

Dynamic Chiropractic's Expanding Chiropractic Practice Survey

Executive Summary

October 2015

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on October 7, 2015 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 55,075 doctors of chiropractic (DCs) via email. The response rate was just over half a percent (.52%).

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

DISCUSSION

This survey is designed to help 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. The responses to many of these questions are further examined based upon the number of years the respondents have been in chiropractic practice.

In reviewing responses to the first question, we see that just about half (49%) of DCs expect to increase the products and services they offer to their patients, 45% expect they will offer about the same, and only 6% intend to decrease the products and services they offer their patients. When broken down by years in practice, DCs who have been practicing for less than five years are more likely to increase the products and services they offer their patients.

An analysis of the data shows almost two-thirds (66%) of respondents have at least one product or service they are “thinking about” offering to their patients. While this contradicts the response to Question #1, it suggests most practitioners are at least thinking about adding specific products and services.

Next, we asked DCs what percentage of their patients they currently offer products to, with more than 40% responding they offer products to half or more of their patients. DCs who have been in practice longer are more likely to offer products to at least half their patients, ranging from 46% (DCs practicing 15-19 years and 20-24 years) to 42% (DCs practicing 25 years or more).

Responses to Question #3 show that the percentage of chiropractor respondents already offering various products to their patients ranges from 7% (beds) to 75% (topical analgesics). The percentage of DCs who are “thinking about” adding new products ranges from 2% to 15%, with weight-loss products (15%), posture clothing (13%), rehab products (10%), laser products (10%), homeopathic remedies (10%) and liquid herbs (10%) leading the list. The data shows almost half (49%) of respondents are “thinking about” offering one or more of these products to their patients.

Adding additional services is another way DCs can expand their practice. Responses to Question #4 show the range of services chiropractors currently offer their patients, ranging from 8% (sleep wellness consultation) to 76% (topical analgesics). The percentage of DCs “thinking about adding” new services

ranges from 2% to 21%, with patient e-newsletters (21%), laser (16%), lab testing (14%), weight-loss consultation (13%), kinesiology taping (13%) and rehab services (10%) leading. Again, according to the data, more than half (56%) of respondents are "thinking about" offering one or more of the listed services to their patients.

In Question #5, we asked DCs where they find information about new products and services to use in their practice or offer to their patients. More than half of respondents preferred seminars (72%), trade publications (59%) or colleagues (58%) as the best way to learn about new products and services. Interestingly, social media came in last, named by only 10.6% of total respondents. However, as might be expected, DCs practicing nine years or less are much more likely to use social media to find information on new products and services, while DCs practicing 10 years or more are much more likely to use a trade publication.

Question #6 presented seven generalized practice styles and sought to understand the percentage of chiropractors participating in each form of practice. On the surface, we see 70% of chiropractors still practice a more traditional form of chiropractic (either solo or with other DCs), where at least 80% of their revenue comes from adjustments, rehab, physical therapy, etc. Of the remaining 30%, about half rely on other services and products for at least 30% of their revenue. The final 15% (approximately 10,000 doctors of chiropractic) have adopted a different style of practice that involves working with non-chiropractic providers (just over 9%) or offering other services and products that drive more than half their revenue.

As you might expect, there is a difference between the type of practice chosen by a doctor in their first five years of practice vs. one who has been practicing for 25 years or more:

- Doctors practicing for less than five years and those practicing for 5-9 years are much more likely to be in an integrated interdisciplinary practice (14% and 18%, respectively).
- Doctors who have been practicing for 5-9 years also are much more likely to practice in interdisciplinary practices (9%) or specialized practices (9%).
- Doctors practicing 10-14 years are much more likely to be practicing in some form of multiple-DC practice (38%) and more likely to have a traditional single- or multiple-DC practice (48% and 38%, respectively).
- Doctors practicing for 25 years or more are the least likely to have a traditional multiple- or single-DC practice (66%), adopting other forms of revenue.

The next question asked doctors what percentage of their revenue comes from third-party payers. Only about a third of the profession relies on third-party payers for most of their revenue. A quarter of DCs are essentially cash practitioners.

Again, responses varied depending on number of years in practice:

- Doctors practicing for less than five years and those practicing for 5-9 years are much more likely to receive "almost all" of their revenue from third-party payers (43% and 45%, respectively).

- Doctors in practice for less than five years and those practicing for 5-9 years also are among those most likely to have cash practices, receiving less than 10% of their revenue from third-party payers (29% and 27%, respectively).
- Doctors practicing for 15-19 years are the least likely to depend on third-party payments, with more than three-quarters (76%) receiving half or less of their income from such payments.

Question #8 assessed the percentage of doctors who “considered” their office to be “100% ICD-10 compliant.” This question was asked just after the deadline for ICD-10 conversion, October 1, 2015. Only two-thirds (66%) of respondents believed they were 100% compliant, with 15% stating they weren’t and almost one in five (19%) unsure.

CONCLUSION

Almost half of DCs revealed they will increase the products and services they sell and offer their patients this year. Approximately 40% of doctors offer products and services to half or more of their patients.

A total of 66% of respondents indicated they are “thinking about” adding one or more products and/or services to provide to their patients. More respondents are thinking about offering one or more services (56%), compared to those thinking about offering one or more products (49%).

Doctors of chiropractic indicated the top products they are thinking about adding to their practice include weight-loss products, posture clothing, rehab products, laser products, homeopathic remedies and liquid herbs. The top services DCs are thinking about using in their practice are e-newsletters, laser, lab testing, weight-loss consultation, kinesiology taping and rehab services.

Seminars, trade publications and colleagues are used most frequently to learn about new products and services. New doctors are much more likely to use social media to find information on new products and services, while those practicing 10 years or more are more likely to use trade publications.

Doctors practicing less than 10 years are more likely to be practicing in integrated, interdisciplinary and specialized practices. Doctors practicing for 25 years or more are the least likely to have a traditional multiple- or single-DC practice (66%), adopting other forms of revenue.

While many new DCs are beginning as cash practitioners, a larger number are almost entirely dependent on third-party payers. However, the longer a doctor of chiropractic is in practice, the less they depend on third-party payers, and the more they seek to earn additional revenue from other services and products.

When considering this data, it is important to note the “aging” nature of the chiropractic profession. According to studies from the National Board of Chiropractic Examiners, the portion of the profession practicing for 16 years or more has grown from 24.6% in 1991 to 63.8% in 2014. And while there is a desire

to reach doctors who are new in practice (four years or less), it should be recognized that this group constitutes less than 10% of the profession.¹

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.

