

Acupuncture Today's **The Evolving Acupuncture Practice Survey**

Executive Summary

July 2022

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on June 8, 2022, by MPA Media, publishers of Acupuncture Today, Dynamic Chiropractic, and To Your Health. The survey was sent to 33,199 acupuncturists via email. The response rate was 1.65%

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

DISCUSSION

In the first two questions, regarding products and services offered to patients, 42% of acupuncturists offer products to at least half their patients (16% offering products to half, 8% offering products to three-quarters and 18% offering products to almost all). Looking into the future, one-third expect to increase the products and services they offer patients, with 61% expecting to stay the same and 5% expecting to decrease.

Question #3 looked at specific products offered to patients. Almost three-quarters (73%) offer herbs to patients, with two-thirds (67%) offering herbs in granular/capsules, almost half (48%) offering liquid herbs and a fifth (20%) offering raw herbs. Topical analgesics are offered by 59% of acupuncturists, with half offering nutritional supplements and almost a third (31%) offering CBD products.

Looking at products acupuncturists are thinking about offering or would like to offer someday, 20% are interested in homeopathic products, with 19% interested in anti-aging products, 18% interested in CBD products and 17% interested in rehab products.

The next question looked at services acupuncturists use in practice in addition to acupuncture. Cupping is offered by 85% of acupuncturists, followed by topical analgesics (70%), infrared (65%) and massage therapy (46%). Acupuncturists are thinking about and would like to someday use patient e-newsletters (35%), lab testing services (32%) and lasers for pain management (31%).

In Question #5, acupuncturists were asked which media sources they use for acupuncture news and information. Seminars were the most popular at 76%, followed by digital trade publications (71%), colleagues (64%) and print trade publications (53%). This is a shift from the same question in the 2018 survey in that digital trade publication popularity increased from 63% to 71% and print trade publication popularity fell from 59% to 53%.

Question #6 asked which media is used for information about new products and services. Seminars lead with 63%, followed closely by colleagues (62%), internet including company websites (60%), digital trade publication (58%) and print trade publications (46%). Compared to responses to the same question in 2018, seminar use fell from 72% to 63% and digital trade publication use increased from 52% to 58%.

Another trend involves practice type. Responses to question #7 revealed that the percentage of single-practitioner clinics fell from 75% in 2018 to 68%. Over the same period, the percentage of acupuncturists practicing in integrated interdisciplinary practices (with at least two other non-acupuncture professionals excluding massage therapists) more than doubled from 4% to 9%.

Finally, the number of years in practice has also changed since 2018, with a larger percentage of acupuncturists in practice for 20-24 years (24% vs. 13% in 2018) and 25 or more years (26% vs. 19% in 2018). Likewise, the percentage of newer practitioners has decreased for those in practice less than 5 years (4% vs. 9% in 2018) and 5 to 9 years (8% vs. 17% in 2018).

CONCLUSION

Of the 42% of acupuncturists who offer products to at least half their patients, almost a quarter (24%) offer products to at least three-quarters of their patients, with almost a fifth (18%) offering products to almost all their patients. A third expect to add additional products and services in the near future.

