

# Acupuncture Today's Expanding Acupuncture Practice Survey

## Executive Summary

February 2014

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was initiated on February 24, 2014 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 22,233 doctors of acupuncture and oriental medicine (DAOMs) via email. The response rate was 2.6%.

Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

## DISCUSSION

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This survey was created to establish the opinions of doctors of acupuncture (DAOMs) in relation to the products and services they are looking to use and sell as they expand their practices.

Nearly half (48%) of DAOMs expect to increase the products and services they offer to their patients, about half (51%) expect they will offer about the same, and only 1% intend to decrease the products and services they offer their patients.

The next question asks DAOMs what percentage of their patients they currently sell products to, and nearly two-thirds (65%) responded that they sell to a quarter or more of their patients.

The opportunity to help expand the acupuncture practice is lead by anti-aging products, with 13% of DAOMs currently thinking about selling these products. This would equate to about 3,100 DAOMs if these results were generalized to the entire population. Other opportunities to add additional products for sale include homeopathic remedies (12%), weight loss products (12%), topical analgesics (10%) and nutritional supplements (10%). Another product that appears to show growth potential with DAOMs currently thinking about using/offering or would like to use/offer in their practice someday is rehab products (21%).

Adding additional services is another way that DAOMs can expand their practice. Ranking at the top of the list of services that DAOMs are “thinking about using” are e-newsletter services, with more than a quarter (26%) of DAOMs (or nearly 6,200 DAOMs) currently thinking about offering this service in their practice. This is followed by practice management software (19%), laser services (15%), lab testing (15%), facial rejuvenation (13%), weight loss services (13%), rehab services (12%) and anti-aging services (11%).

Lastly, DAOMs were asked where they find information about new products and services to use in their practice or offer to their patients. The majority of DAOMs responded with seminars (63%), followed by colleagues (63%), Internet (50%), trade publications (48%) and conventions/trade shows (26%).

## CONCLUSION

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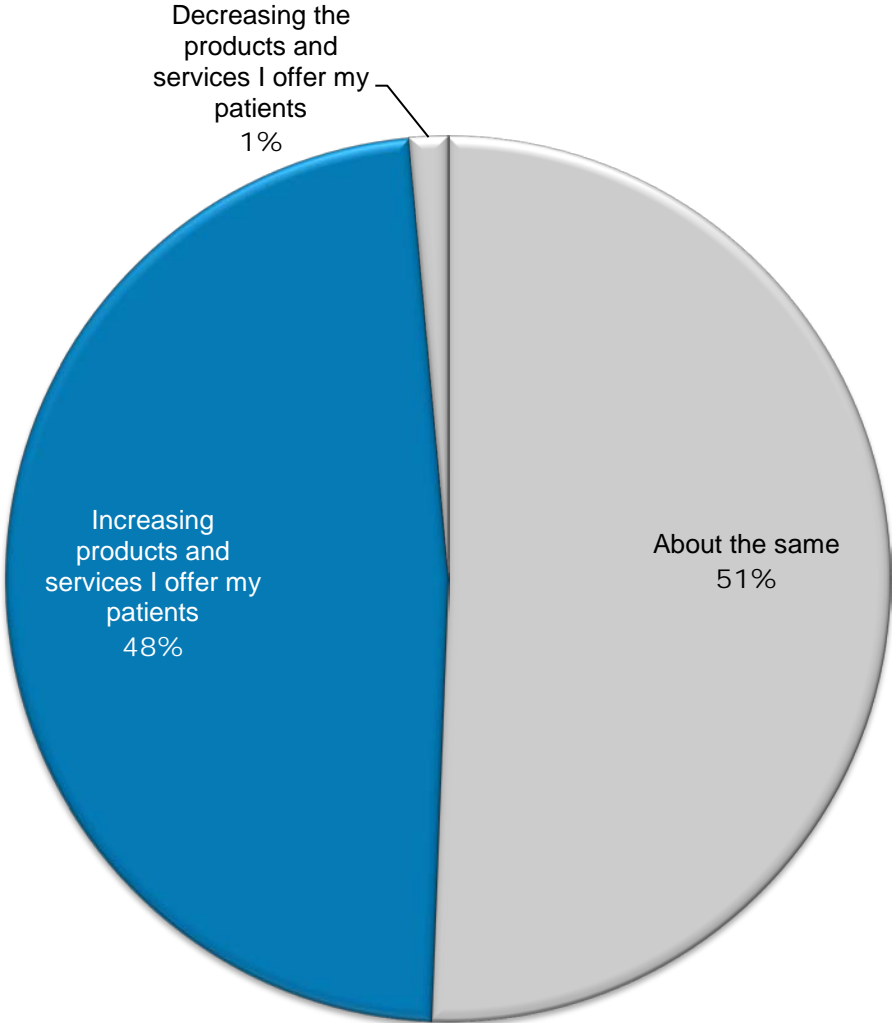
Nearly half of DAOMs revealed that they will increase the products and services they sell and offer their patients this year. There are also a number of products and services that DAOMs are planning on adding to their practice someday, which shows future potential growth.

