

Acupuncture Today's
Restarting Your Practice After a Pandemic Survey

Executive Summary

June 12, 2020

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on June 2, 2020 by MPA Media, publishers of *Acupuncture Today*, *Dynamic Chiropractic*, *To Your Health* and *GoChiroTV*. The survey was sent to 29,828 acupuncturists via email. The response rate was just over 2 percent (2.1%)

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

DISCUSSION

This survey is designed to help understand the practice actions of acupuncturists as the restrictions in most states were lifted during the 2020 pandemic. Acupuncturists were not considered essential providers in most states and were unable to see patients. The responses to these questions are examined in light of the Practicing During a Pandemic Survey conducted on April 8, 2020. Answers are further examined based upon whether the acupuncturist’s office is open, and if they are currently seeing at least half of their pre-pandemic patient volume.

In the first question, we asked acupuncturists to describe their practice operations as open or closed. Over two-thirds (69%) report their practices are open for in-office appointments, which is an increase from 24% in early April. This increase was seen for those acupuncturists operating with “regular hours similar to six months ago” (16%, up from 5%) and those doctors “open, but fewer hours than six months ago” (53%, up from 19%). Of the remaining offices, 14% (down from 41%) are closed, but are reaching out to patients remotely; and 16% (down from 34%) are closed and not interacting with patients.

The second question inquired about the percentage of non-remote, in-office patient volume doctors are currently seeing compared to their patient volume six months ago. Forty-two percent report seeing at least half of their pre-pandemic patient volume, with 7% seeing almost 100% of previous patient volume, 11% seeing around 75% and almost a quarter (24%) seeing about half.

In the April survey, 58% of respondents stated they were consulting with their patients remotely. That number increased slightly per Question #3 to 60%. In April, 15% stated they were not consulting with patients remotely, but were planning to. That number dropped to 7% in the second survey, presumably as acupuncturists began consulting with patients remotely.

Questions #4 through #6 provide demographic data that includes years in practice, state in which the practice is located and practice community setting (urban, suburban or rural). This demographic data was cross-tabulated to determine if any of these factors is associated with a greater likelihood of being currently open (Question #1) or of seeing a greater percentage of pre-pandemic patient volume (Question #2). Unfortunately, there was not sufficient data for reliable cross-tabulation for Question #5, the state in which the practice is located.

Looking at Question #4 cross-tabulated with Question #1, there is only a small difference between years in practice, with a greater percentage of newer acupuncturists who were open under either their regular hours or reduced hours. Three-quarters of those in practice five years or less are open, followed by 70% of those in practice 11-20 years, 69% of those in practice 6-10 years, 67% of those practicing 21-30 years and 58% of those practicing 31 years or more.

Cross-tabulation of Question #4 with Question #2 was not possible due to insufficient data.

When cross-tabulated with Question #1, Question #6 reveals that acupuncturists in suburban communities are more likely to be open for in-office appointments with regular office hours (19%), or reduced hours (52%). Acupuncturists with urban and rural practices are similarly likely to be open regular hours (12% and 10%, respectively) or reduced hours (53%, 53%).

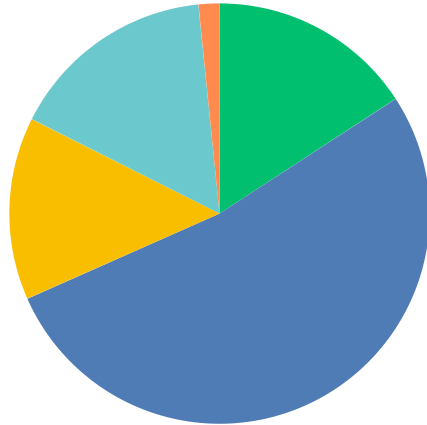
Question #6 cross-tabulated with Question #2 again shows more suburban practices seeing a greater percentage of their pre-pandemic patient volume, with 8% seeing almost all of their pre-pandemic patient volume, 12% seeing about three-quarters of previous patient volume and 28% seeing about half of previous patient volume. In contrast, a smaller percentage of urban and rural practices are seeing almost all of their pre-pandemic patient volume (5%, 3%), about three-quarters of their previous patient volume (11%, 7%) or half of their previous patient volume (16%, 28%).

