

# Dynamic Chiropractic's Nutrition in Your Practice Survey

## Executive Summary

February 2017

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was initiated on February 8, 2017 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 65,841 doctors of chiropractic (DCs) via email. The response rate was just under half a percent (.40%).

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

## DISCUSSION

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This survey is designed to ascertain the nutritional supplement purchasing and recommending habits of doctors of chiropractic (DCs) in relation to specific products and brands they offer to their patients.

In the first question, we asked DCs what percentage of their patients they currently offer nutritional products to. About half (49.4%) responded they offer products to half or more of their patients. Over a quarter (27.8%) of DCs report they offer products to “almost all” of their patients.

Question #2, looks at the percentage of doctors who recommend specific products to their patients. Fish oil (56.2%), Probiotic (50.2%), Digestive Support (46.2%), Anti-inflammatory/Pain (45.3%) and Calcium/Magnesium or Calcium (40.3%) lead the list of 15 supplements that DCs “regularly” recommend to their patients. Oddly enough, Children’s Formulas, Women’s Formulas and Weight Management are high on the list of the supplements doctors never recommend at 40.7%, 38.7% and 38.7% respectively. This in spite of the fact that approximately two-thirds of chiropractic patients are women and approximately the same percentage are overweight.

In question #3 DCs selected the methods they use “to communicate information about nutritional products to your patients.” “Conversations with My Patients” and “HandOuts/Brochures” were the most used (88.7% and 50.9% respectively) with “In-Office Videos/Reception Area Screen Presentations” (17.8%) and “My e-Newsletter” (17.0%) coming in last.

While a long question, question #4 reveals the companies doctors are already customers of, likely to purchase from and don’t know enough to purchase from. Looking first at the companies that doctors are already customers of, Standard Process is the clear front runner at 57.2% with Metagenics (34.4%), Dee Cee Labs (29.4%), and Biotics Research (28.0%) rounding out the top spots.

Looking at the companies DCs are not currently customers of, but “very likely” or “somewhat likely” to purchase from, Nutri-West (32.1%), Nordic Naturals (31.4%), Douglas Labs (30.5%), Anabolic Labs (28.4%), Standard Process (26.1%), Dee Cee Labs (25.1%), Metagenics (23.6%) and Biotics Research (23.2%) are the companies with the greatest potential for new customers.

The leading companies with the least number of doctors who “don’t know enough to buy from them” is lead again by Standard Process (12.1%) and Metagenics (28.8%) with Nutri-West (35.9%), Dee Cee Labs (38.9%), Douglas Labs (44.3%), Biotics Research (44.6%) and Anabolic Labs (45.0%) all under the 50% mark. The remaining 15 companies suffer from at least half the profession being uninformed about their products with almost half of those into the 80% range.

Finally, Question #5 looks at how many years the respondents have been in practice. More than half have been practicing for 25 years or more. This response shows an older population than those found in the NBCE 2015 survey.<sup>1</sup>

## CONCLUSION

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The majority of chiropractors see nutritional supplement sales as an important part of their business with about half offering nutritional products to at least half of their patients, and more than a quarter of DCs offering nutritional products to almost all of their patients.

Fish oil, Probiotics, Digestive Support, Anti-inflammatory/Pain and Calcium/Magnesium or Calcium are the most popular nutritional supplements recommended to patients. Children’s Formulas, Women’s Formulas, and Weight Management are among those supplements that have the greatest potential for growth in chiropractic clinics as they are high on the list of the supplements doctors never recommend in spite of the fact that the majority of chiropractic patients are women and overweight.

Standard Process, Metagenics, Dee Cee Labs and Biotics Research have the greatest numbers of DC customers. Nutri-West, Nordic Naturals, Douglas Labs, Anabolic Labs, Standard Process, Dee Cee Labs, Metagenics and Biotics Research are the companies with the greatest number of non-customer doctors “very likely” or “somewhat likely” to purchase from them. More than half of respondents “didn’t know enough to buy from” 15 of the 22 companies included in the survey. The average DC carries nutritional products from 3.5 different companies.

Companies will want to review this information and compare it to their own market research.

