

DC Product and Supplies Purchasing Habits Survey

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on November 2, 2011 by MPA Media, publishers of *Dynamic Chiropractic*, *Massage Today*, *Acupuncture Today* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 25,002 doctors of chiropractic (DC). The response rate was 1.1 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 they purchase products and supplies for their practice. The first question asks DCs to rate their familiarity with five chiropractic supply companies: Scrip, Meyer, the Vitality Depot, Core Products and Medical Arts Press. Of those surveyed, 61 percent say they are customers of Scrip and Medical Arts Press. Another 17 percent of DCs are very familiar with the two companies. Nearly half (45 percent) of respondents indicate that they are customers of Meyer and another 15 percent are very familiar with the company. Core Products has 21 percent of respondents as customers. Nearly two-third of respondents (64 percent) say they have never heard of the Vitality Depot, but a select few (10 percent) are customers.

When asked to divulge how likely they are to purchase products from companies featured in this survey, based on what they know about the companies, 55 percent say they are customers of Scrip, 51 percent say they are customers of Medical Arts Press, and 39 percent say they are customers of Meyer, but another 28 percent say they don't know enough about them to buy from them. More than a quarter (26 percent) say they are somewhat likely to purchase from Core Products, but another 39 percent don't know enough about them to buy from them. Three-quarters (75 percent) of respondents say they don't know enough about the Vitality Depot to buy from them.

We asked respondents to rate certain aspects about each company on a scale of 1 to 5 (1=unacceptable and 5=excellent), with an option for respondents to select “don't know” instead of rating the company. In order



to better compare the companies, we also examined the ratings based only on those respondents who ranked by the 1 to 5 scale. The following responses are from DCs who only ranked by the 1 to 5 scale – “don’t know” responses were not included:

On this 1 to 5 scale, we asked DCs to rate the companies’ product selection. Here, more than half (52 percent) rate Meyer excellent, followed by Scrip (48 percent), Medical Arts Press (37 percent), Core (24 percent) and the Vitality Depot (22 percent).

Next, we asked DCs to rate the companies’ product quality. Again, Meyer receives the highest marks as 58 percent rate them “excellent,” followed by Scrip (52 percent), Medical Arts Press and Core (48 percent) and the Vitality Depot (39 percent).

When asked to rate the companies’ level of service, 53 percent of DCs rate Meyer excellent, followed by Scrip (51 percent), Medical Arts Press and the Vitality Depot (47 percent) and Core (42 percent).

DCs seem to rate most of the companies’ educational support fairly low. The Vitality Depot was ranked the highest in this category, as 38 percent deemed their support excellent, followed by Core and Medical Arts Press (25 percent), Scrip (23 percent) and Meyer (22 percent).

Next, we ask DCs to rate the companies’ product knowledge. Here, 48 percent rate Core the highest, followed by Medical Arts Press and the Vitality Depot (43 percent), and Scrip and Meyer (39 percent).

When DCs place an order with one of the companies mentioned in the survey, most (80 percent) use a catalog to order products, followed by a website (67 percent), mailing flyer (13 percent), advertisement in a magazine (12 percent), e-Blast (4 percent) and fax blast (1 percent).

The majority of DCs (61 percent) report that a colleague referral convinces them to try a new product, followed by a seminar speaker (53 percent), a catalog (51 percent), seen at a trade show booth (48 percent), website (36 percent), advertisement in a magazine (36 percent), mailing flyer (16 percent), e-Blast (5 percent) and fax blast (2 percent).



Nearly half of respondents (48 percent) say they try a new product in their practice once a quarter, followed by once a year (27 percent), less than once a year (15 percent), once a month (8 percent), never (2 percent).

When asked their expectation when considering new products for their patients, 40 percent expect the supply company to send them a free sample, 21 percent expect the supply company to discount their first sample, 19 percent expect a sample package with a full selection of the product line at a discount and 13 percent expect to buy the first sample at regular price.

The majority of DCs (69 percent) say the instructions included in the product is an effective way for them to learn how to use a new product for their practice while 65 percent say they learn from an online video, 40 percent say learning from a colleague is effective, 36 percent benefit from one-on-one training from the supply company, 33 percent find remote training by web effective and 9 percent think remote training by phone is effective.

Almost two-thirds (65 percent) say a colleague referral would motivate them to try a new supply company, followed by seeing the company at a convention/seminar (52 percent), getting their catalog (51 percent), seeing a special price in their magazine advertisement (41 percent), seeing a special price in their mailing flyer (29 percent), seeing a special price in their e-Blast (15 percent) and seeing a special price in a fax blast (6 percent).