CONCLUSION

In almost two months, the percentage of practicing U.S. acupuncturists moved from 24% to 69%, with increases seen for both those with regular office hours and those with reduced hours. Forty-two percent of practices are seeing at least half of their pre-pandemic patient volume, with 7% seeing almost all of their previous patient volume, 11% seeing around three-quarters and 24% seeing about half.

Practices that are most likely to be open include those with newer acupuncturists in suburban communities. Suburban practices are also more likely to be seeing a greater percentage of their pre-pandemic patient volume.

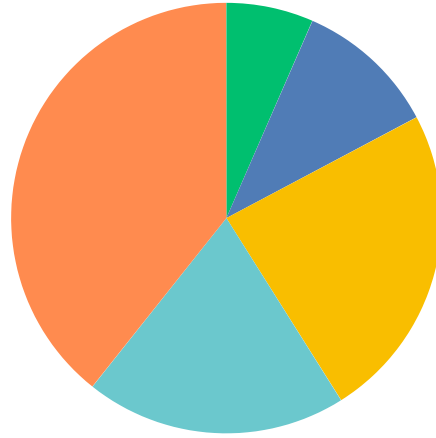
Q1 Which best describes your practice's current operations?



- Open, with regular hours for in-office appointments similar to six months ago
- Open, but fewer hours for in-office appointments than six months ago
- Office closed, but reaching out to patients remotely
- Office closed, not interacting with patients
- Seeing patients in their homes

| ANSWER CHOICES | RESPONSES | |
|---|-----------|------------|
| Open, with regular hours for in-office appointments similar to six months ago | 16% | 99 |
| Open, but fewer hours for in-office appointments than six months ago | 53% | 329 |
| Office closed, but reaching out to patients remotely | 14% | 88 |
| Office closed, not interacting with patients | 16% | 100 |
| Seeing patients in their homes | 2% | 10 |
| TOTAL | | 626 |

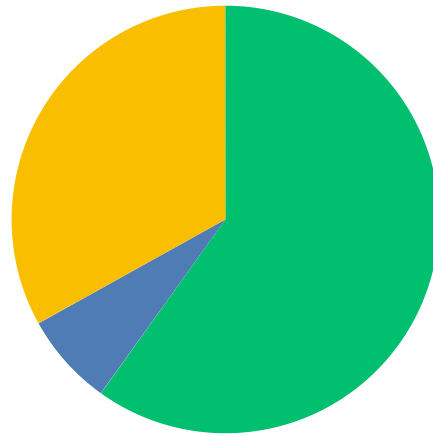
Q2 What percentage of patient volume specifically related to non-remote, in-office visits are you currently seeing as compared to your in-office patient volume of six months ago?



■ Almost 100% of previous patient volume
 ■ Around 75%
 ■ About half
 ■ Around 25%
 ■ 10% or less

| ANSWER CHOICES | RESPONSES | |
|--|-----------|-----|
| Almost 100% of previous patient volume | 7% | 41 |
| Around 75% | 11% | 67 |
| About half | 24% | 149 |
| Around 25% | 20% | 123 |
| 10% or less | 39% | 246 |
| TOTAL | | 626 |

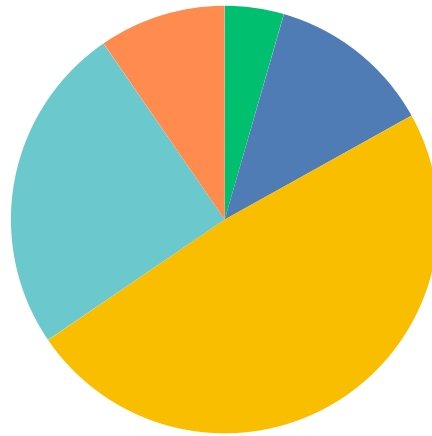
Q3 Over the past few months, have you consulted with your patients remotely regarding their condition/health?



