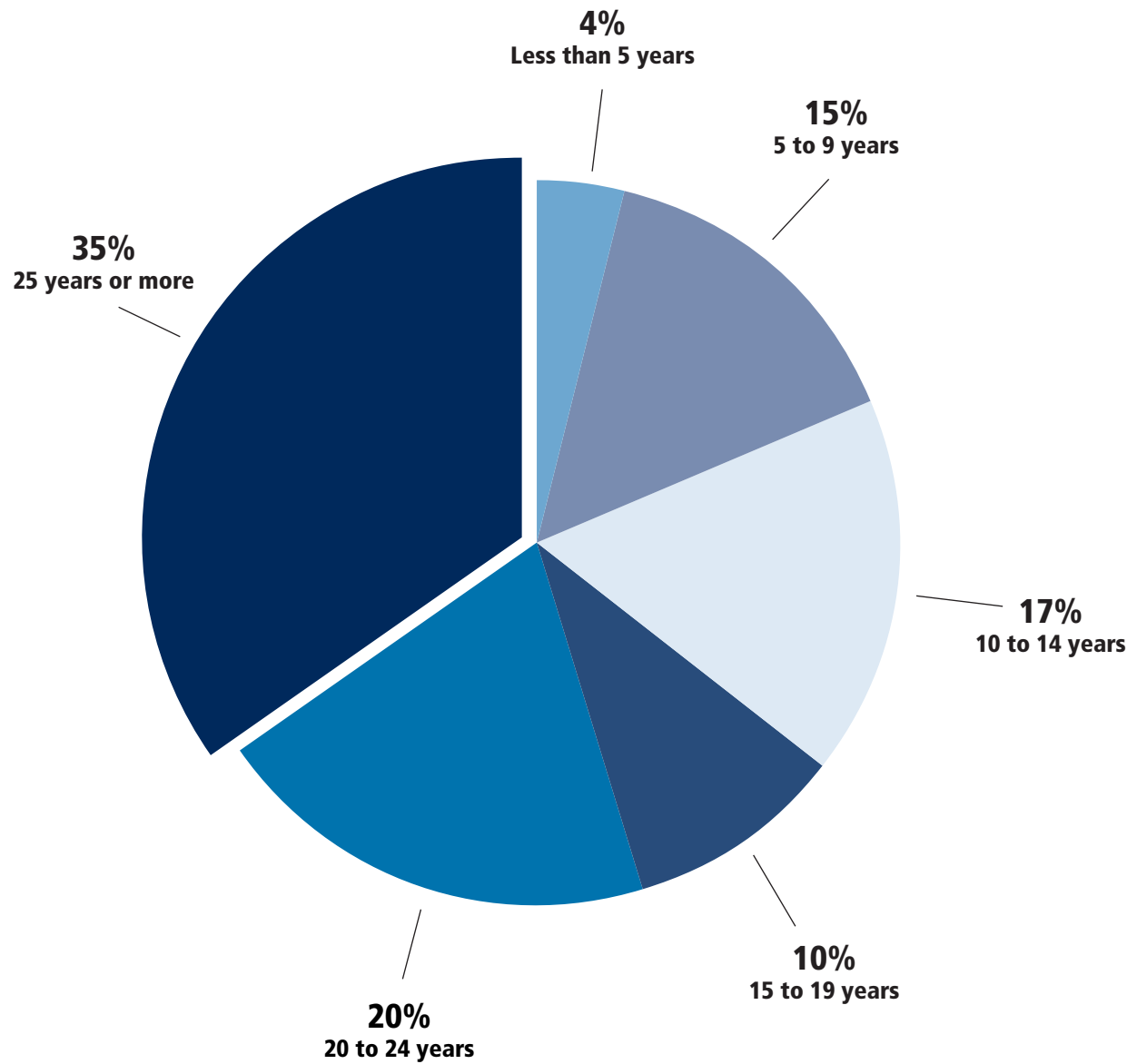
The majority of DCs say they find information about new products and services through trade publications. They also find this information through colleagues, conventions and the Internet. The majority (slightly more than three quarters) of DCs currently offer nutritional supplements and another 71 percent offer topical analgesics.

There are a number of products and services that DCs are considering adding to their practice, signaling potential growth in those markets. In this survey, DCs indicate they are thinking about or would someday like to offer posture clothing, weight loss products, laser products, rehab products, homeopathic remedies, anti-aging products and services, and herbs.