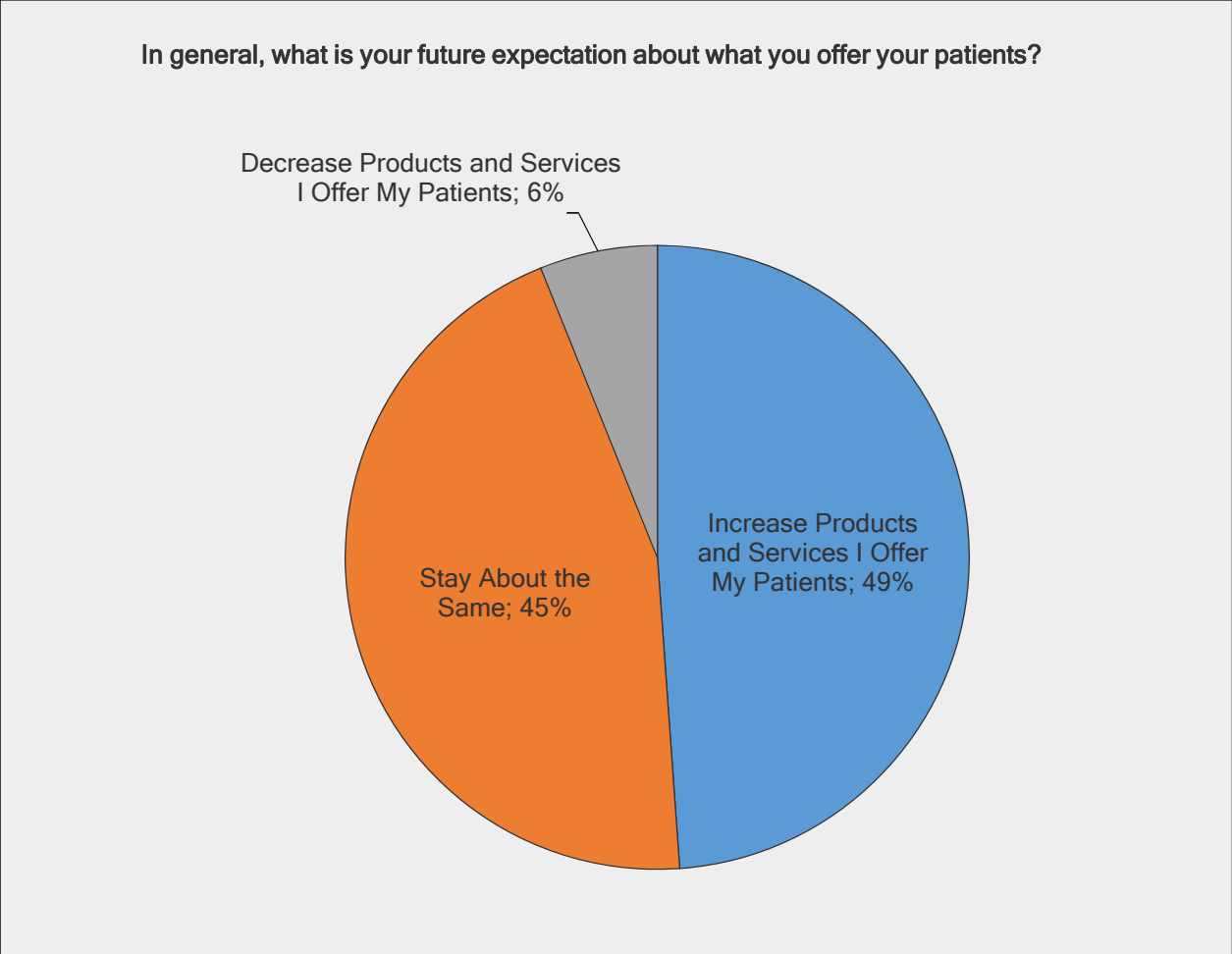
Reference

1. *Practice Analysis of Chiropractic 2015*. National Board of Chiropractic Examiners, January 2015.

The Expanding Chiropractic Practice Q1

Q1 In general, what is your future expectation about what you offer your patients?

Answer Options	Response Percent
Increase Products and Services I Offer My Patients	49%
Stay About the Same	45%
Decrease Products and Services I Offer My Patients	6%

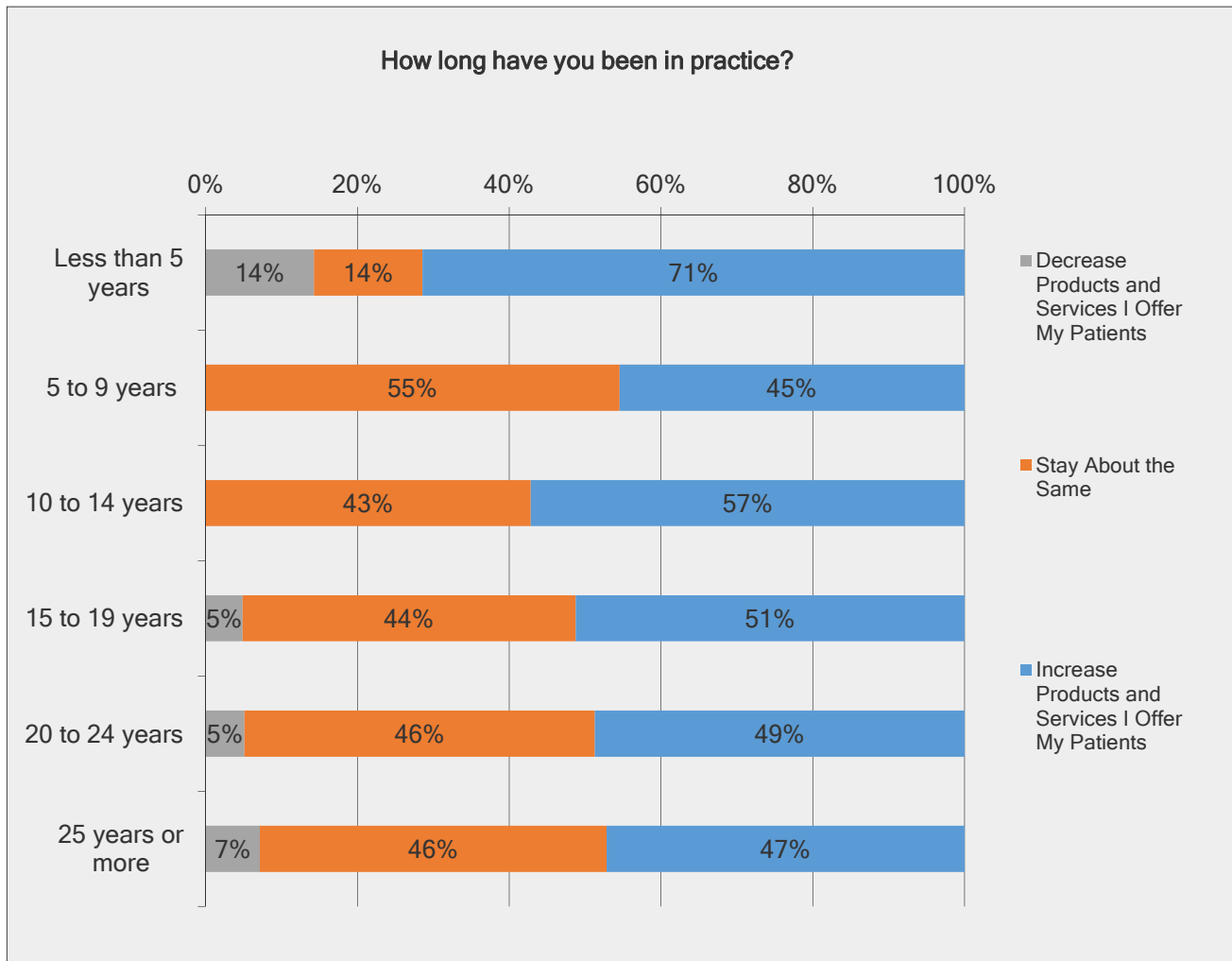


The Expanding Chiropractic Practice Q9-Q1

Q9 How long have you been in practice?

Q1 In general, what is your future expectation about what you offer your patients?