■ Yes ■ No, but am planning to ■ No

| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|-----|
| Yes | 60% | 375 |
| No, but am planning to | 7% | 44 |
| No | 33% | 207 |
| TOTAL | | 626 |

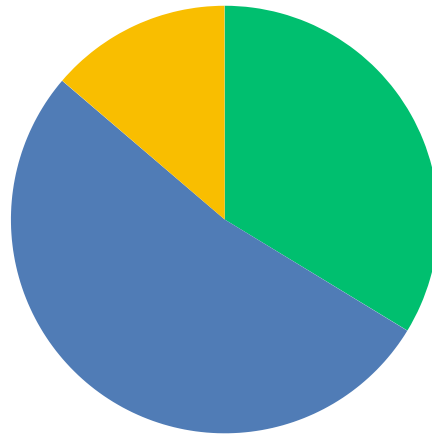
Q4 How many years have you been in practice?



■ 5 years or less ■ 6-10 years ■ 11-20 years ■ 21-30 years ■ 31 or more years

| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|-----|
| 5 years or less | 4% | 28 |
| 6-10 years | 12% | 78 |
| 11-20 years | 49% | 304 |
| 21-30 years | 25% | 156 |
| 31 or more years | 10% | 60 |
| TOTAL | | 626 |

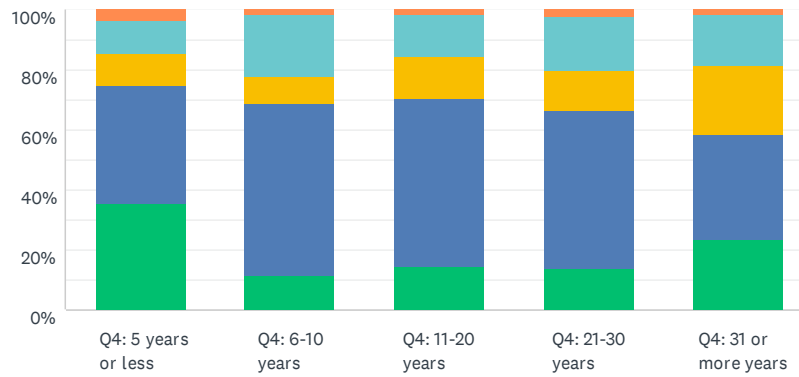
Q6 Which best describes the community your practice in?



Urban Suburban Rural

| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Urban | 34% | 211 |
| Suburban | 53% | 329 |
| Rural | 14% | 86 |
| TOTAL | | 626 |

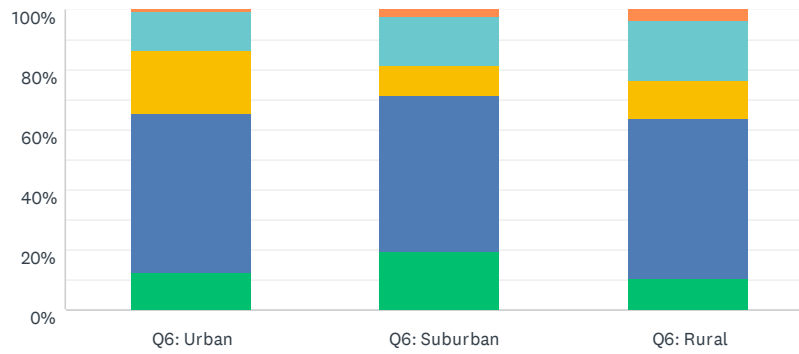
Q1 Which best describes your practice's current operations?