Almost all respondents (92 percent) say they would stop ordering from a company due to poor customer service, followed by limited selection (52 percent), shipping errors (45 percent), website that was hard to order from (45 percent), got the order wrong (31 percent), out of stock on an item (26 percent) and did not provide credit terms (16 percent).

Nearly half (48 percent) of DCs say that they order the supplies most often for their office, 34 percent say it is done by an office manager, 14 percent have a chiropractic assistant complete this task and 4 percent say their spouse orders supplies.

When asked how often the person who orders supplies places an order, 32 percent say 2-3 times per month, 30 percent say once per month, 20 percent say once per quarter and 18 percent say once per week.

Forty percent of DCs say they spend between \$100 and \$199 when they order supplies, 36 percent spend between \$200 and \$500, 12 percent spend between \$50 and \$99, 8 percent spend over \$500, 3 percent spend less than \$25 and 1 percent spend between \$26 and \$49.



CONCLUSION

Overall, it appears that DCs rate certain aspects of companies mentioned in this survey higher than others. While most companies received top marks for product knowledge, level of service and product quality, some companies ranked much higher than others when it came to product selection and educational support.

Most DCs are motivated to try a new product and even a new company by a colleague referral. Referrals, in addition to appearances at seminars/trade shows, advertisements in magazines and websites as well as catalogs appear to be the avenues in which DCs are learning about and, in turn, trying out new products and companies.

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 the factors that convince them to try a new product or supply.



1. How aware are you of the following companies?

	I'm a customer	Very familiar	Somewhat familiar	Never heard of them
Scrip	61%	17%	16%	6%
Medical Arts Press	61%	17%	14%	8%
Meyer	45%	15%	18%	22%
The Vitality Depot	10%	4%	21%	64%
Core	21%	22%	29%	27%



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

	I'm a customer	Very likely	Somewhat likely	Don't like them	Don't know enough about them to buy from them
Scrip	55%	14%	18%	4%	9%
Medical Arts Press	51%	12%	21%	3%	14%
Meyer	39%	13%	14%	5%	28%
Core	19%	14%	26%	3%	39%
The Vitality Depot	9%	1%	10%	4%	75%



3. Product Selection – on a scale of 1-5 [1=Unacceptable, 5=Excellent or Don't know], rate the companies' product selection: (% of those who rated the company)

	Unacceptable				Excellent	Don't know
Meyer	3%	2%	12%	32%	52%	35%
Scrip	1%	2%	8%	40%	48%	16%
Medical Arts Press	1%	5%	16%	40%	37%	17%
Core	2%	8%	33%	33%	24%	51%
The Vitality Depot	0%	11%	22%	44%	22%	82%



4. Product Quality – on a scale of 1-5 [1=Unacceptable, 5=Excellent or Don't know], rate the companies' product quality: (% of those who rated the company)

	Unacceptable				Excellent	Don't know
Meyer	3%	2%	8%	31%	58%	38%
Scrip	1%	2%	10%	34%	52%	17%
Medical Arts Press	1%	3%	9%	40%	48%	20%
Core	2%	4%	13%	35%	48%	52%
The Vitality Depot	6%	6%	11%	39%	39%	82%



5. Level of Service – on a scale of 1-5 [1=Unacceptable, 5=Excellent or Don't know], rate the companies' level of service: (% of those who rated the company)

	Unacceptable				Excellent	Don't know
Meyer	3%	2%	10%	30%	53%	40%
Scrip	3%	6%	9%	30%	51%	21%
Medical Arts Press	0%	4%	12%	36%	47%	24%
The Vitality Depot	6%	6%	18%	24%	47%	83%
Core	0%	6%	14%	36%	42%	64%



6. Educational Support – on a scale of 1-5 [1=Unacceptable, 5=Excellent or Don't know], rate the companies' educational support: (% of those who

	Unacceptable				Excellent	Don't know
The Vitality Depot	8%	15%	23%	15%	38%	87%
Core	4%	11%	21%	39%	25%	72%
Medical Arts Press	5%	11%	30%	30%	25%	56%
Scrip	6%	15%	25%	33%	23%	52%
Meyer	6%	14%	33%	25%	22%	64%