Answer Options	Increase Products and Services I Offer My Patients	Stay About the Same	Decrease Products and Services I Offer My Patients
Less than 5 years	71%	14%	14%
5 to 9 years	45%	55%	0%
10 to 14 years	57%	43%	0%
15 to 19 years	51%	44%	5%
20 to 24 years	49%	46%	5%
25 years or more	47%	46%	7%



The Expanding Chiropractic Practice Q2

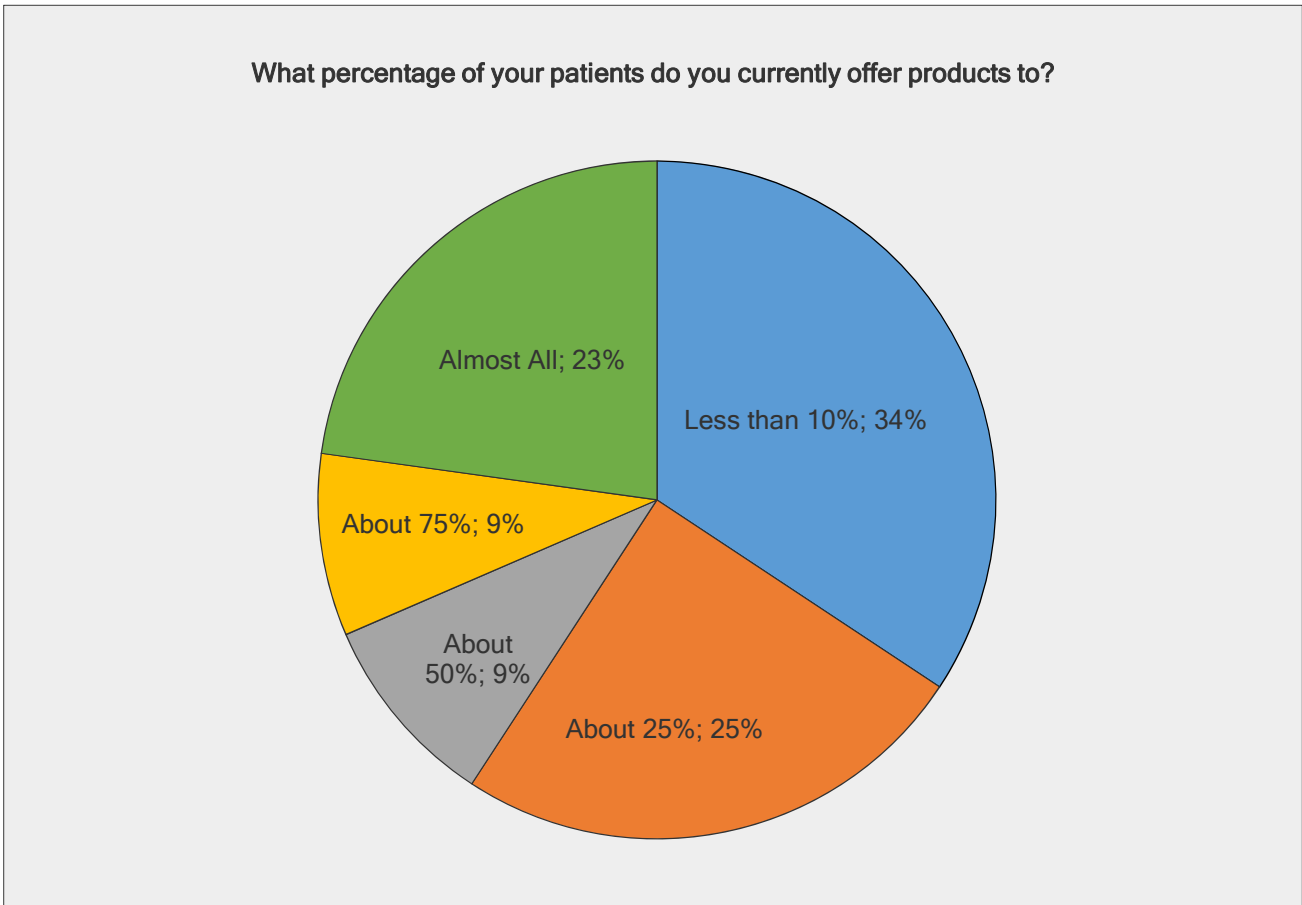
Q2 What percentage of your patients do you currently offer products to?

Answer Options

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

Response Percent

34%
25%
9%
9%
23%

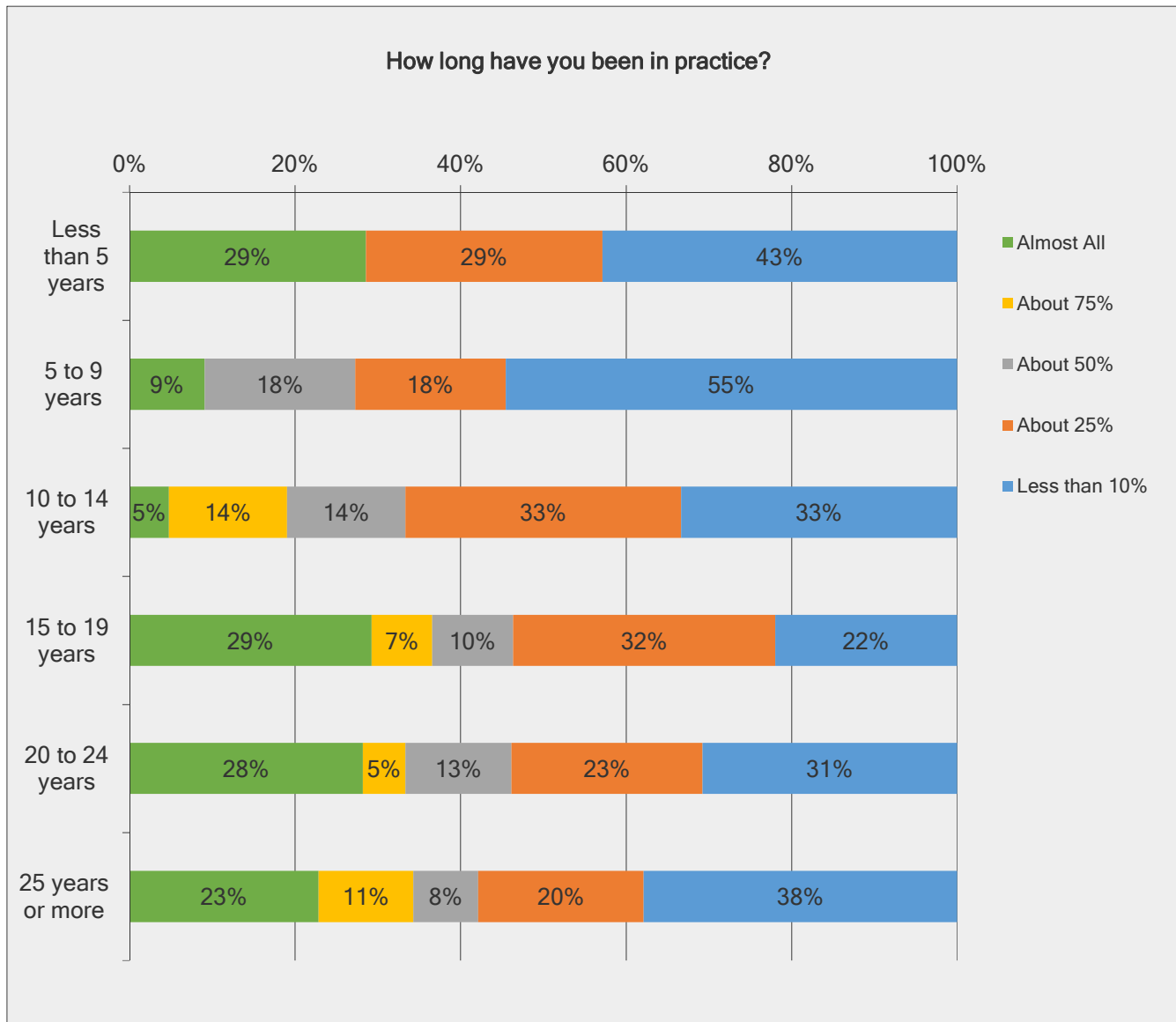


The Expanding Chiropractic Practice Q9-Q2

Q9 How long have you been in practice?

Q2 What percentage of your patients do you currently offer products to?