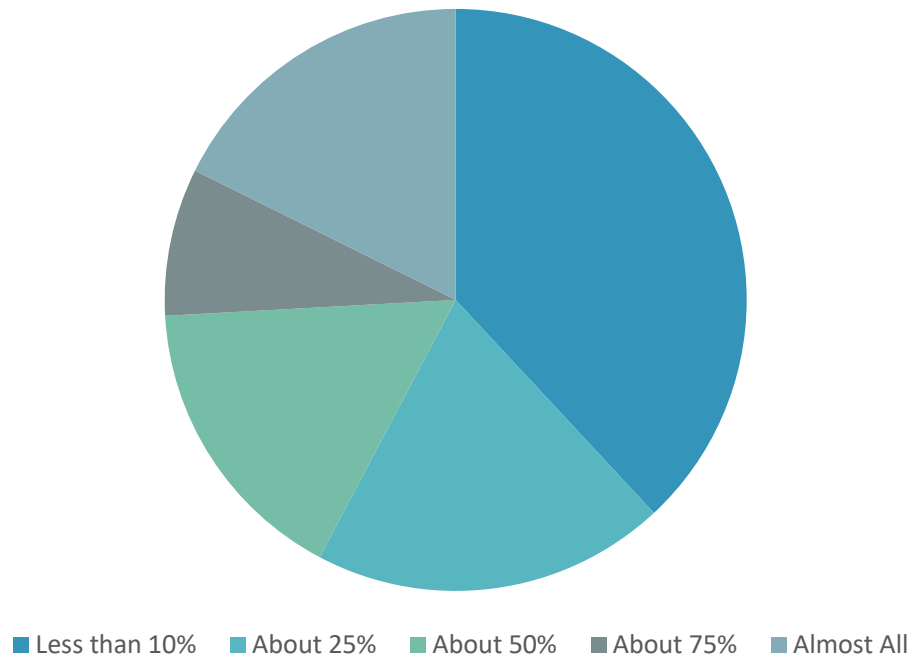
Products that are most likely to be added to acupuncture practices include homeopathic products, anti-aging products, CBD products and rehab products. Services most likely to be added include patient e-newsletters, lab testing services and lasers for pain management.

Media consumption for both news/information and new products/services is trending toward digital trade publications and away from seminars. This may be reflective of the lingering effects of the pandemic, which had a negative impact on most seminar attendance.

There is a lower percentage of single practitioners with a significant increase of acupuncturists working in integrated interdisciplinary practices. At the same time, the percentage of newer practitioners has decreased, while the percentage of older practitioners has increased. Both of these events may also be the result of changes to the profession brought on by the pandemic. It will be important to see if these potentially pandemic-related changes remain in effect, increase or return to pre-pandemic levels.

