

Dynamic Chiropractic's Expanding Chiropractic Practice Survey

Executive Summary

February 2014

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on February 10, 2014 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 46,085 doctors of chiropractic (DCs) via email. The response rate was nearly 1%.

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

DISCUSSION

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

More than half (51%) of DCs expect to increase the products and services they offer to their patients, 46% expect they will offer about the same, and only 3% intend to decrease the products and services they offer their patients.

The next question asks DCs what percentage of their patients they currently sell products to, and more than half (52%) responded that they sell to a quarter or more of their patients.

The opportunity to expand the chiropractic practice is lead by weight loss products, with 16% of DCs currently thinking about adding the sale of these products. This would equate to about 9,600 DCs if these results were generalized to the entire population. Other opportunities to add additional products for sale include rehab products (13%), homeopathic remedies (11%), TENS devices (11%), posture clothing (11%) and anti-aging products (10%).

Other products that appear to show growth potential with DCs currently “thinking about selling” or “would like to sell someday” are laser products (25%) and herbs (21%).

Adding additional services is another way that DCs can expand their practice. Ranking at the top of the list of services that DCs are “thinking about using” are e-newsletter services; with 18% of DCs (or nearly 11,000 DCs) currently thinking about offering this service in their practice. This is followed by laser services (15%), weight loss consult (15%), lab testing (14%), sleep wellness consult (12%) and practice management software (10%).

Lastly, DCs were asked where they find information about new products and services to use in their practice or offer to their patients. The majority of DCs responded with seminars (67%), followed by trade publications (57%), Internet (51%), colleagues (47%) and conventions/trade shows (42%).