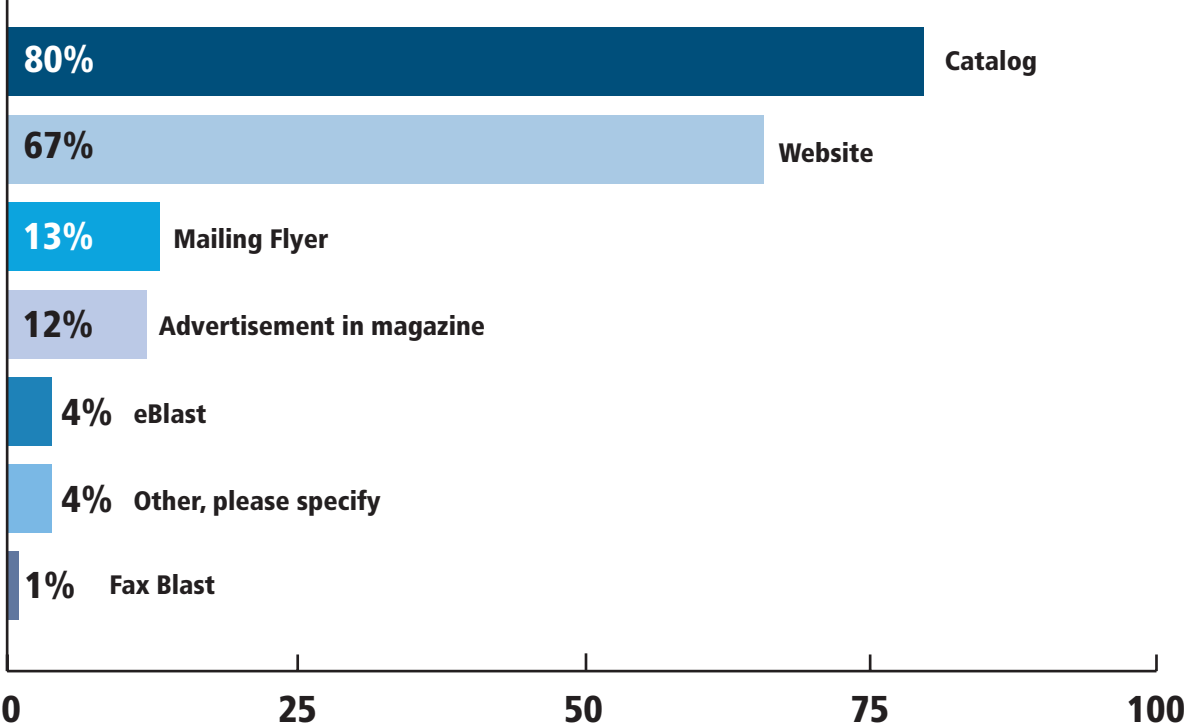


7. Product Knowledge – on a scale of 1-5 [1=Unacceptable, 5=Excellent or Don't know], rate the companies' product knowledge: (% of those who rated the company)

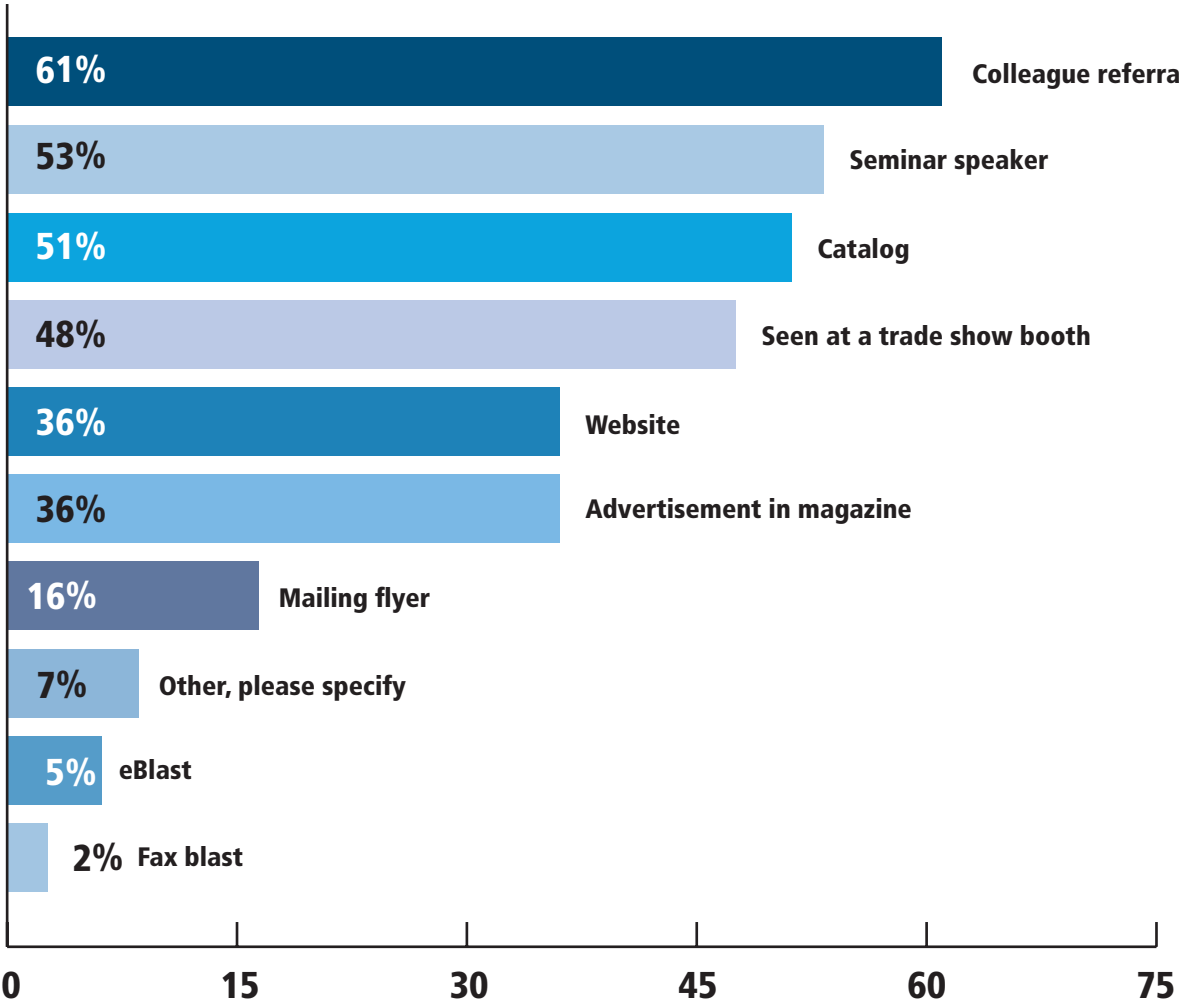
	Unacceptable				Excellent	Don't know
Core	0%	6%	21%	24%	48%	67%
Medical Arts Press	5%	5%	13%	35%	43%	37%
The Vitality Depot	0%	7%	7%	29%	43%	86%
Scrip	3%	6%	13%	39%	39%	33%
Meyer	4%	2%	22%	33%	39%	49%