Doctors of acupuncture indicated the top products that they are thinking about or would someday like to sell; which included anti-aging products, homeopathic remedies, weight loss products, topical analgesics and nutritional supplements. The top services DAOMs are thinking about or would someday like to offer includes e-newsletter services, practice management software, laser services, lab testing, facial rejuvenation, weight loss services, rehab services and anti-aging services.

The information in this survey should be used to better understand the anticipated short-term and projected long-term growth of products and services sold and used in today's acupuncture practices.

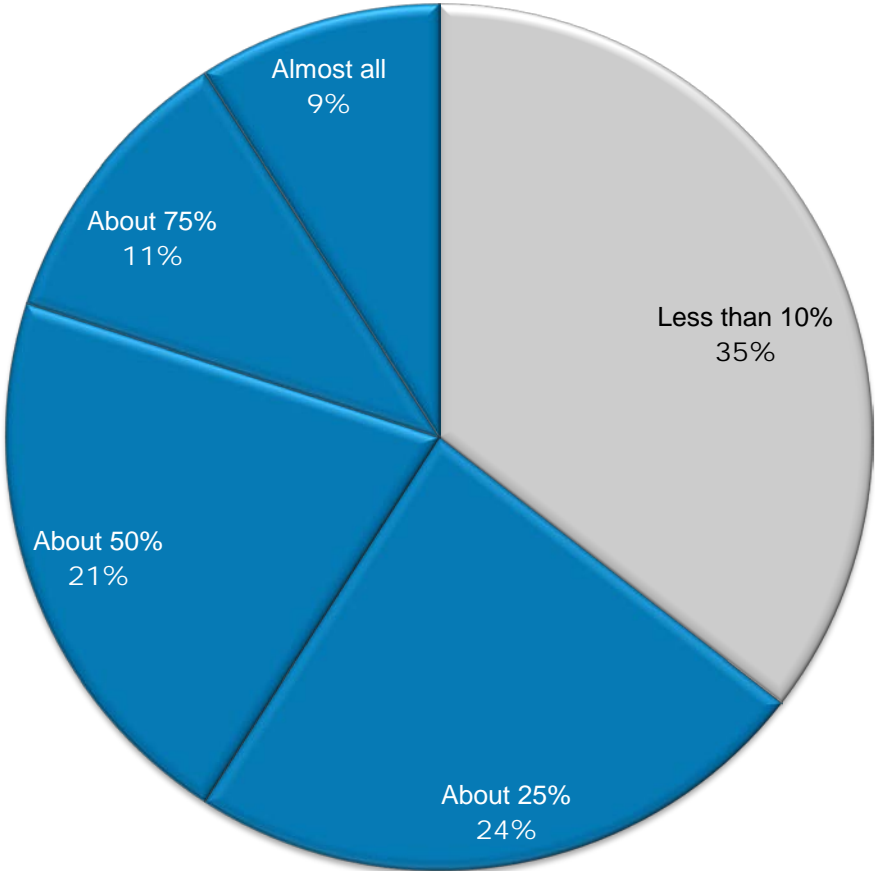
1. In general, what is your future expectation about what you offer your patients?