Q1

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



ANSWER CHOICES

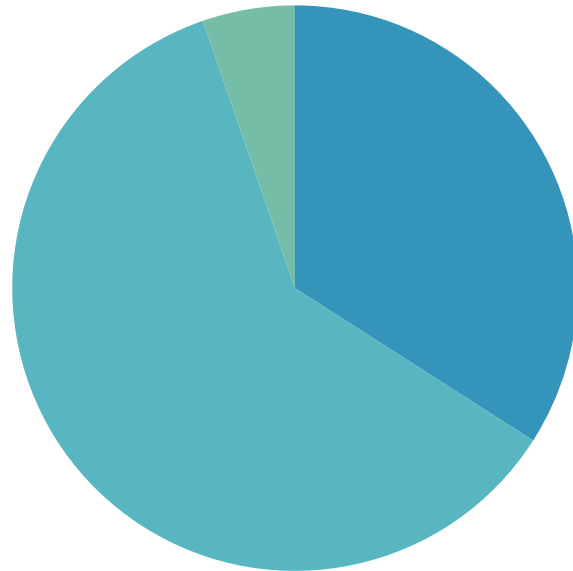
RESPONSES

Less than 10%
About 25%
About 50%
About 75%
Almost All

38%
20%
16%
8%
18%

Q2

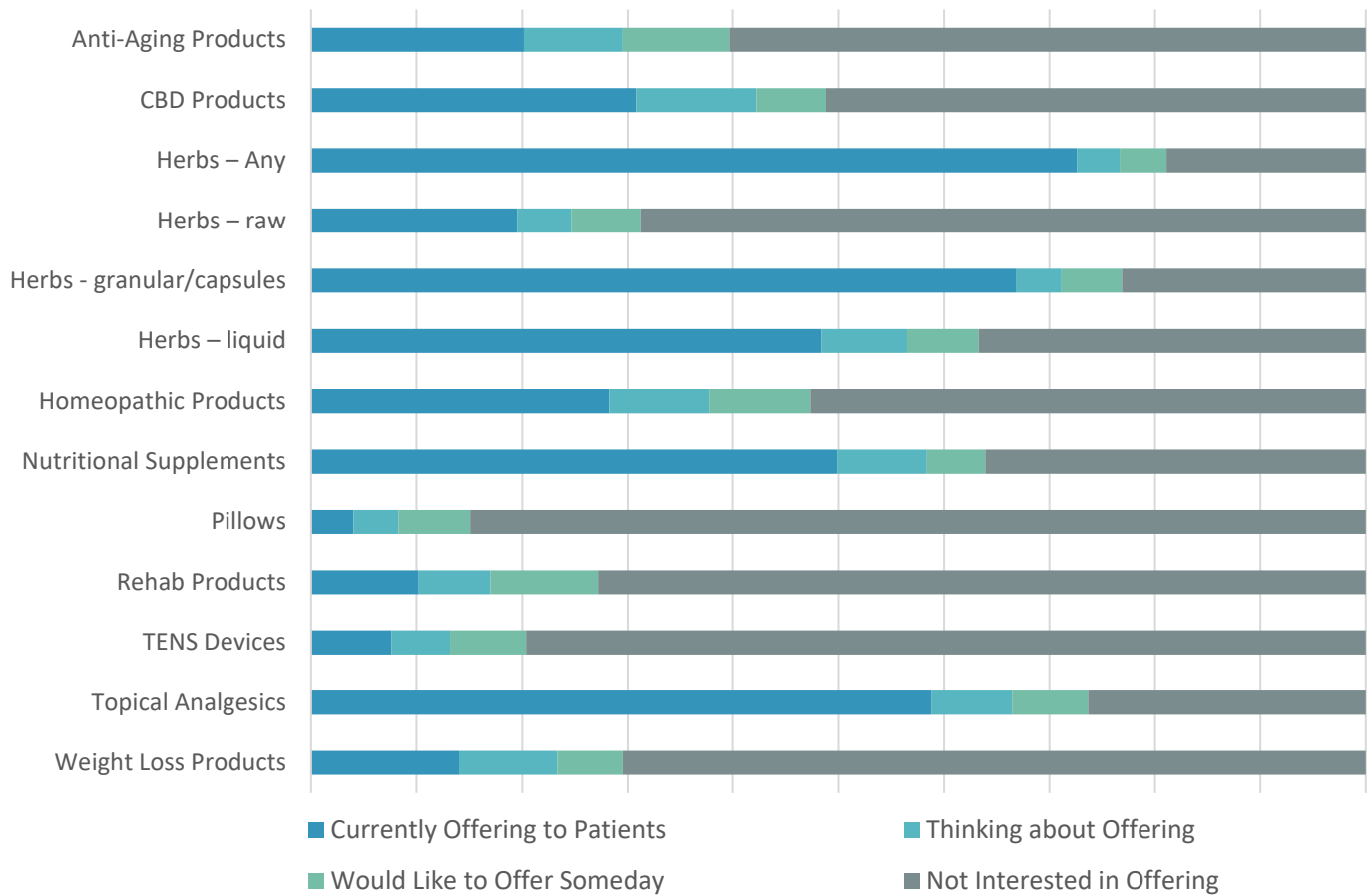
In general, what is your future expectation about what you offer your patients?



- Increase Products and Services I Offer My Patients
- Stay About the Same
- Decrease Products and Services I Offer My Patients

