

What Chiropractors
USE & NEED
for Their Practices
and Their Patients

A RESEARCH REPORT BY



OBJECTIVES:

Dynamic Chiropractic surveyed doctors of chiropractic practicing in the United States. Their responses provide answers to questions regarding what they provide in their practice and what they are looking to buy in the future.

Specifically, these responses addressed the following:

- What products and services do DCs currently use in their practice?
- What products and services would they like to purchase or are thinking about purchasing for their practice?
- What products and services are currently offered to patients?
- What products are DCs thinking about or would like to offer patients?
- What are the trends for these the products and services DCs currently use or offer to their patients?
- What is the overall trend for DCs offering products and services to patients?

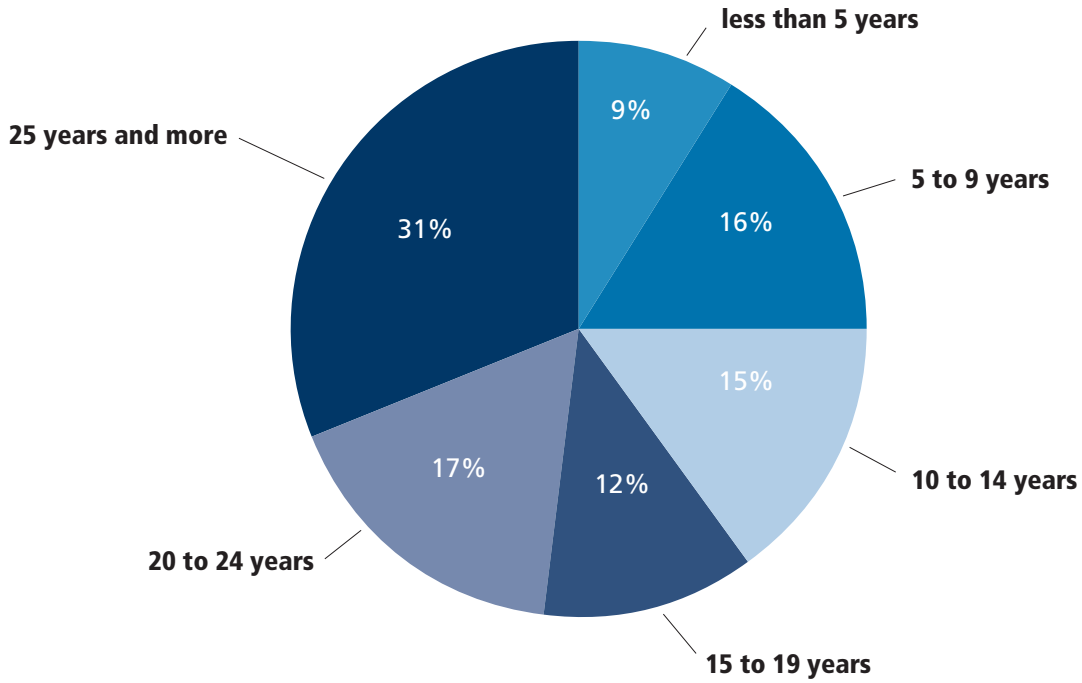
METHODOLOGY:

On June 24, 2009, a survey entitled “What Do You Use and Need?” was e-mailed to 15,231 U.S. doctors of chiropractic. The survey was open until July 6, 2009, at which point just under 4 percent responded. This is considered by research organizations as both a significant sample and a representative response rate.

An earlier survey asking similar questions was e-mail on July 31, 2006, to a smaller sample size of 4,000 U.S. doctors of chiropractic from the same database used above. That survey achieved a response rate of 4.45%.