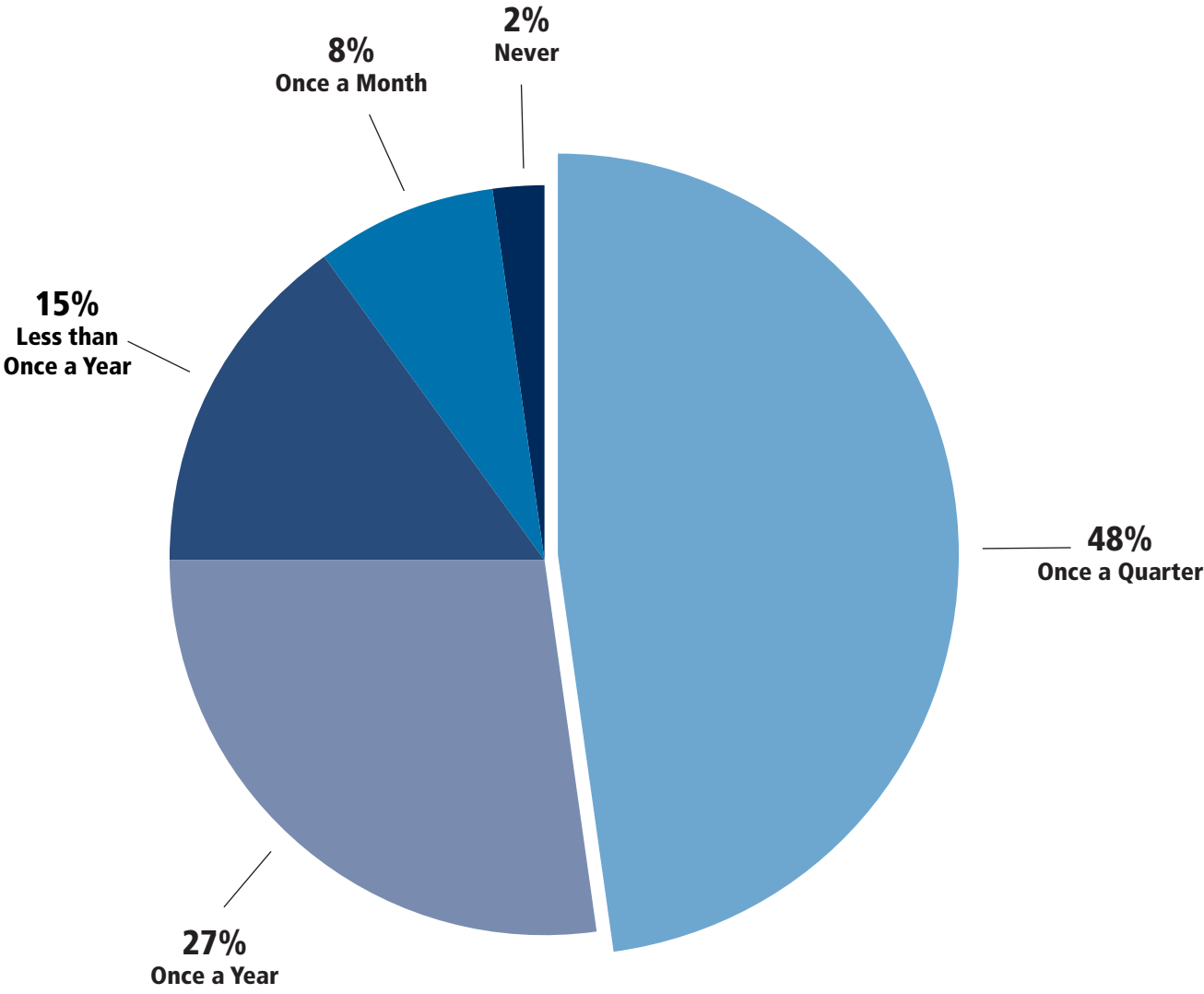
8. When you place an order with one of these companies, what do use to order from? (select all that apply)