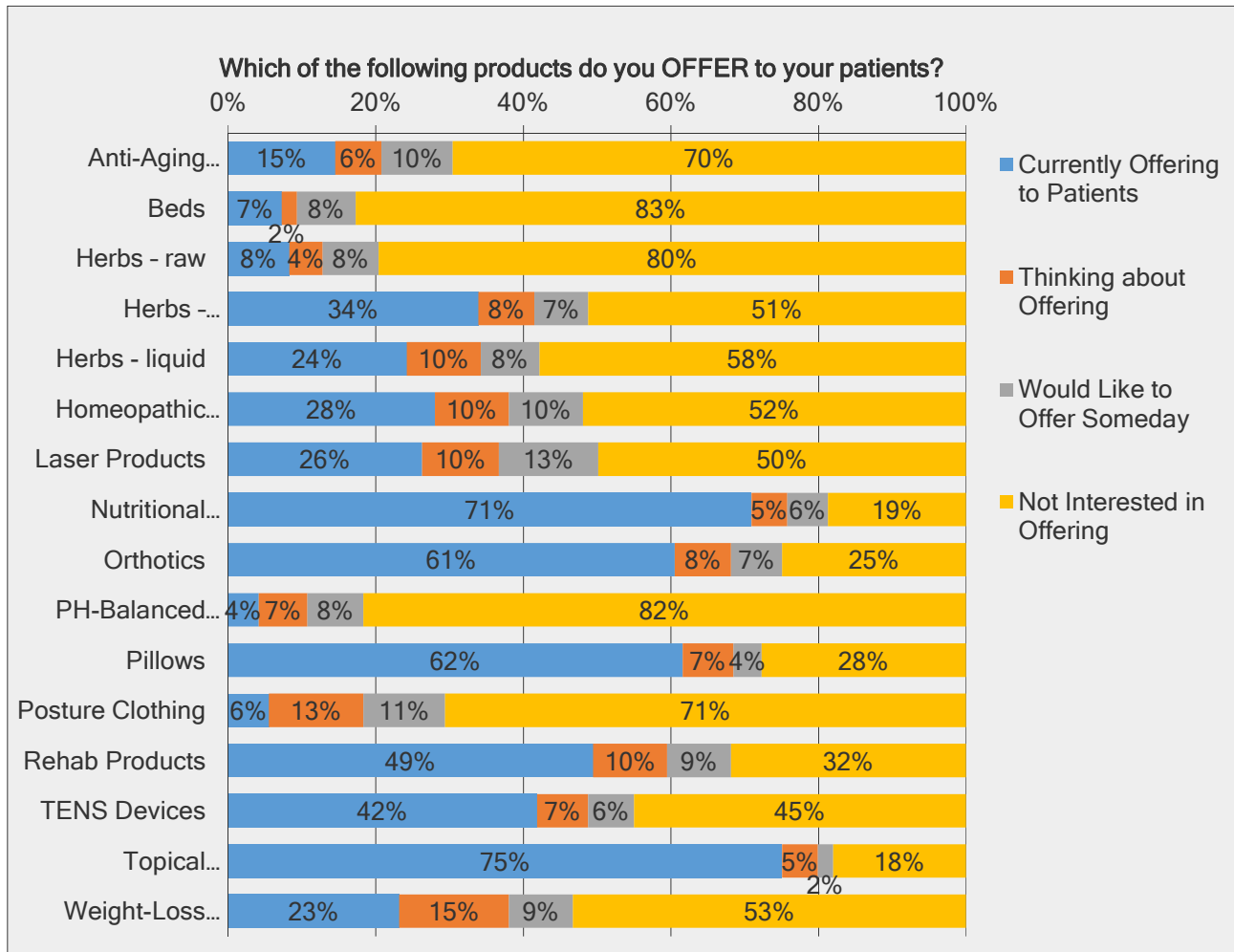
Answer Options	Less than 10%	About 25%	About 50%	About 75%	Almost All
Less than 5 years	43%	29%	0%	0%	29%
5 to 9 years	55%	18%	18%	0%	9%
10 to 14 years	33%	33%	14%	14%	5%
15 to 19 years	22%	32%	10%	7%	29%
20 to 24 years	31%	23%	13%	5%	28%
25 years or more	38%	20%	8%	11%	23%



The Expanding Chiropractic Practice Q3

Q3 Which of the following products do you OFFER to your patients?

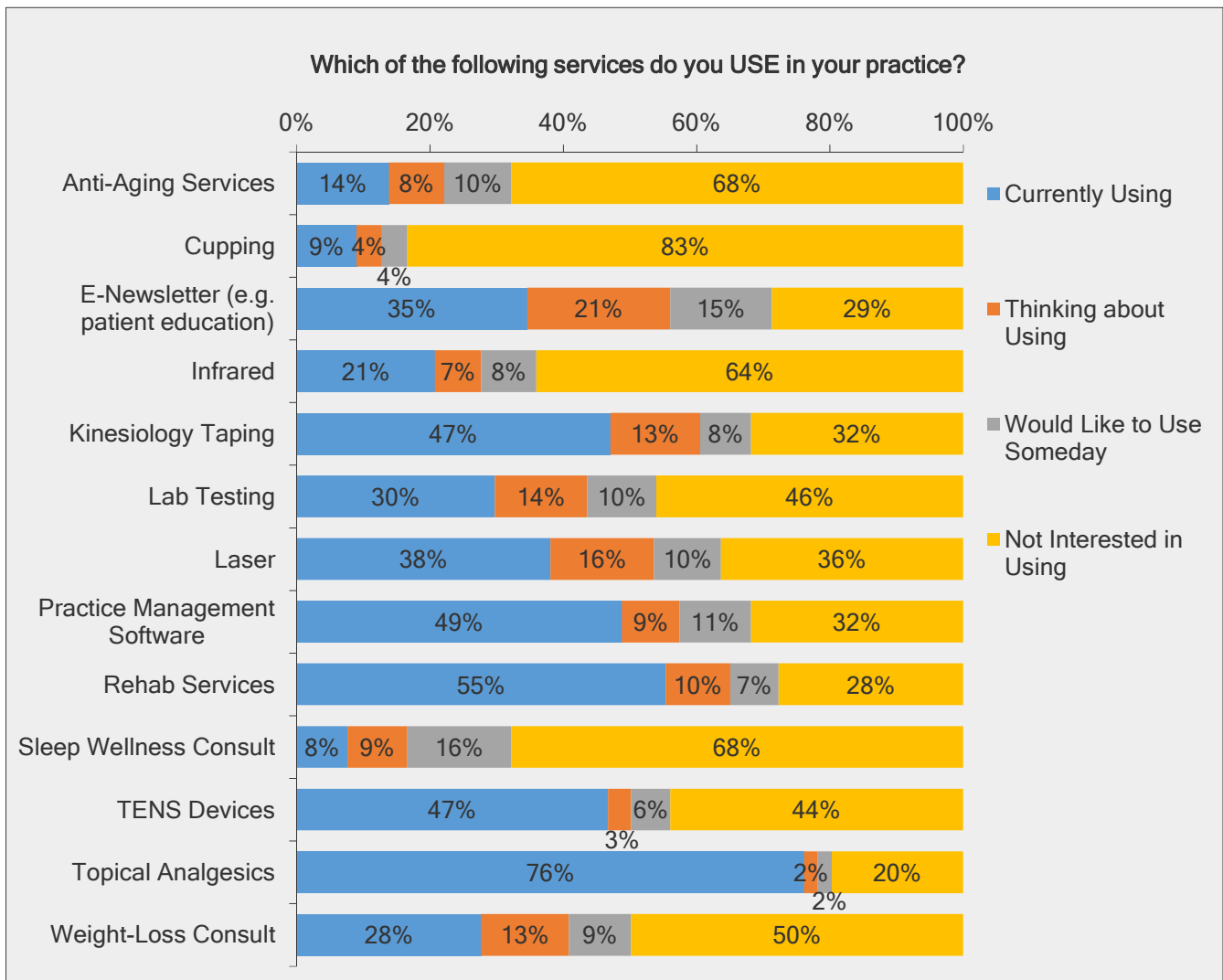
Answer Options	Currently Offering to Patients	Thinking about Offering	Would Like to Offer Someday	Not Interested in Offering
Anti-Aging Products	15%	6%	10%	70%
Beds	7%	2%	8%	83%
Herbs - raw	8%	4%	8%	80%
Herbs - granular/capsules	34%	8%	7%	51%
Herbs - liquid	24%	10%	8%	58%
Homeopathic Remedies	28%	10%	10%	52%
Laser Products	26%	10%	13%	50%
Nutritional Supplements	71%	5%	6%	19%
Orthotics	61%	8%	7%	25%
PH-Balanced Water	4%	7%	8%	82%
Pillows	62%	7%	4%	28%
Posture Clothing	6%	13%	11%	71%
Rehab Products	49%	10%	9%	32%
TENS Devices	42%	7%	6%	45%
Topical Analgesics	75%	5%	2%	18%
Weight-Loss Products	23%	15%	9%	53%



The Expanding Chiropractic Practice Q4

Q4 Which of the following services do you USE in your practice?