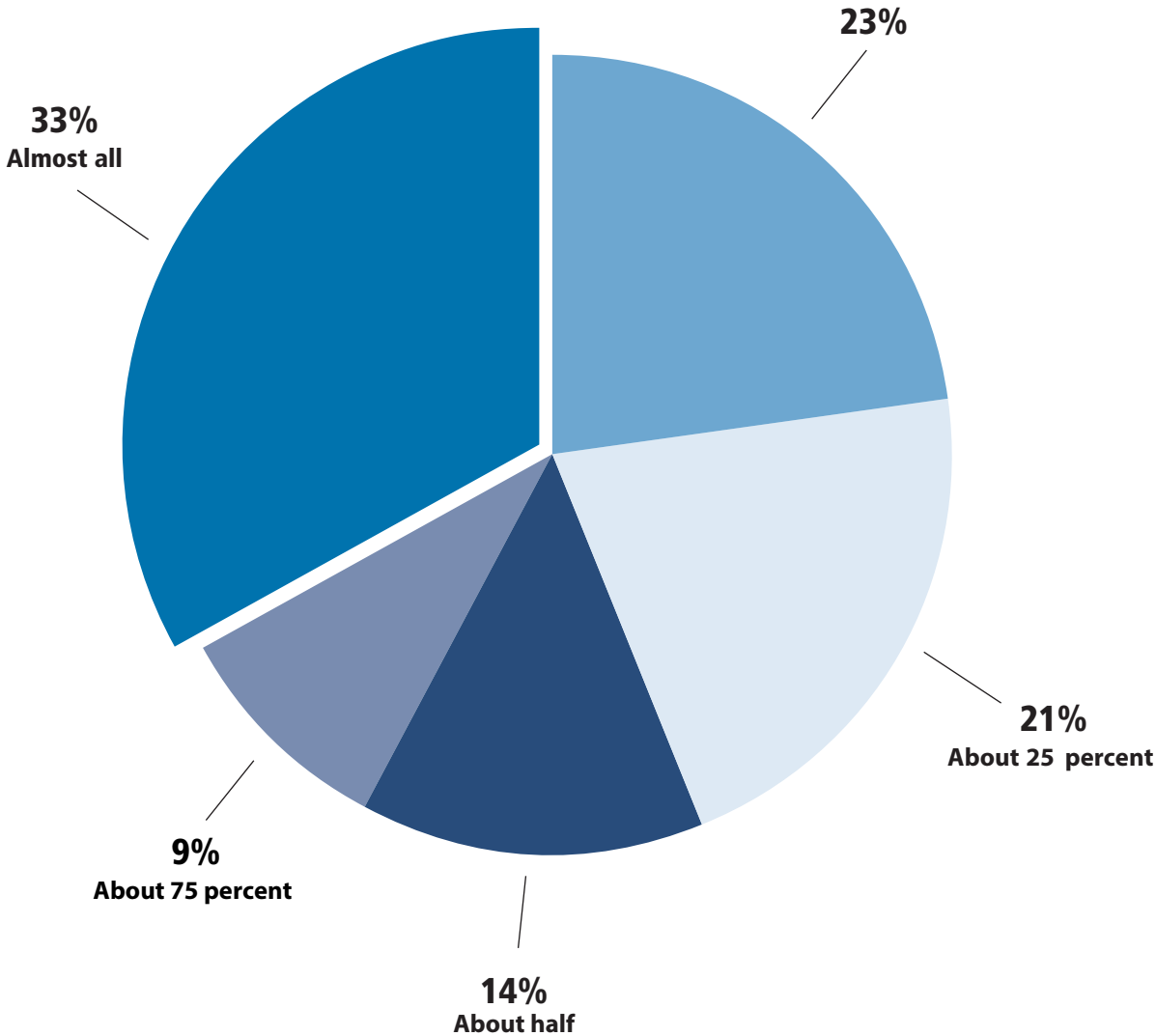
The information in this survey should be used to better understand how DCs purchase their practice supplies, how knowledgeable they are about certain companies and where they get information about new products and/ or services.