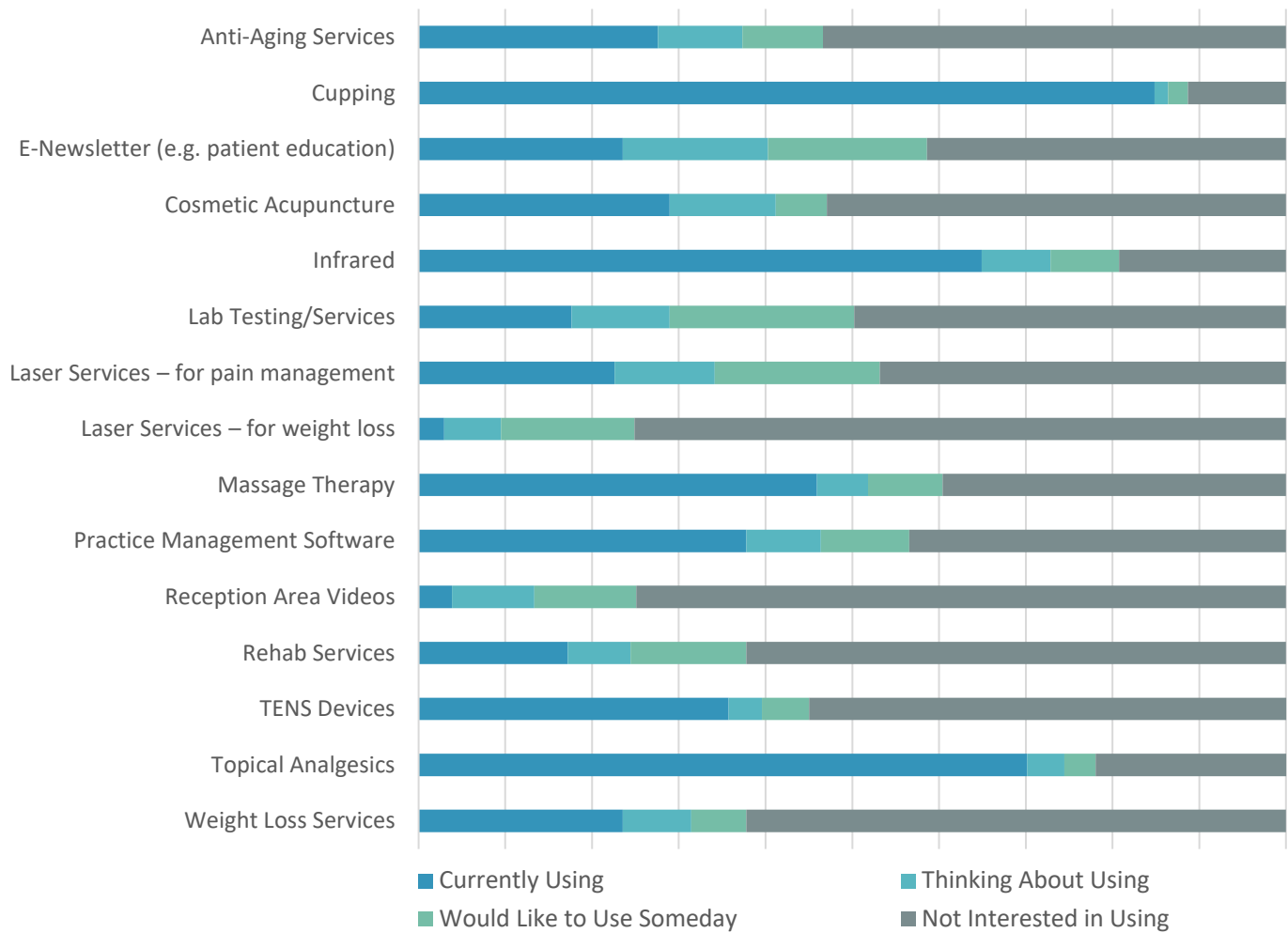
ANSWER CHOICES	RESPONSES
Increase Products and Services I Offer My Patients	34%
Stay About the Same	61%
Decrease Products and Services I Offer My Patients	5%

Which of the following PRODUCTS do you offer to your patients?



ANSWER CHOICES	CURRENTLY USING	THINKING ABOUT USING	WOULD LIKE TO USE SOMEDAY	NOT INTERESTED IN USING
Anti-Aging Products	20%	9%	10%	60%
CBD Products	31%	11%	7%	51%
Herbs – Any	73%	4%	4%	19%
Herbs – raw	20%	5%	7%	69%
Herbs - granular/capsules	67%	4%	6%	23%
Herbs – liquid	48%	8%	7%	37%
Homeopathic Products	28%	10%	10%	53%
Nutritional Supplements	50%	8%	6%	36%
Pillows	4%	4%	7%	85%
Rehab Products	10%	7%	10%	73%
TENS Devices	8%	6%	7%	80%
Topical Analgesics	59%	8%	7%	26%
Weight Loss Products	14%	9%	6%	70%