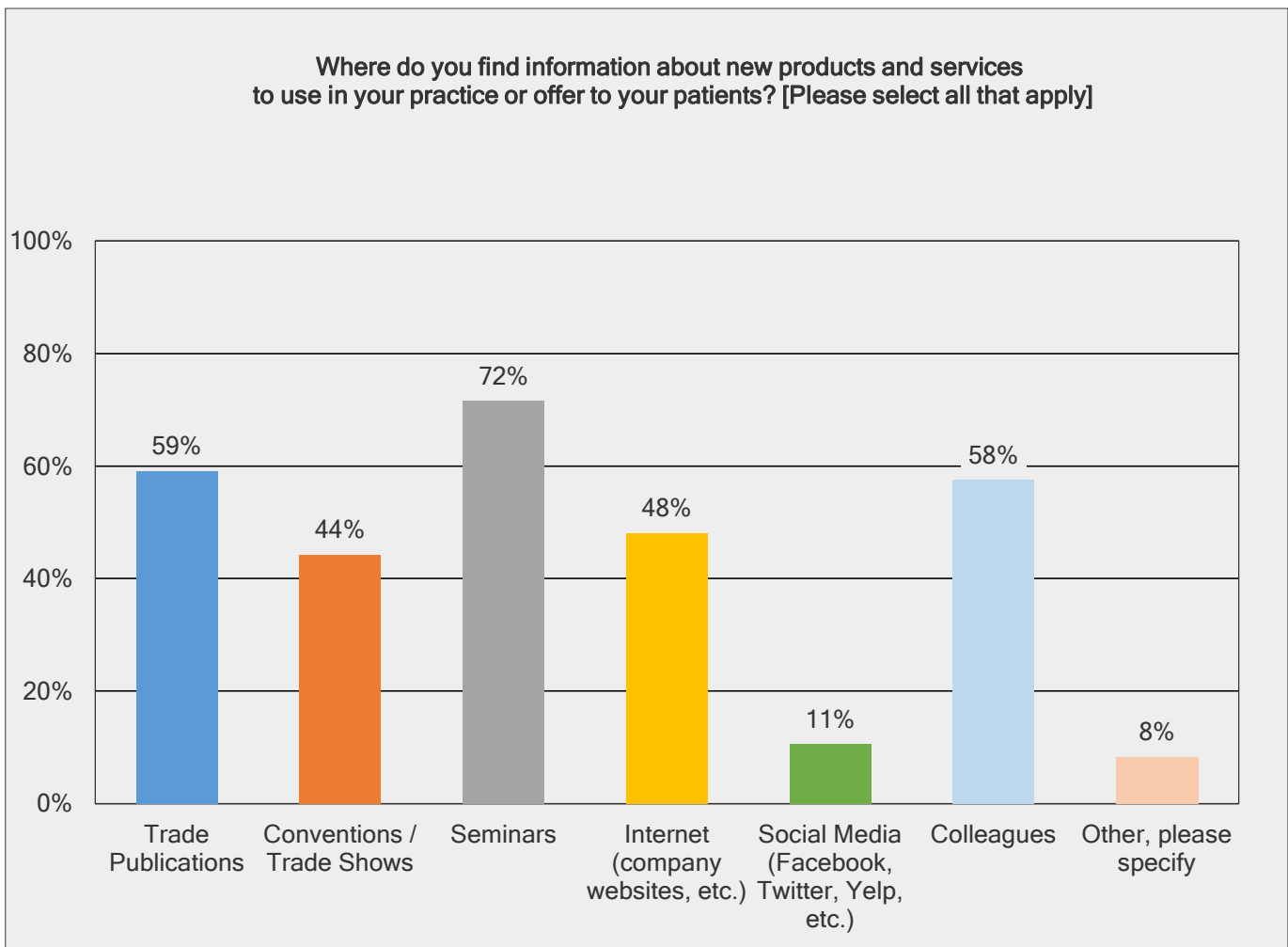
Answer Options	Currently Using	Thinking about Using	Would Like to Use Someday	Not Interested in Using
Anti-Aging Services	14%	8%	10%	68%
Cupping	9%	4%	4%	83%
E-Newsletter (e.g. patient education)	35%	21%	15%	29%
Infrared	21%	7%	8%	64%
Kinesiology Taping	47%	13%	8%	32%
Lab Testing	30%	14%	10%	46%
Laser	38%	16%	10%	36%
Practice Management Software	49%	9%	11%	32%
Rehab Services	55%	10%	7%	28%
Sleep Wellness Consult	8%	9%	16%	68%
TENS Devices	47%	3%	6%	44%
Topical Analgesics	76%	2%	2%	20%
Weight-Loss Consult	28%	13%	9%	50%



The Expanding Chiropractic Practice Q5

Q5 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]

Answer Options	Response Percent
Trade Publications	59%
Conventions / Trade Shows	44%
Seminars	72%
Internet (company websites, etc.)	48%
Social Media (Facebook, Twitter, Yelp, etc.)	11%
Colleagues	58%
Other, please specify	8%