1. How long have you been in practice?



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

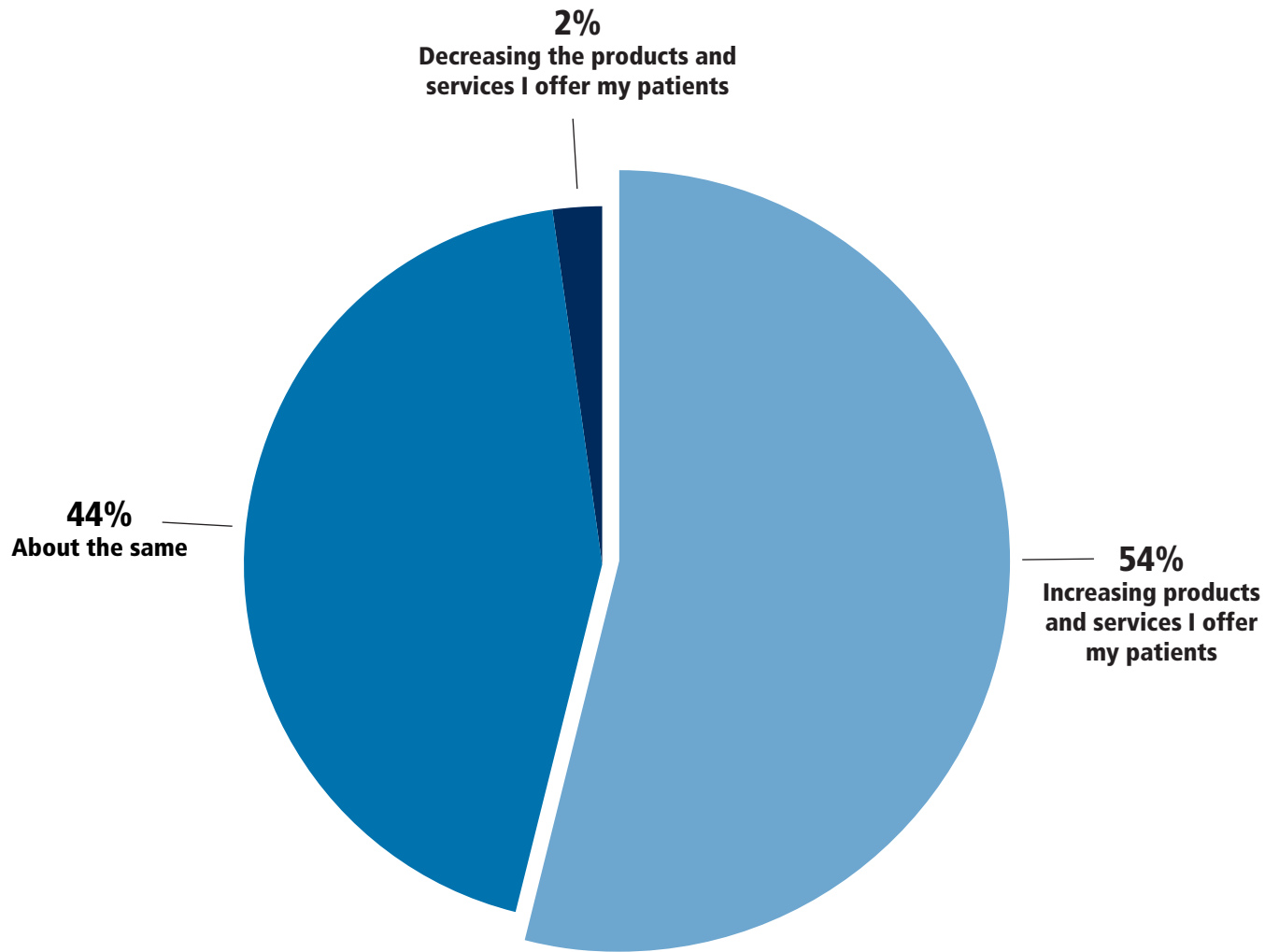


3. Which of the following do you offer to your patients?

	Currently offer to patients	Thinking about offering	Would like to offer someday	Not interested in offering
Nutritional supplements	76%	6%	4%	14%
Topical analgesics	71%	2%	2%	26%
Orthotics	67%	7%	2%	24%
Pillows	64%	6%	5%	24%
Rehab products	59%	14%	6%	20%
Herbs	50%	10%	9%	31%
E-newsletter	48%	19%	18%	15%
TENS devices	45%	5%	2%	47%
Weight-loss products	40%	19%	9%	32%
Homeopathic remedies	37%	12%	9%	43%
Anti-aging products and services	24%	11%	12%	53%
Laser products	22%	13%	14%	51%
Posture clothing	11%	11%	18%	60%



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



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