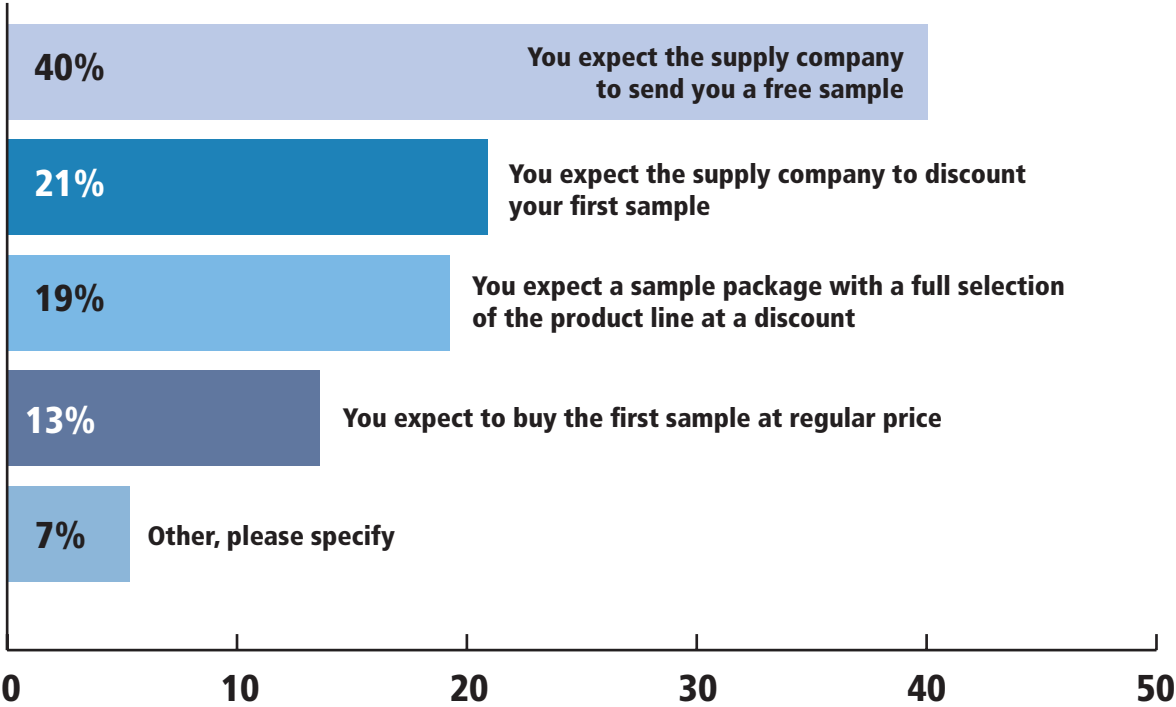
9. What convinces you to try a new product? (check all that apply)