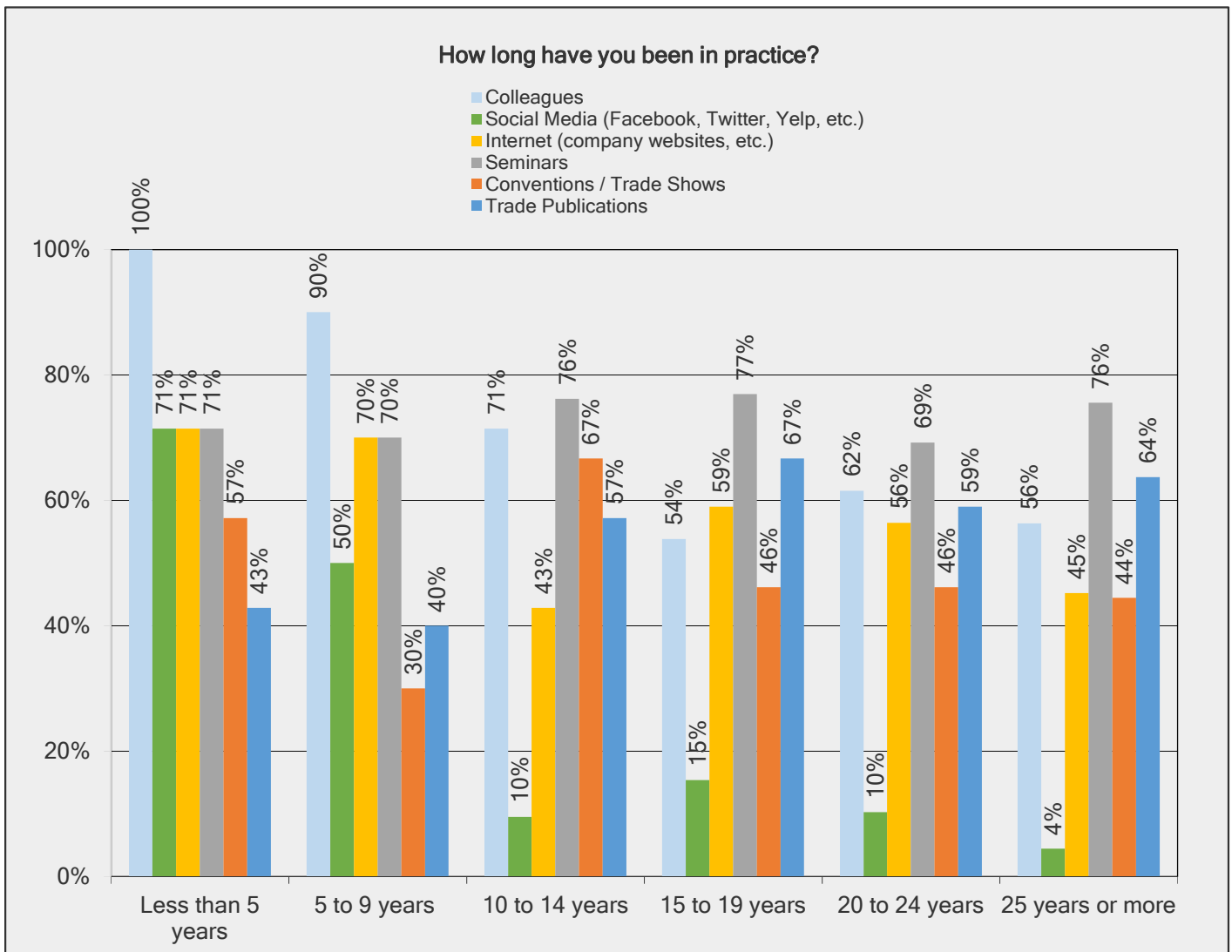


The Expanding Chiropractic Practice Q9-Q5

Q9 How long have you been in practice?

Q5 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]

Answer Options	Trade Publications	Conventions / Trade Shows	Seminars	Internet (company websites, etc.)	Social Media (Facebook, Twitter, Yelp, etc.)	Colleagues
Less than 5 years	43%	57%	71%	71%	71%	100%
5 to 9 years	40%	30%	70%	70%	50%	90%
10 to 14 years	57%	67%	76%	43%	10%	71%
15 to 19 years	67%	46%	77%	59%	15%	54%
20 to 24 years	59%	46%	69%	56%	10%	62%
25 years or more	64%	44%	76%	45%	4%	56%



The Expanding Chiropractic Practice Q6

Q6 Which of the following best describes your practice:

Answer Options

Single DC, Traditional Chiropractic - 80% or more of your revenue from adjustment/manipulation/PT/rehab/massage

Single DC, Broad Scope - 30% or more of your revenue from something other than adjustment/manipulation/PT/rehab/massage

Multiple DC, Traditional Chiropractic - more than one DC in the office; 80% or more of your revenue from adjustment/manipulation/PT/rehab/massage

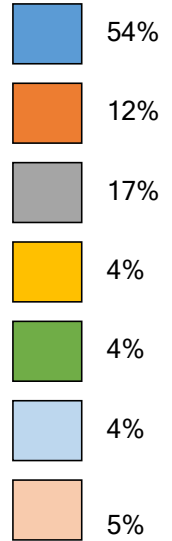
Multiple DC, Broad Scope - more than one DC in the office; 30% or more of your revenue from something other than adjustment/manipulation/PT/rehab/massage

Specialized Practice - more than 50% of your revenue from something other than adjustment/manipulation/PT/rehab/massage

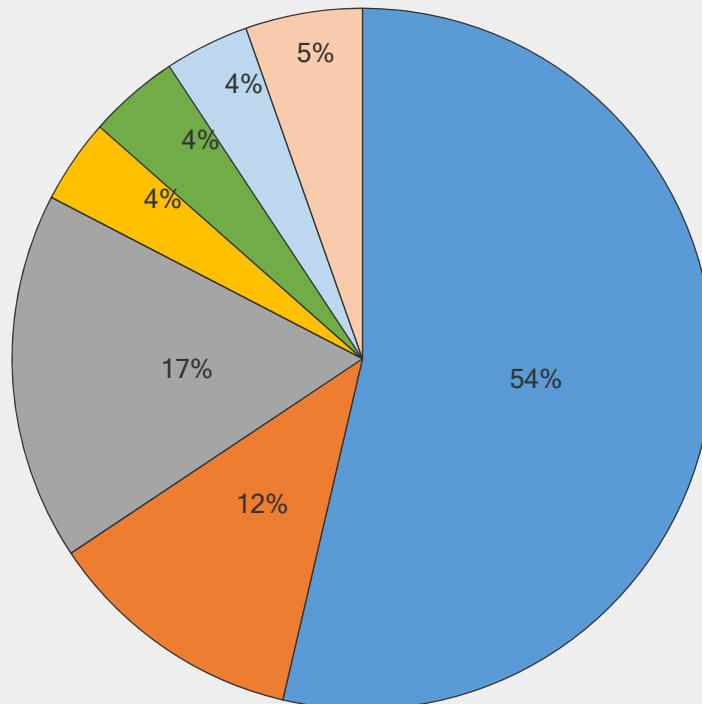
Interdisciplinary Practice - practicing with at least two other non-chiropractic professionals (not including massage therapists); some expenses are shared

Integrated Interdisciplinary Practice - practicing with at least two other non-chiropractic professionals (not including massage therapists); providers work as a team to address the needs of almost all patients and some expenses are shared

Response Percent



Which of the following best describes your practice:

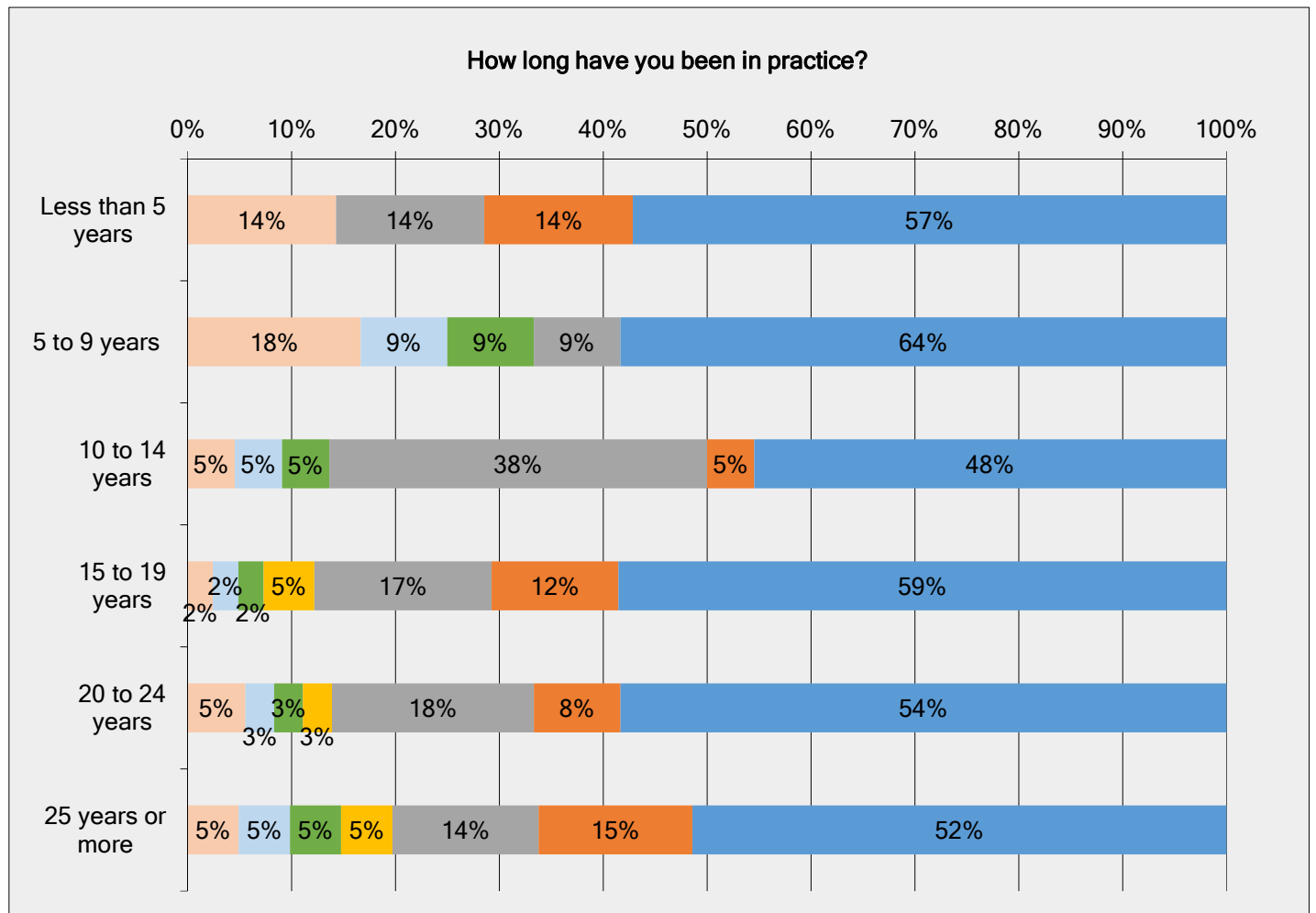


The Expanding Chiropractic Practice Q9-Q6

Q9 How long have you been in practice?

Q6 Which of the following best describes your practice:

Answer Options	Single DC Traditional Chiropractic	Single DC Broad Scope	Multiple DC Traditional Chiropractic	Multiple DC Broad Scope	Specialized Practice	Inter-disciplinary Practice	Integrated Inter-disciplinary Practice
Less than 5 years	57%	14%	14%	0%	0%	0%	14%
5 to 9 years	64%	0%	9%	0%	9%	0%	18%
10 to 14 years	48%	5%	38%	0%	5%	0%	5%
15 to 19 years	59%	12%	17%	5%	2%	2%	2%
20 to 24 years	54%	8%	18%	3%	3%	10%	5%
25 years or more	52%	15%	14%	5%	5%	4%	5%



The Expanding Chiropractic Practice Q7

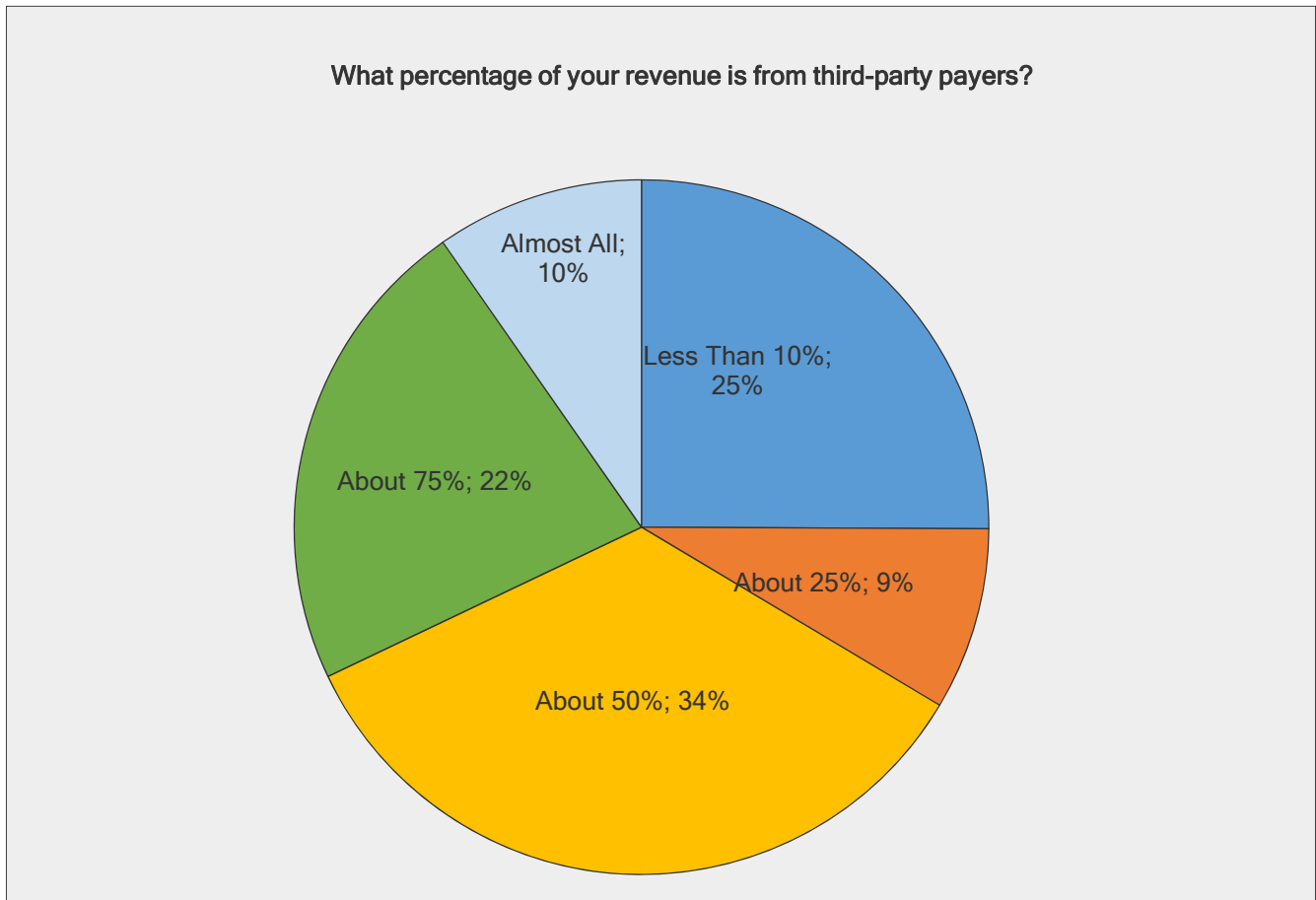
Q7 What percentage of your revenue is from third-party payers?