## Reference

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

## Nutrition in Your Practice Survey

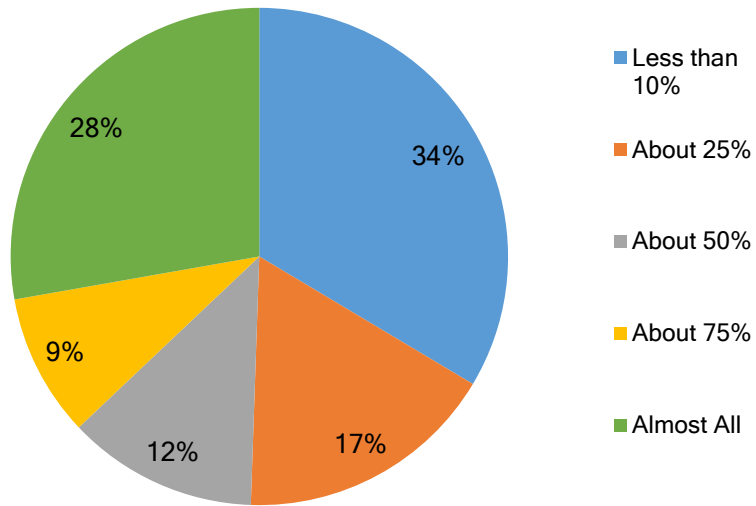
Q1 What percentage of your patients do you currently offer nutritional products to?

### Answer Options

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

### Response Percent

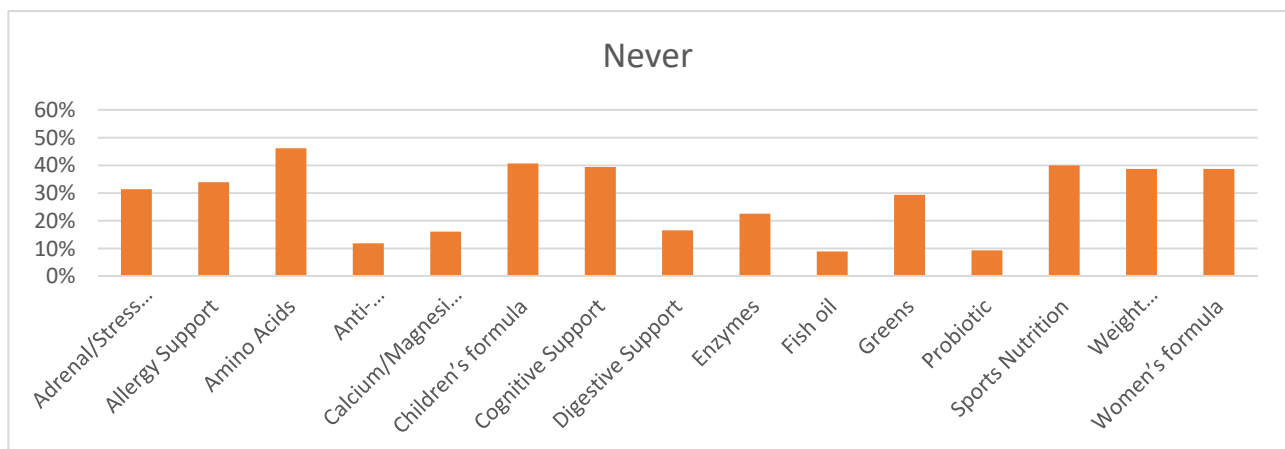
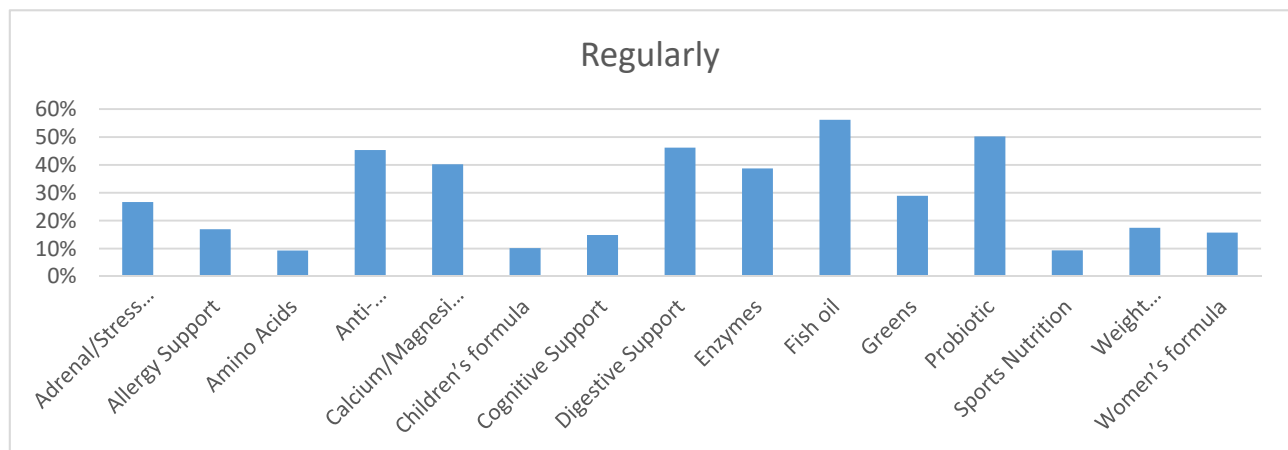
34%  
17%  
12%  
9%  
28%