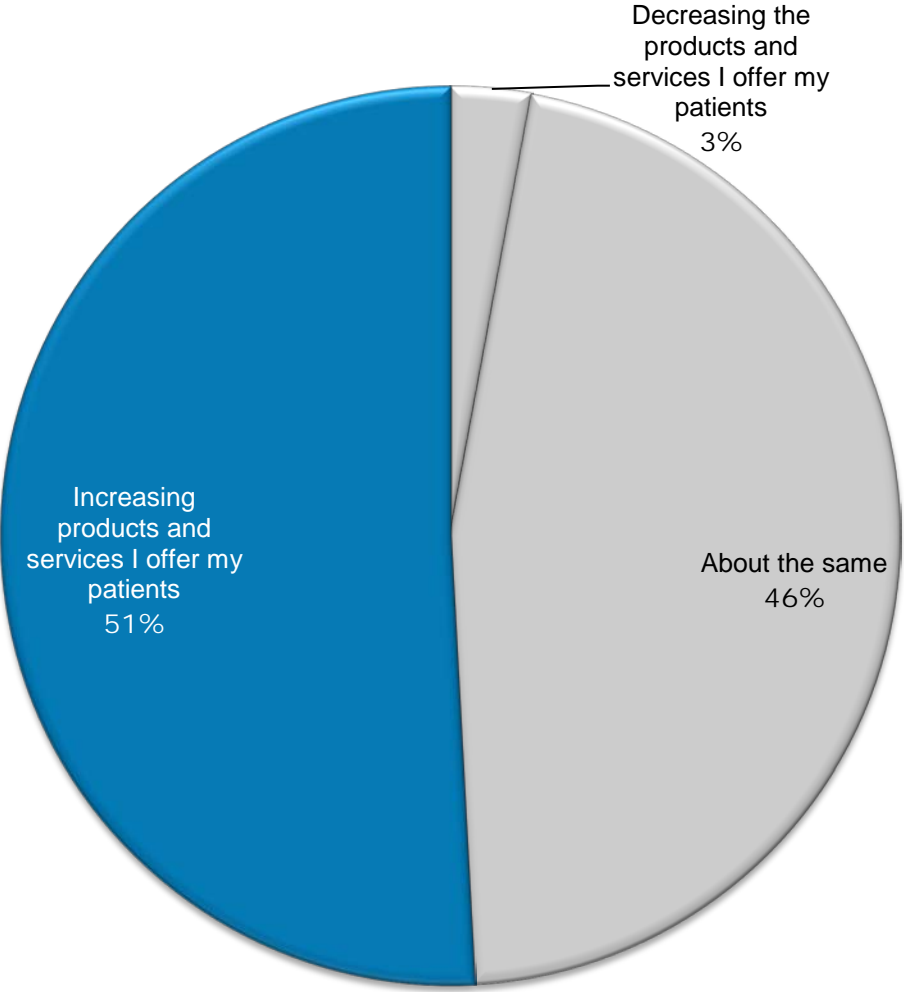
CONCLUSION

Just over half of DCs 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 DCs are thinking of adding to their practice someday, which shows future potential growth.

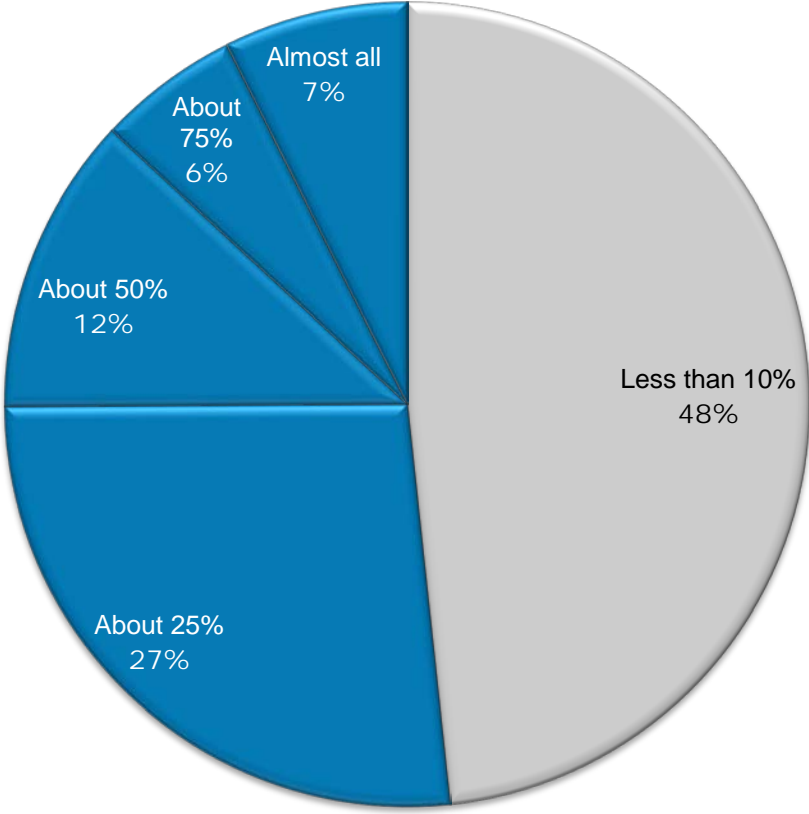
Doctors of chiropractic indicated the top products that they are thinking about or would someday like to sell; which included weight loss products, laser products, posture clothing, homeopathic remedies, anti-aging products, herbs and rehab products. The top services DCs are thinking about or would someday like to offer includes laser services, weight loss consult, sleep wellness consult and lab testing. In both groups of products to sell and services to offer, weight loss was the among the top.

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 chiropractic practices.