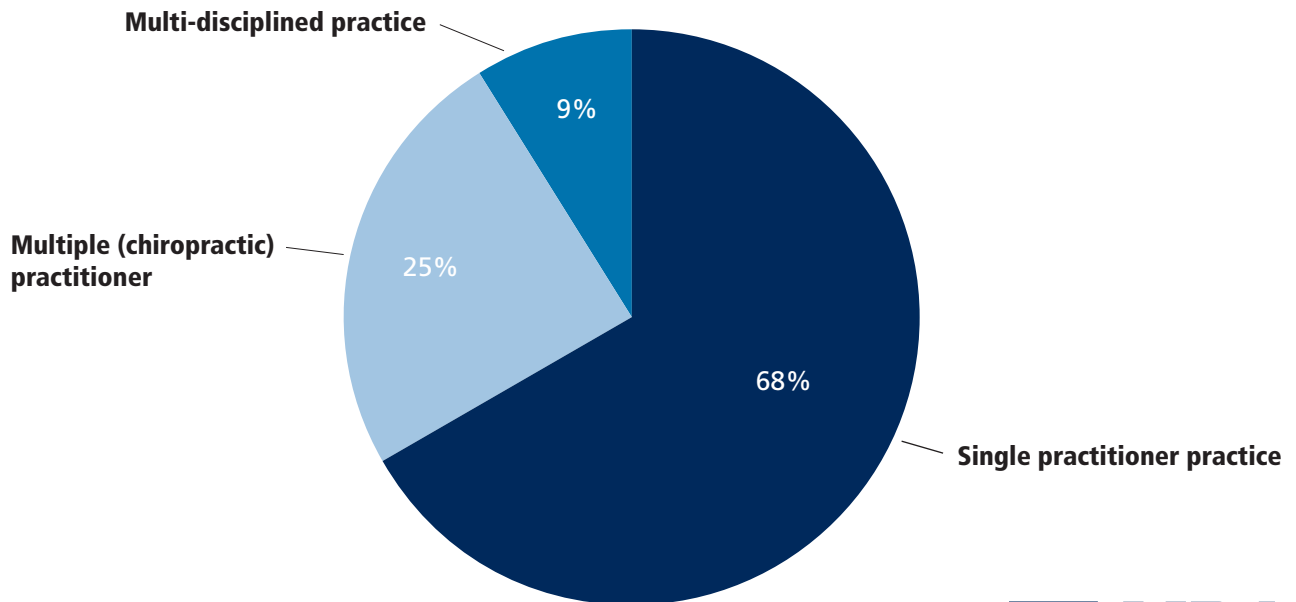


1. How long have you been in practice? ¹



1. It is significant that 91% of the respondents have been in practice 5 or more years and perhaps more significant, 48% have been in practice 20 or more years. These DCs have the experience and insight to have established views regarding both their needs and those of their patients.

2. Is your practice:



3. Which of the following product and service types do you use in your practice?

	Use in my practice	Thinking about using	Would like to use someday
Billing Services	31%	5%	6%
Computer Software	88%	4%	3%
Decompression Equipment	26%	7%	13%
Diagnostic Equipment	56%	10%	12%
Laser Products	26%	16%	20%
Practice Consulting	22%	10%	11%
Practice Marketing	29%	15%	17%
Rehab Equipment	52%	12%	12%
Therapy Equipment	70%	7%	4%
Website/Web Services	59%	16%	10%



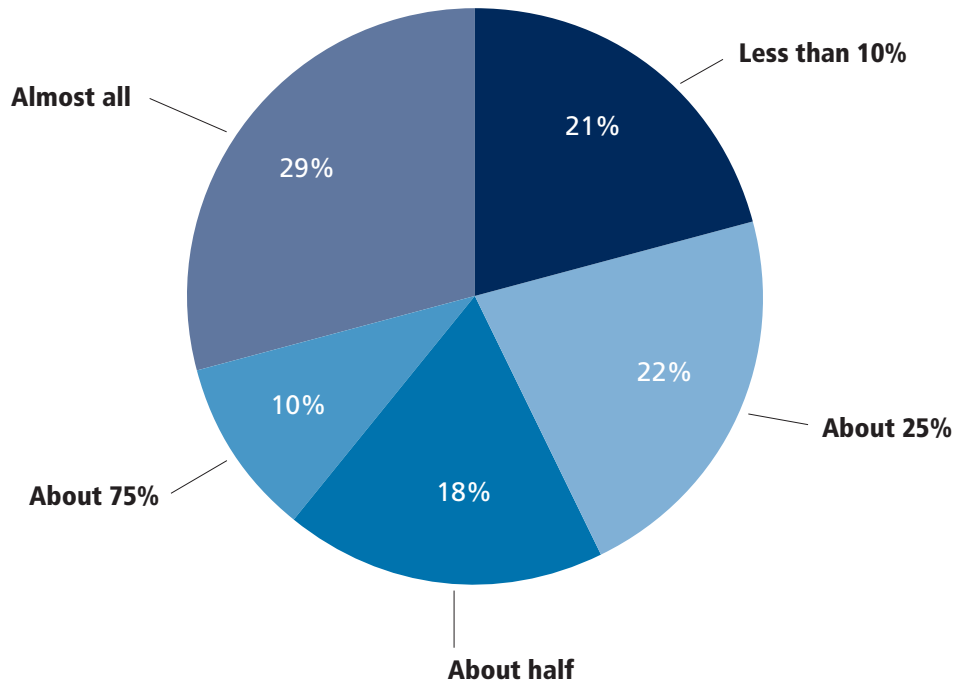
4. Which of the following do you offer to your patients?