## Nutrition in Your Practice Survey

Q2 Do you recommend the following nutritional supplements to your patients?

Answer Options	Regularly	Sometimes	Never
Adrenal/Stress Support	27%	42%	31%
Allergy Support	17%	49%	34%
Amino Acids	9%	44%	46%
Anti-inflammatory/Pain	45%	43%	12%
Calcium/Magnesium or Calcium	40%	44%	16%
Children's formula	10%	49%	41%
Cognitive Support	15%	46%	39%
Digestive Support	46%	37%	17%
Enzymes	39%	39%	23%
Fish oil	56%	35%	9%
Greens	29%	42%	29%
Probiotic	50%	40%	9%
Sports Nutrition	9%	51%	40%
Weight Management	17%	44%	39%
Women's formula	16%	46%	39%



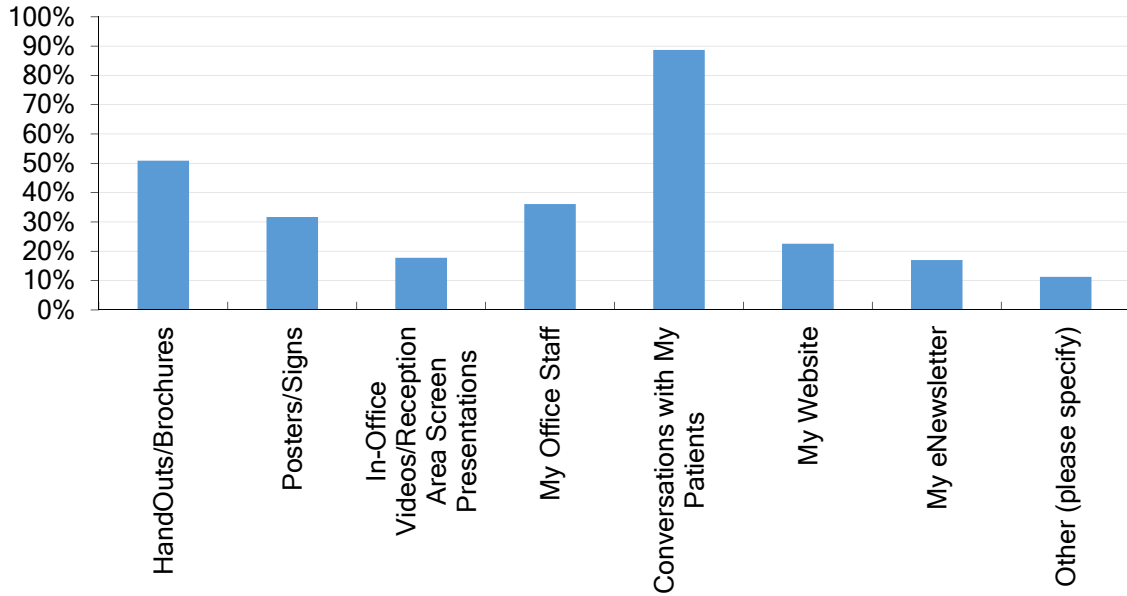
## Nutrition in Your Practice Survey

Q3 Which of the following do you use to communicate information about nutritional products to your patients? [choose all that apply]