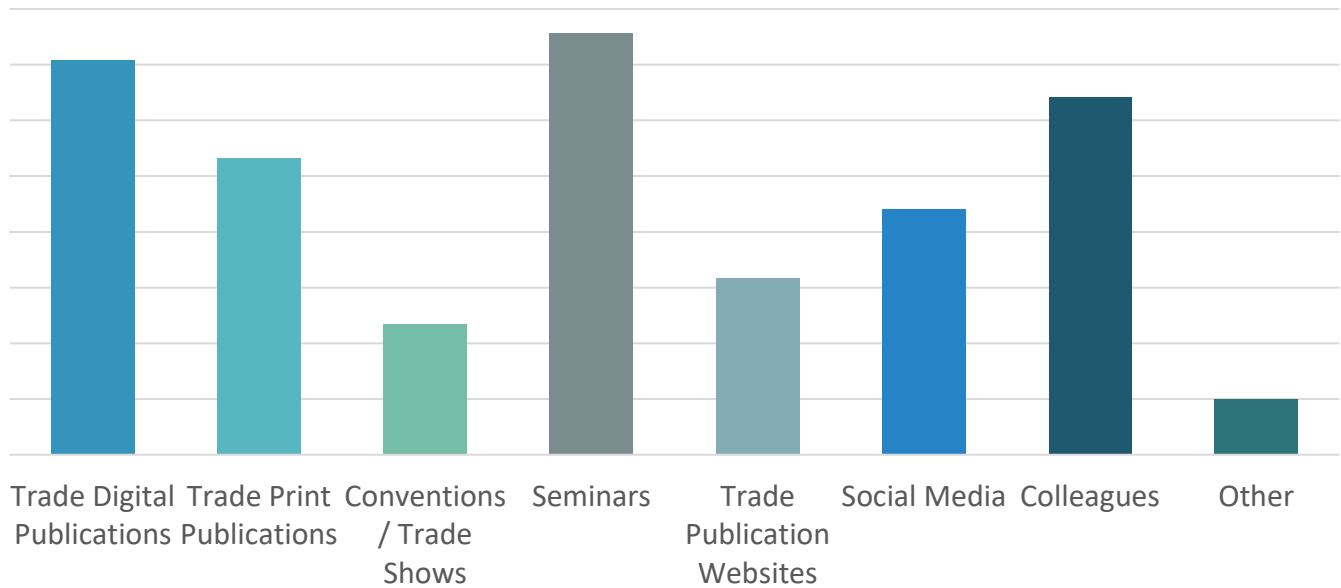
Which of the following SERVICES do you use in your practice?



ANSWER CHOICES	CURRENTLY USING	THINKING ABOUT USING	WOULD LIKE TO USE SOMEDAY	NOT INTERESTED IN USING
Anti-Aging Services	28%	10%	9%	53%
Cupping	85%	2%	2%	11%
E-Newsletter (e.g. patient education)	24%	17%	18%	41%
Cosmetic Acupuncture	29%	12%	6%	53%
Infrared	65%	8%	8%	19%
Lab Testing/Services	18%	11%	21%	50%
Laser Services – for pain management	23%	12%	19%	47%
Laser Services – for weight loss	3%	7%	15%	75%
Massage Therapy	46%	6%	9%	40%
Practice Management Software	38%	9%	10%	43%
Reception Area Videos	4%	9%	12%	75%
Rehab Services	17%	7%	13%	62%
TENS Devices	36%	4%	5%	55%
Topical Analgesics	70%	4%	4%	22%
Weight Loss Services	24%	8%	6%	62%