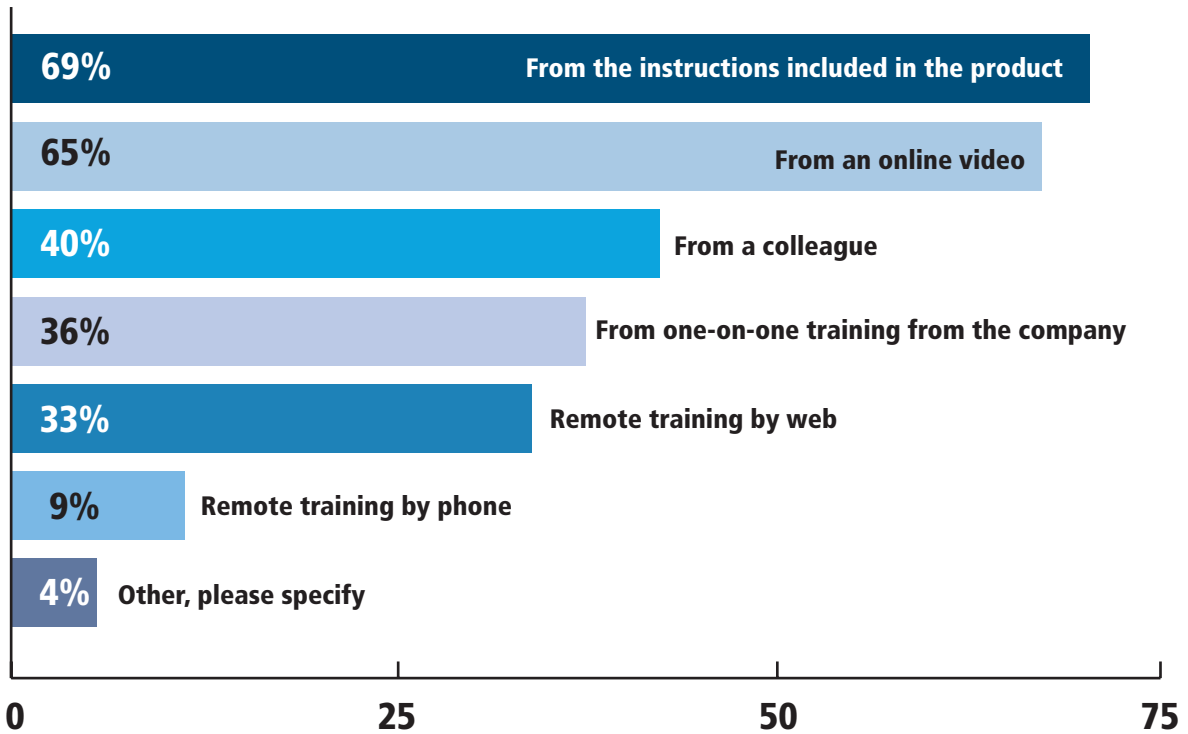
10. How often do you try new products in your practice?



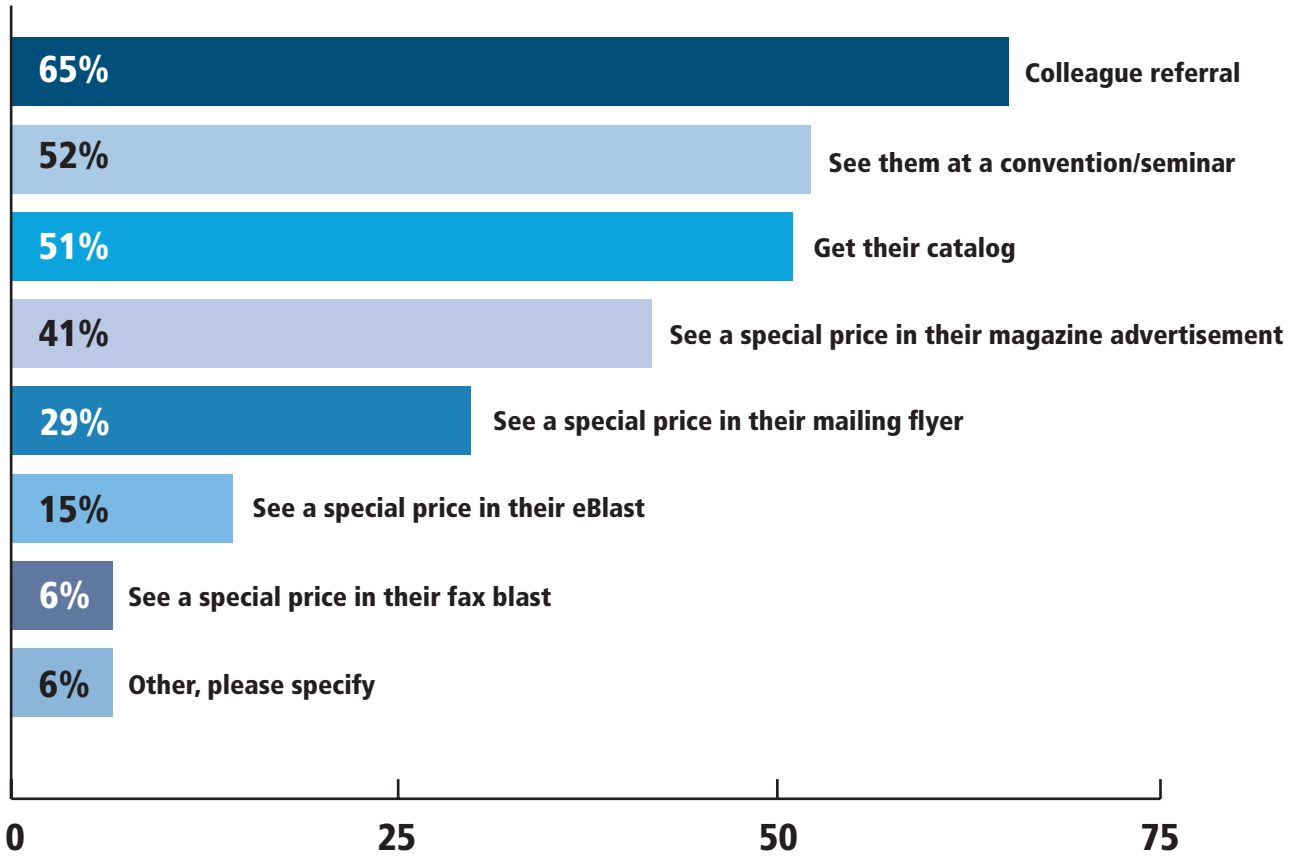
11. What is your expectation when you consider new products for your patients?