- Open, with regular hours for in-office appointments similar to six months ago
- Open, but fewer hours for in-office appointments than six months ago
- Office closed, but reaching out to patients remotely
- Office closed, not interacting with patients
- Seeing patients in their homes

| | OPEN, WITH REGULAR HOURS FOR IN-OFFICE APPOINTMENTS SIMILAR TO SIX MONTHS AGO | OPEN, BUT FEWER HOURS FOR IN-OFFICE APPOINTMENTS THAN SIX MONTHS AGO | OFFICE CLOSED, BUT REACHING OUT TO PATIENTS REMOTELY | OFFICE CLOSED, NOT INTERACTING WITH PATIENTS | SEEING PATIENTS IN THEIR HOMES | TOTAL |
|----------------------|---|--|--|--|--------------------------------|------------|
| Q4: 5 years or less | 36% 10 | 39% 11 | 11% 3 | 11% 3 | 4% 1 | 4% 28 |
| Q4: 6-10 years | 12% 9 | 58% 45 | 9% 7 | 21% 16 | 1% 1 | 12% 78 |
| Q4: 11-20 years | 14% 44 | 56% 170 | 14% 43 | 14% 43 | 1% 4 | 49% 304 |
| Q4: 21-30 years | 14% 22 | 53% 82 | 13% 21 | 18% 28 | 2% 3 | 25% 156 |
| Q4: 31 or more years | 23% 14 | 35% 21 | 23% 14 | 17% 10 | 2% 1 | 10% 60 |
| Total Respondents | 99 | 329 | 88 | 100 | 10 | 626 |

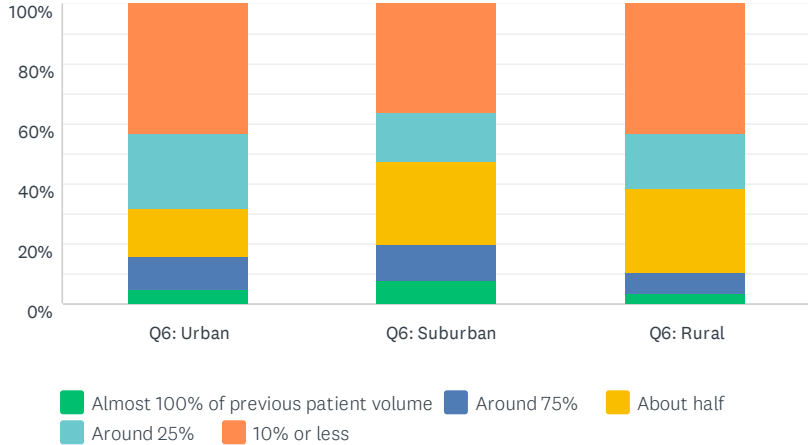
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|-------------------|---|--|--|--|--------------------------------|------------|
| Q6: Urban | 12% 26 | 53% 112 | 21% 44 | 13% 28 | 0% 1 | 34% 211 |
| Q6: Suburban | 19% 64 | 52% 171 | 10% 33 | 17% 55 | 2% 6 | 53% 329 |
| Q6: Rural | 10% 9 | 53% 46 | 13% 11 | 20% 17 | 3% 3 | 14% 86 |
| Total Respondents | 99 | 329 | 88 | 100 | 10 | 626 |

Q2 What percentage of patient volume specifically related to non-remote, in-office visits are you currently seeing as compared to your in-office patient volume of six months ago?



| | ALMOST 100% OF PREVIOUS PATIENT VOLUME | AROUND 75% | ABOUT HALF | AROUND 25% | 10% OR LESS | TOTAL |
|-------------------|--|------------|------------|------------|-------------|------------|
| Q6: Urban | 5% 11 | 11% 23 | 16% 34 | 25% 52 | 43% 91 | 34% 211 |
| Q6: Suburban | 8% 27 | 12% 38 | 28% 91 | 17% 55 | 36% 118 | 53% 329 |
| Q6: Rural | 3% 3 | 7% 6 | 28% 24 | 19% 16 | 43% 37 | 14% 86 |
| Total Respondents | 41 | 67 | 149 | 123 | 246 | 626 |