Q5

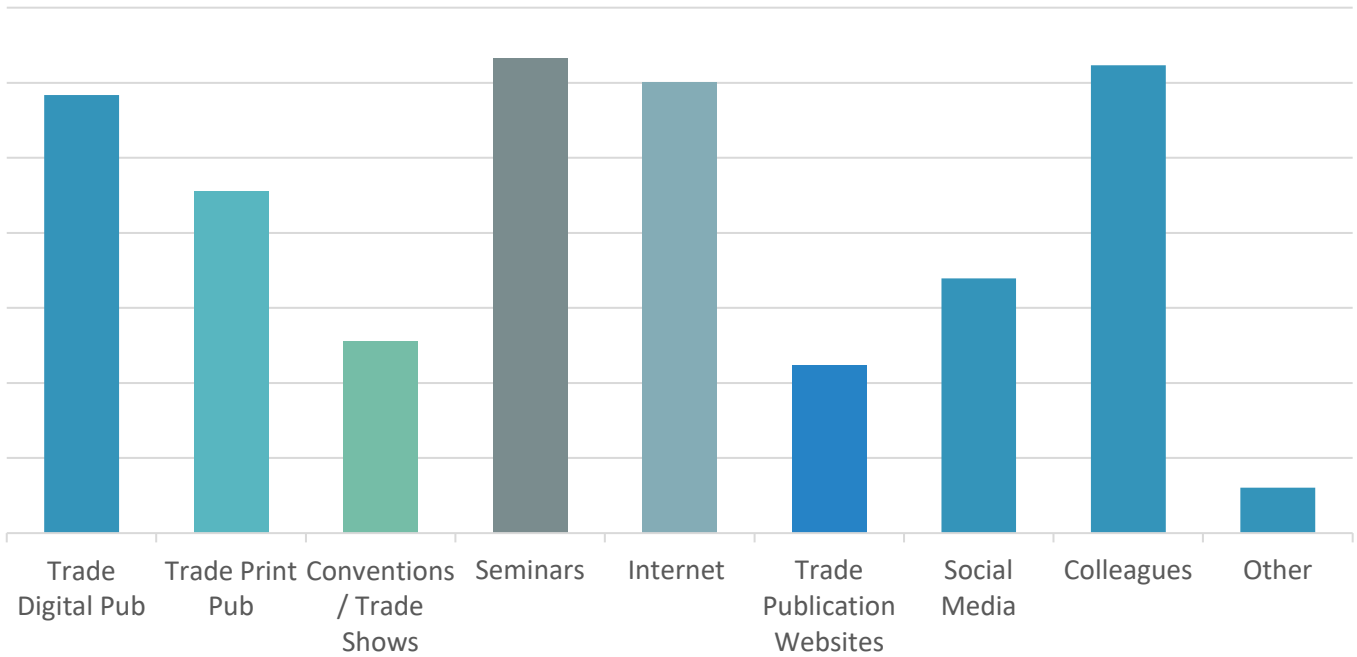
What media sources do you use to get acupuncture news and information?



ANSWER CHOICES	RESPONSES
Trade Digital Publications	71%
Trade Print Publications	53%
Conventions / Trade Shows	24%
Seminars	76%
Trade Publication Websites	32%
Social Media (Face Book, Twitter, etc.)	44%
Colleagues	64%
Other	10%

Q6

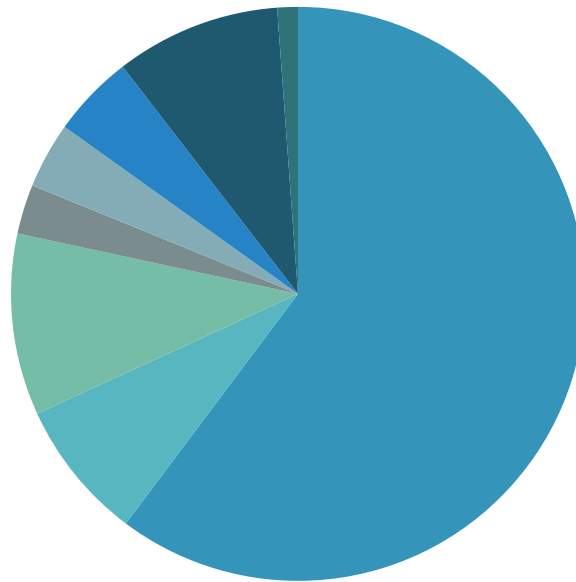
Where do you find information about new products and services to use in your practice or offer to your patients?