	Currently offer to patients	Thinking about offering	Would like to offer someday
Anti-Aging Products & Services	25%	13%	13%
E-newsletter	36%	25%	19%
Educational Products	70%	15%	7%
Exercise/Balance Devices*	58%	17%	10%
Herbs*	46%	12%	11%
Natural Foods	25%	14%	16%
Nutritional Supplements*	75%	8%	5%
Orthotics*	71%	11%	4%
Pillows*	71%	8%	5%
Rehab Products*	57%	13%	9%
TENS Devices	43%	9%	6%
Topical Analgesics*	80%	4%	1%
Weight Loss	35%	16%	12%

* These products and services also were addressed in the 2006 survey and will be addressed in the Trends section of this report.



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

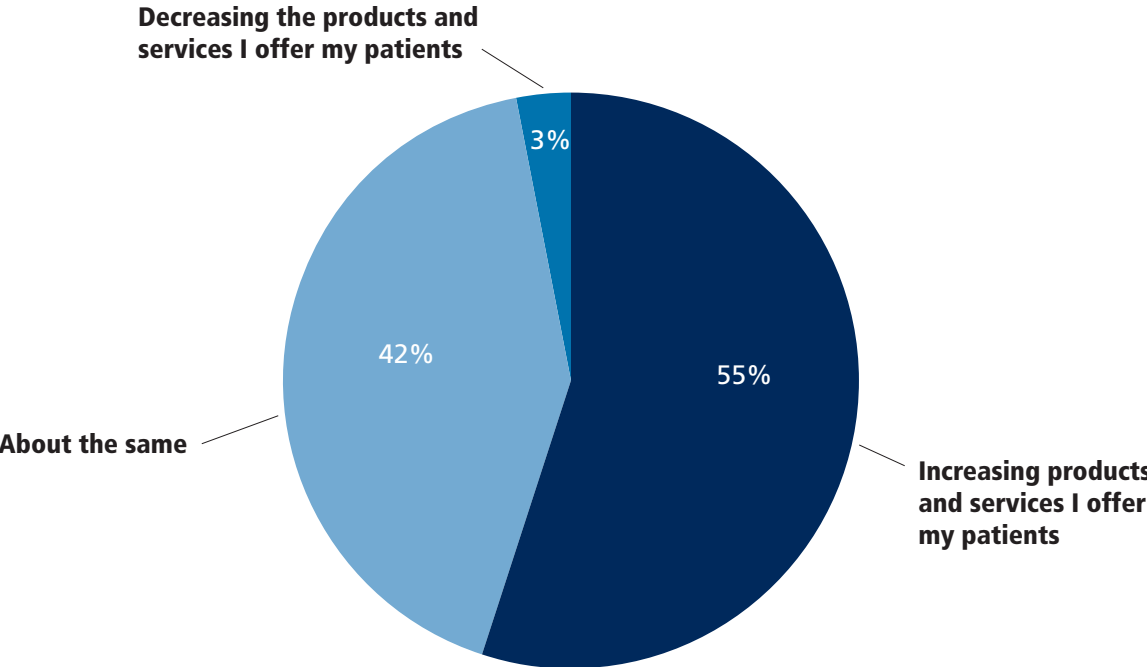


These results provide a means to calculate the total number of patients who are offered products and services. A study conducted 10 years ago calculated the total number of chiropractic adult patients in the United States at 15 million.¹ While this number has undoubtedly risen in the last decade, it is an extremely conservative number to begin with. When the results of Question 7 are calculated, we find an estimated 51% of chiropractic patients are offered at least one type of product or service. This results in at least 7.4 million chiropractic patients being offered products and services by U.S. doctors of chiropractic.

It should be noted that each doctor gains and loses patients over a given year based upon the patient's personal health and need. Given that, there is a constant flow of new patients each year, almost half of which are offered products and services.



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



TRENDS

Doctors of chiropractic are increasing the amount and variety of products and services they offer their patients. That trend should continue because, as found in the response to Question 6 (see prior page), 55% of the profession plans on increasing the products and services they will offer while only 3% plan to decrease.

As shown below, there has been an across-the-board increase in the number of doctors offering products and services since the 2006 survey.

Product/Service	2006	2009	3 Year Increase
Exercise/Balance Devices	41%	58%	41%
Herbs	33%	46%	39%
Nutritional Supplements	60%	75%	25%
Orthotics	65%	71%	9%
Pillows	70%	71%	1%
Rehab Products	42%	57%	36%
Topical Analgesics	67%	80%	19%



SUMMARY

U.S. doctors of chiropractic purchase and sell a number of products and services in addition to traditional chiropractic adjustments/manipulation. With few exceptions, there is consistent intention on the part of the profession to purchase additional products and services for their practice and patients.

Interest in offering products and services to patients is increasing both generally and with all products inquired about. The last three years has seen a dramatic increase in the number of DCs who offer specific products and services to their patients. The next few years are expected to see similar growth in most area.

1. Ni H, Simile C, Hardy AM. Utilization of complementary and alternative medicine by United States adults: results from the 1999 national health interview survey. *Medical Care*. 40(4):353-8, 2002 Apr.