12. Which of the following are effective ways for you to learn how to use a new product for your practice? (check all that apply)



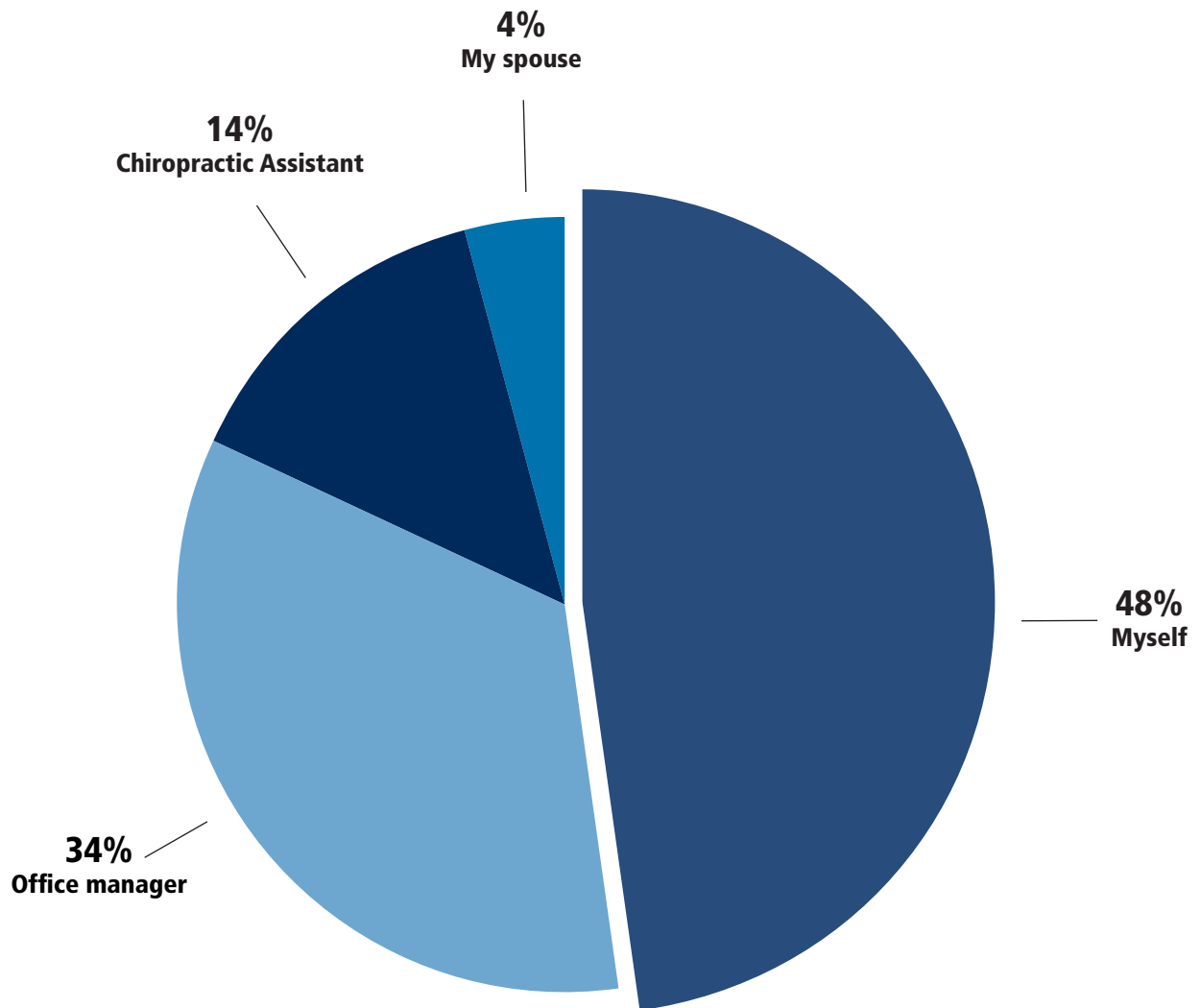
13. What would motivate you to try a new supply company? (check all that apply)