Answer Options

- Less Than 10%
- About 25%
- About 50%
- About 75%
- Almost All

Response Percent

- 25%
- 9%
- 34%
- 22%
- 10%

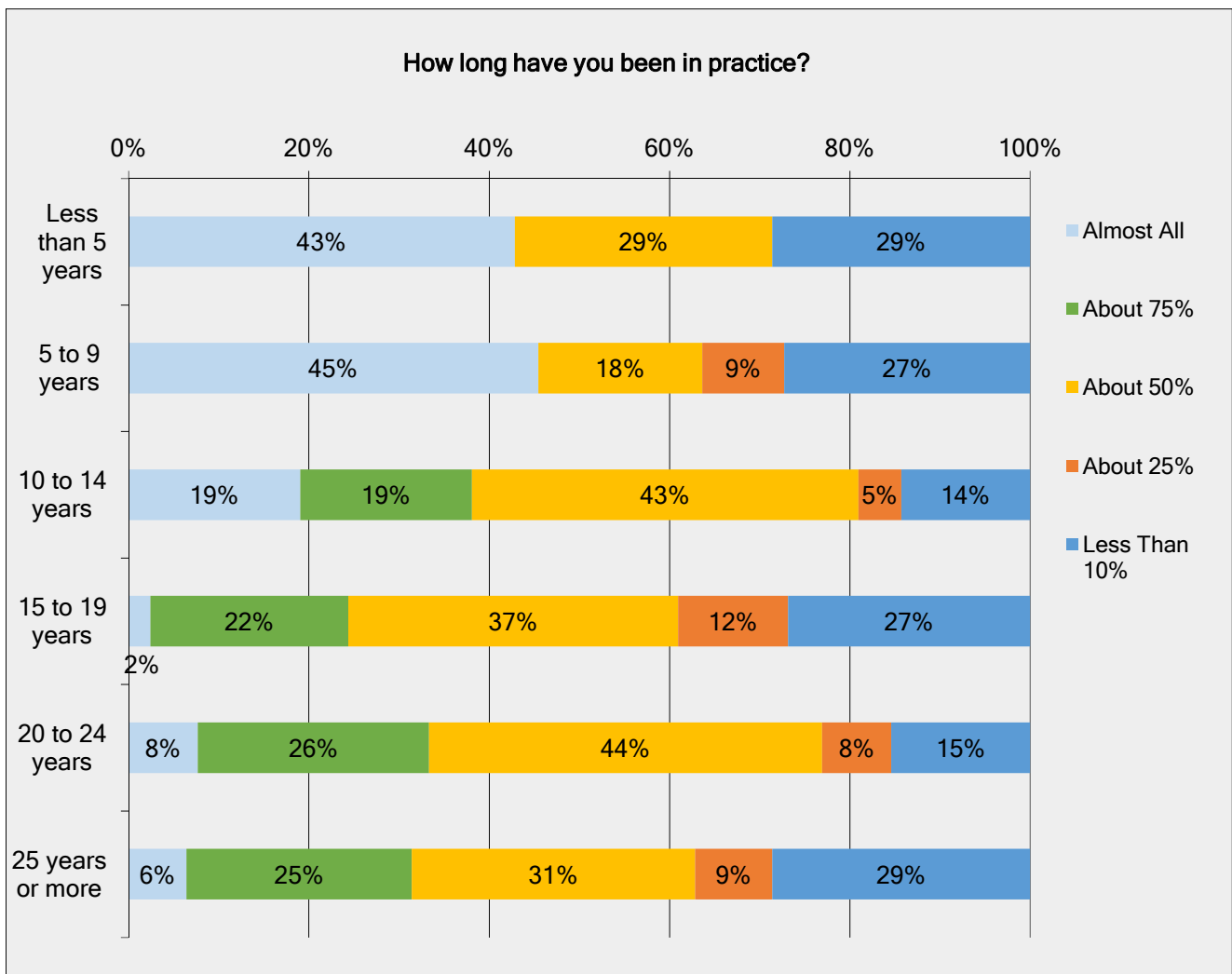


The Expanding Chiropractic Practice Q9-Q7

Q9 How long have you been in practice?

Q7 What percentage of your revenue is from third-party payers?

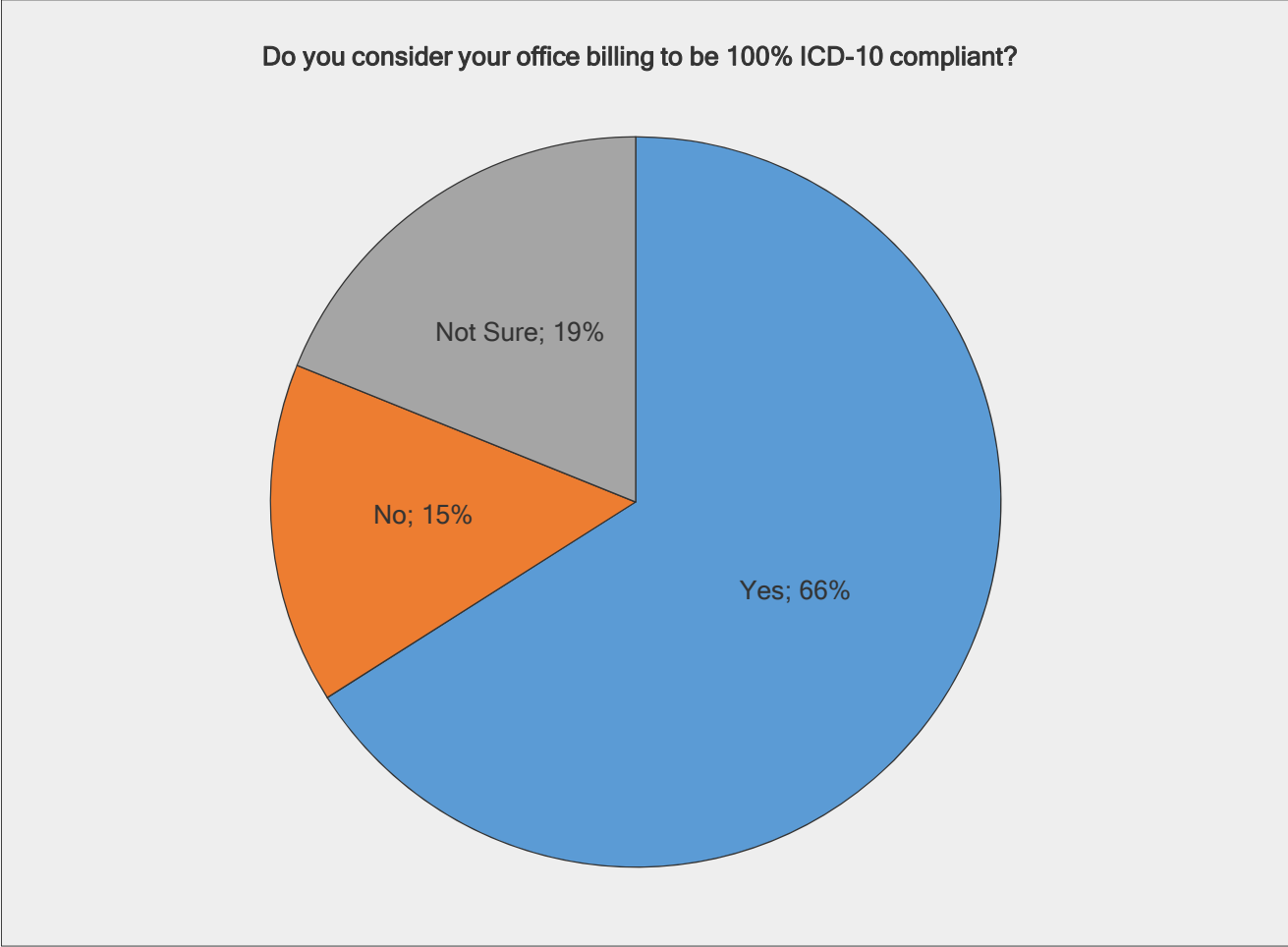
Answer Options	Less Than 10%	About 25%	About 50%	About 75%	Almost All
Less than 5 years	29%	0%	29%	0%	43%
5 to 9 years	27%	9%	18%	0%	45%
10 to 14 years	14%	5%	43%	19%	19%
15 to 19 years	27%	12%	37%	22%	2%
20 to 24 years	15%	8%	44%	26%	8%
25 years or more	29%	9%	31%	25%	6%



The Expanding Chiropractic Practice Q8

Q8 Do you consider your office billing to be 100% ICD-10 compliant?

Answer Options	Response Percent
Yes	66%
No	15%
Not Sure	19%



The Expanding Chiropractic Practice Q9

Q9 How long have you been in practice?

Answer Options

- Less than 5 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- 25 years or more

Response Percent

- 3%
- 4%
- 8%
- 16%
- 15%
- 54%