### Answer Options

### Response Percent

HandOuts/Brochures	51%
Posters/Signs	32%
In-Office Videos/Reception Area Screen Presentations	18%
My Office Staff	36%
Conversations with My Patients	89%
My Website	23%
My eNewsletter	17%
Other (please specify)	11%



## Nutrition in Your Practice Survey

Q4 Based upon what you know about these companies, how likely are you to purchase products from them?

Answer Options	I'm Already a Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough to Buy From Them
Standard Process	57%	9%	17%	5%	12%
Metagenics	34%	6%	17%	13%	29%
Dee Cee Labs	29%	7%	18%	7%	39%
Biotics Research	28%	9%	15%	4%	45%
Nutri-West	24%	8%	24%	8%	36%
Douglas Labs	20%	7%	23%	5%	44%
Anabolic Labs	20%	9%	19%	7%	45%
Thorne Research	19%	6%	14%	3%	58%
Apex Energetics	17%	3%	12%	6%	62%
Nordic Naturals	15%	7%	25%	3%	50%
Progressive Labs	14%	4%	9%	4%	68%
Designs for Health	14%	3%	10%	4%	69%
Integrative Therapeutics	14%	3%	11%	2%	71%
Greens First	11%	4%	13%	10%	61%
Xymogen	9%	4%	10%	4%	71%
Drucker Labs	6%	1%	11%	5%	78%
Innate Response	5%	2%	6%	4%	82%
Pharmax	4%	1%	7%	8%	80%
Mega Sporebiotic	4%	1%	8%	5%	83%
Solutions4	3%	1%	4%	5%	88%
Fenix Nutrition	3%	1%	5%	4%	88%
Enviromedica	1%	1%	5%	3%	89%

**Q4 Based upon what you know about these companies, how likely are you to purchase products from them?**

Answer Options	I'm Already a Customer	Very Likely	Somewhat Likely	Non-Customers Likely to Purchase From	Don't Like Them	Don't Know Enough to Buy From Them
Nutri-West	24%	8%	24%	32%	8%	36%
Nordic Naturals	15%	7%	25%	31%	3%	50%
Douglas Labs	20%	7%	23%	30%	5%	44%
Anabolic Labs	20%	9%	19%	28%	7%	45%
Standard Process	57%	9%	17%	26%	5%	12%
Dee Cee Labs	29%	7%	18%	25%	7%	39%
Metagenics	34%	6%	17%	24%	13%	29%
Biotics Research	28%	9%	15%	23%	4%	45%
Thorne Research	19%	6%	14%	20%	3%	58%
Greens First	11%	4%	13%	18%	10%	61%
Xymogen	9%	4%	10%	15%	4%	71%
Apex Energetics	17%	3%	12%	15%	6%	62%
Integrative Therapeutics	14%	3%	11%	14%	2%	71%
Progressive Labs	14%	4%	9%	13%	4%	68%
Designs for Health	14%	3%	10%	13%	4%	69%
Drucker Labs	6%	1%	11%	12%	5%	78%
Mega Sporebiotic	4%	1%	8%	9%	5%	83%
Innate Response	5%	2%	6%	8%	4%	82%
Pharmax	4%	1%	7%	8%	8%	80%
Enviromedica	1%	1%	5%	6%	3%	89%
Fenix Nutrition	3%	1%	5%	6%	4%	88%
Solutions4	3%	1%	4%	4%	5%	88%



**Q4 Based upon what you know about these companies, how likely are you to purchase products from them?**

Answer Options	I'm Already a Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough to Buy From Them
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Fenix Nutrition	3%	1%	4%	5%	88%
Enviromedica	3%	1%	5%	4%	88%
Enviromedica	1%	1%	5%	3%	89%

## Nutrition in Your Practice Survey

### Q5 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%  
2%  
7%  
13%  
13%  
63%