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



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



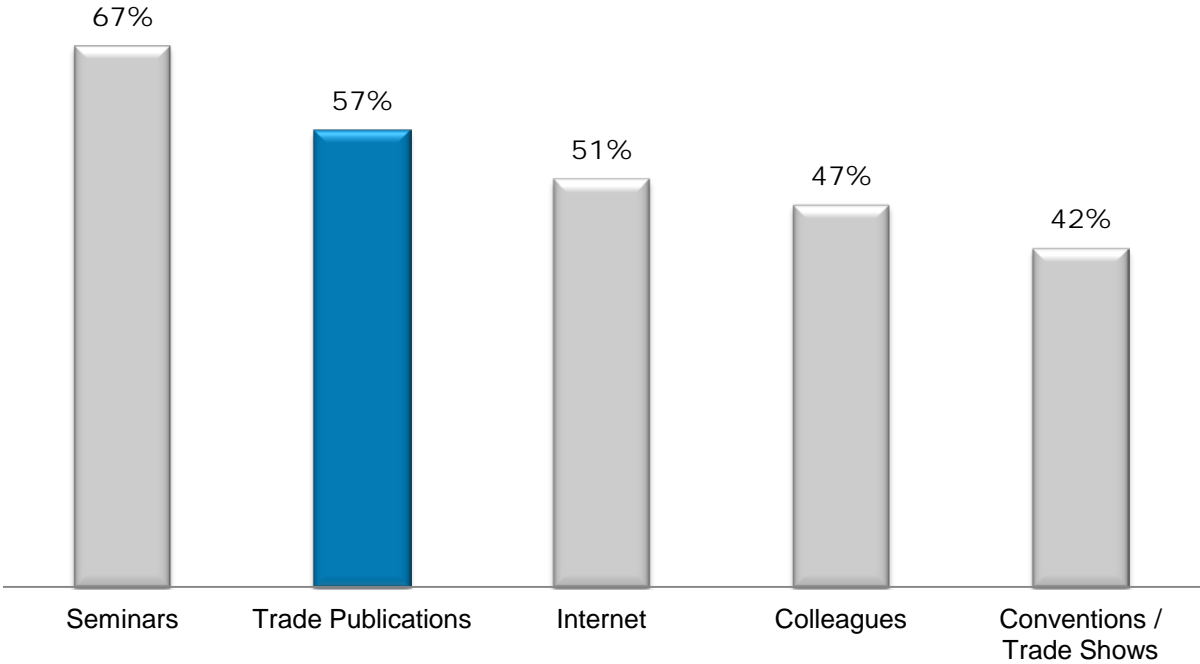
3. Which of the following products do you SELL to your patients?

	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
Weight Loss Products	27%	16%	10%	26%	47%
Laser Products	9%	9%	16%	25%	65%
Posture Clothing	3%	11%	12%	23%	73%
Homeopathic Remedies	33%	11%	12%	23%	44%
Anti-Aging Products	15%	10%	11%	21%	64%
Herbs	41%	8%	13%	21%	39%
Rehab Products	48%	13%	7%	20%	32%
PH Balanced Water	3%	8%	9%	17%	79%
Orthotics	59%	9%	7%	16%	25%
TENS Devices	37%	11%	4%	16%	47%
Beds	5%	5%	8%	13%	83%
Nutritional Supplements	70%	5%	7%	12%	18%
Pillows	59%	3%	8%	11%	30%
Topical Analgesics	71%	5%	4%	9%	20%

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
E-Newsletter	31%	18%	15%	33%	36%
Laser	41%	15%	13%	28%	31%
Weight Loss Consult	27%	15%	14%	28%	45%
Sleep Wellness Consult	9%	12%	15%	27%	65%
Lab Testing	37%	14%	11%	25%	39%
Anti-Aging Services	14%	9%	12%	21%	65%
Practice Management Software	46%	10%	7%	17%	37%
Rehab Services	53%	9%	8%	17%	30%
Infrared	21%	8%	8%	16%	63%
TENS Devices	42%	8%	5%	13%	45%
Cupping	7%	3%	6%	9%	84%
Topical Analgesics	73%	4%	4%	8%	19%

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]



Survey-At-A-Glance

	2014
Total Started Survey:	361
Total Finished Survey:	345 (95.6%)
Total Invites Sent:	46,085
Response Rate:	1%

Key Takeaways

- More than half (51%) of DCs expect to increase the products and services they offer to their patients.
- Hot products on top of the current minds of DCs are weight loss products, rehab products, homeopathic remedies, TENS devices, posture clothing, anti-aging products, laser products and herbs.
- Popular services on top of the current minds of DCs are e-newsletter services, laser services, weight loss consult, lab testing, sleep wellness consult and practice management software.
- Fifty-seven percent of DCs find information about new products and services via trade publications.