ANSWER CHOICES	RESPONSES
Trade Digital Publications	58%
Trade Print Publications	46%
Conventions / Trade Shows	26%
Seminars	63%
Internet (company websites, etc.)	60%
Trade Publication Websites	22%
Social Media (Face Book, Twitter, Yelp, etc.)	34%
Colleagues	62%
Other	6%

Q7

Which of the following best describes your practice?

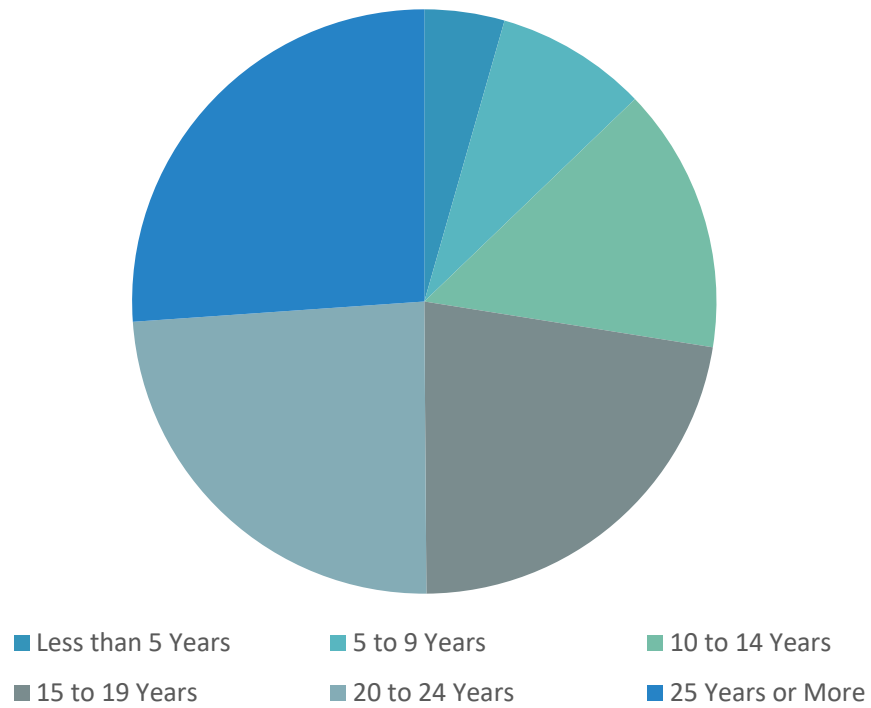


- Single Practitioner, Traditional
- Single Practitioner, Broad Scope
- Multiple Practitioner, Traditional
- Multiple Practitioners, Broad Scope
- Specialized Practice
- Interdisciplinary Practice
- Integrated Interdisciplinary Practice
- Franchise Practice

ANSWER CHOICES	RESPONSES
Single Practitioner, Traditional - 90% or more of your revenue from acupuncture/herbs	60%
Single Practitioner, Broad Scope - 20% or more of your revenue from something other than acupuncture/herbs	8%
Multiple Practitioner, Traditional - more than one acupuncture/herb practitioners in the office, 90% or more of your revenue from acupuncture/herbs	10%
Multiple Practitioners, Broad Scope - more than one acupuncture/herb practitioners in the office, 20% or more of your revenue from something other than acupuncture/herbs	3%
Specialized Practice - more than 50% of your revenue from something other than acupuncture/herbs	4%
Interdisciplinary Practice - practicing with at least one other non- acupuncture/herb professionals (not including massage therapists) where some expenses are shared	5%
Integrated Interdisciplinary Practice - practicing with at least two other non-acupuncture/herb professionals (not including massage therapists) where providers work as a team to address the needs of almost all patients and some expenses are shared	9%
Franchise Practice – practicing in a franchise clinic or office.	1%

Q8

How long have you been in practice?



ANSWER CHOICES

Less than 5 Years
5 to 9 Years
10 to 14 Years
15 to 19 Years
20 to 24 Years
25 Years or More

RESPONSES

4%
8%
15%
22%
24%
26%

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