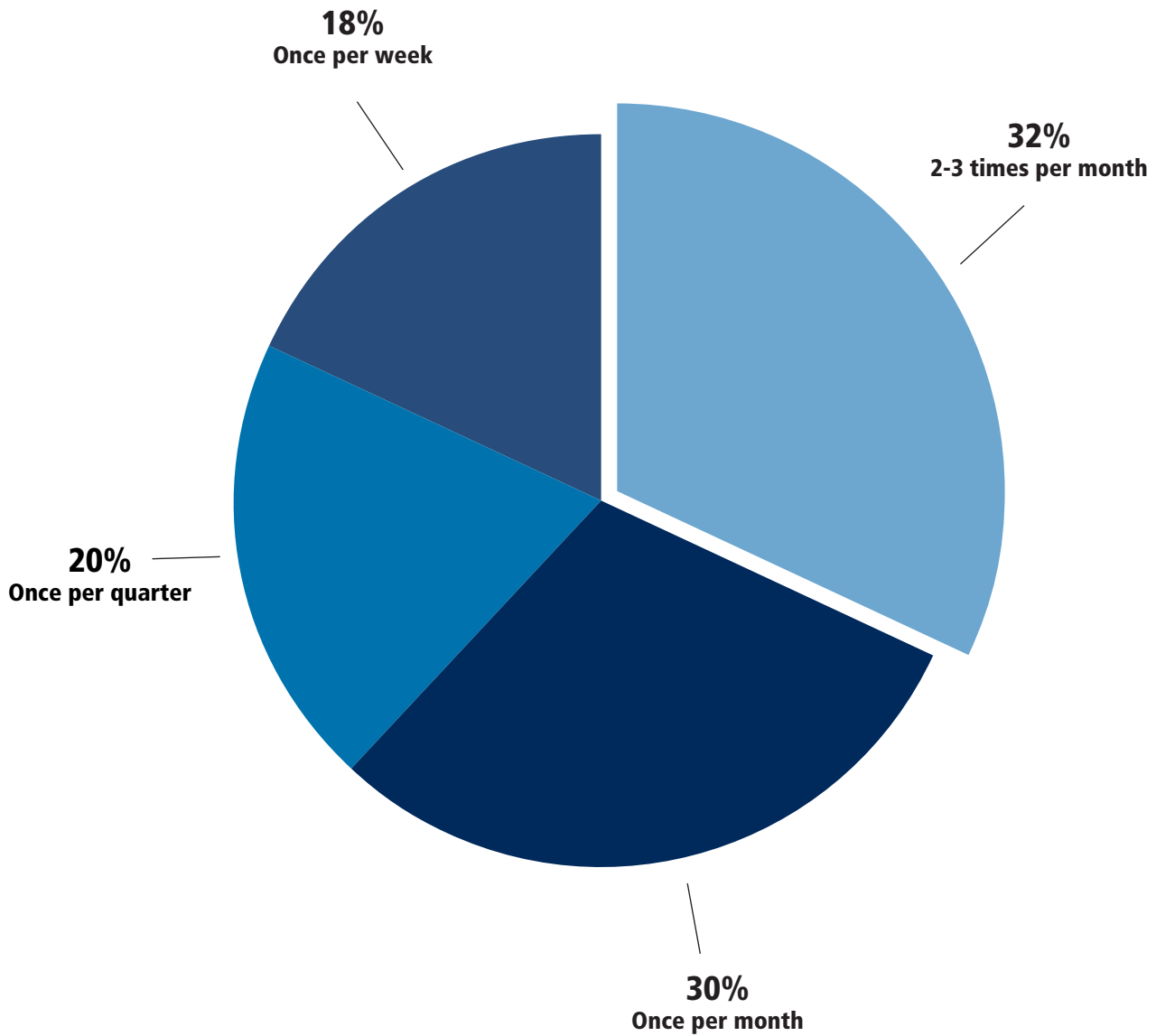
**14. What would make you stop ordering from a supply company?
(select all that apply)**



15. Who most often orders the supplies for your office?



16. How often do you, or those above, order supplies?



17. How much do you normally spend when you order supplies?