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

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

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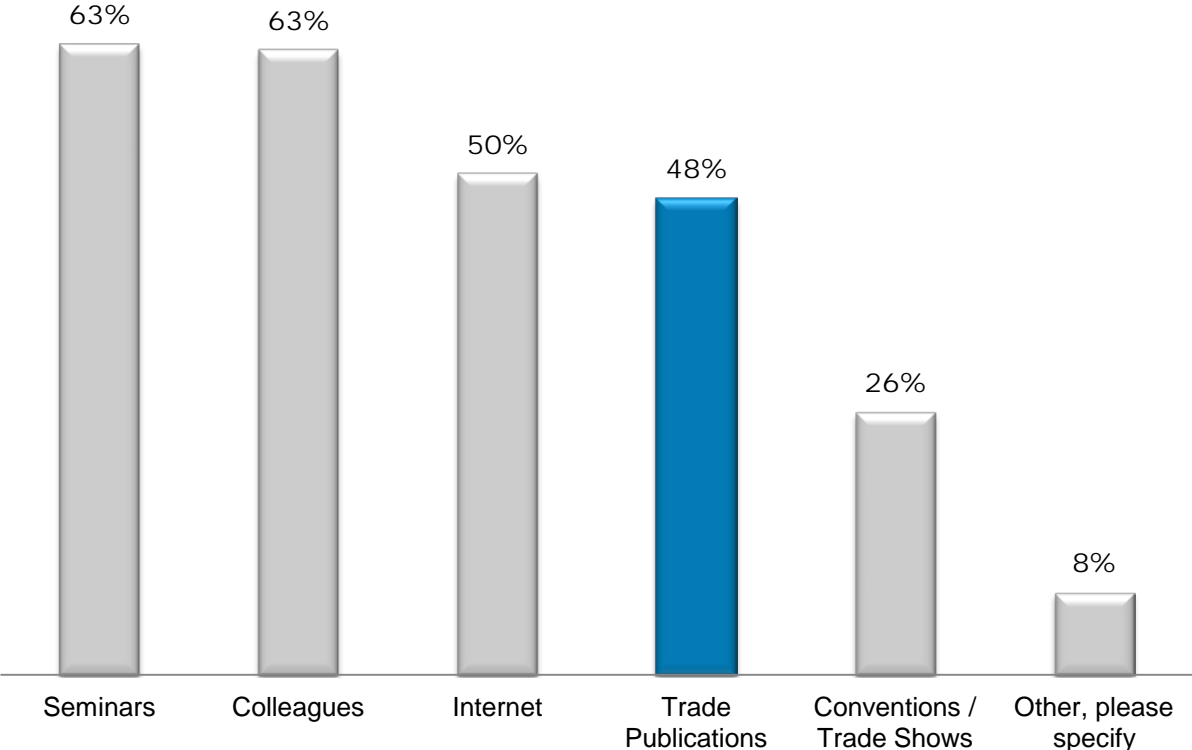
	Currently selling to patients	Thinking about selling	Would like to sell someday	Plan on selling (Thinking about + would like to sell someday)	Not interested in selling
<b>Anti-Aging Products</b>	16%	13%	11%	24%	60%
<b>Homeopathic Remedies</b>	29%	12%	11%	23%	48%
<b>Weight Loss Products</b>	20%	12%	9%	21%	59%
<b>Rehab Products</b>	8%	8%	12%	21%	71%
<b>Nutritional Supplements</b>	53%	10%	9%	19%	29%
<b>TENS Devices</b>	5%	8%	9%	17%	78%
<b>Topical Analgesics</b>	58%	10%	7%	17%	25%
<b>Pillows</b>	4%	7%	9%	16%	80%
<b>Herbs</b>	83%	3%	5%	7%	10%

4. Which of the following products do you USE in your practice?

	Currently using	Thinking about using	Would like to use someday	Plan on using (Thinking about + would like to use someday)	Not interested in using
<b>E-Newsletter (e.g. patient education)</b>	35%	26%	19%	44%	21%
<b>Lab Testing/Services</b>	25%	15%	20%	35%	40%
<b>Practice Management Software</b>	31%	19%	15%	34%	34%
<b>Laser Services</b>	19%	15%	18%	33%	47%
<b>Rehab Services</b>	16%	12%	14%	27%	58%
<b>Facial Rejuvenation</b>	33%	13%	11%	25%	43%
<b>Anti-Aging Services</b>	24%	11%	10%	22%	55%
<b>Weight Loss Services</b>	31%	13%	8%	21%	47%
<b>TENS Devices</b>	38%	6%	10%	16%	46%
<b>Infrared</b>	63%	9%	6%	15%	22%
<b>Topical Analgesics</b>	69%	7%	3%	11%	20%
<b>Cupping</b>	85%	2%	3%	5%	10%

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

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## Survey-At-A-Glance

	2014
<b>Total Started Survey:</b>	573
<b>Total Finished Survey:</b>	516 (90.1%)
<b>Total Invites Sent:</b>	22,233
<b>Response Rate:</b>	2.6%

### Key Takeaways

- Nearly half (48%) of DAOMs expect to increase the products and services they offer and sell to patients.
- Hot products on top of the current minds of DAOMs are anti-aging products, homeopathic remedies, weight loss products, topical analgesics and nutritional supplements.
- Popular services on top of the current minds of DAOMs are e-newsletter services, practice management software, laser services, lab testing, facial rejuvenation, weight loss services, rehab services and anti-aging services.
- Nearly half (48%) of DAOMs find information about new products and services via trade publications.