

Dynamic Chiropractic's
Practicing During a Pandemic Survey

Executive Summary

April 17, 2020

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on April 8, 2020 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, and *GoChiroTV*. The survey was sent to 48,833 doctors of chiropractic (DCs) via email. The response rate was just under two percent (1.95%).

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

DISCUSSION

This survey is designed to help discern the actions of doctors of chiropractic (DCs) during the “stay at home” phase of the 2020 pandemic. Doctors of chiropractic are considered essential providers in almost all states and can see patients under various criteria. Responses to these questions are further examined based upon whether the doctor’s office has remained open.

In the first question, we asked doctors to describe their practice operations as open or closed. Eighty percent (80%) of doctors reported their practices are open with “regular hours similar to three months ago” (32%) or “open but fewer hours than three months ago” (48%). Twenty percent (20%) closed their offices, with half reaching out to patients remotely and half reportedly not interacting with patients.

Question #2 asked how the pandemic has affected doctors’ time to read/view professional content. Fifty-nine percent (59%) reported the time they spend reading/viewing professional content has increased, with 35% reporting the time has remained the same and 5% saying they have decreased the time spent. Interestingly, those DCs whose offices are open or are closed, but reaching out to patients remotely, are more likely to be increasing their reading/viewing of professional content (62%) over those DCs who have closed their offices and are not interacting with patients (43%).

When asked how they are accessing professional content, a third (66%) said they are accessing state/national association websites; almost as many (61%) are accessing professional publication websites/digital editions; over half (55%) are viewing webinars/online seminars; and 46% are reading professional print publications. As with question #2, those DCs whose offices are open or those whose offices are closed, but are still reaching out to patients remotely, are more likely to be accessing professional information through all forms than those who closed their offices and are not interacting with patients.

Question #4 examined how DCs are reaching out to their patients during the pandemic. Almost three-quarters (73%) are doing so via phone calls; almost half (47%) are reaching out through social media; and almost as many are reaching out with texts (45%). Those doctors open with regular hours use phone calls (73%), social media (55%), texts (38%), email newsletters (34%) and direct emails (28%) to communicate with their patients. Doctors open with fewer hours use phone calls (76%), social media (50%), texts (46%),

direct emails (30%) and email newsletters (29%) to stay connected with their patients. Doctors who have closed their offices, but are still reaching out to patients remotely, use phone calls (83%), texts (60%), direct emails (37%), social media (33%) and video communications (23%) to communicate with their patients. Doctors with closed offices who reportedly are not interacting with patients are still contacting their patients through phone (49%), text (41%), social media (25%), emails newsletters (19%) and direct emails (18%).

The last question asked if doctors have consulted with their patients remotely regarding their condition/health. Over a third (36%) are doing so, but half are not, with 14% planning to do so. A quarter (25%) of doctors with regular hours consult with their patients remotely. Over a third (38%) of doctors open with fewer hours are consulting with their patients remotely. Over two-thirds (69%) of doctors closed, but reaching out to patients remotely, are consulting with their patients remotely. Over a quarter of doctors (27%) not interacting with patients are consulting with their patients remotely.

CONCLUSION

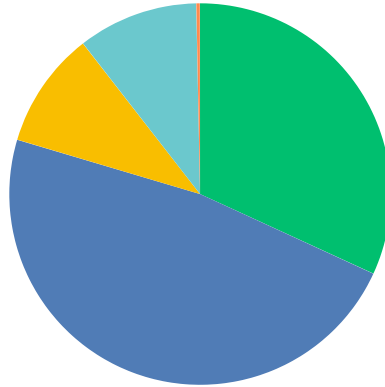
Most doctors of chiropractic have made the choice to stay open (80%). Almost a third (32%) of DCs have kept regular business hours, with almost half (48%) practicing with fewer hours.

Most DCs who have remained open have also increased the amount of time they spend reading/viewing professional content (61% for DCs open regular hours and 62% for DCs open fewer hours). This includes state/national association websites (71%, 67%), professional publication websites/digital editions (63%, 64%), webinars/online seminars (52%, 58%), and professional print publications (49%, 46%). The vast majority of doctors who have remained open reach out to their patients through various media including phone calls (73%, 76%), social media (55%, 50%) and texts (38%, 46%). Doctors who have remained open also consult with their patients remotely regarding their condition/health (25%, 38%).

Over two-thirds (69%) of the DCs who have closed, but make an effort to interact with their patients, consult with their patients remotely about their condition/health. Their patient interaction includes phone calls (83%), texts (60%), direct emails (37%), social media (33%) and video communications (23%).

The majority of chiropractors (90%) have kept their practices well-positioned to recover quickly from any reduction in patient visits they may be experiencing during the pandemic. Even the 10% who have closed, but continue to reach out to patients remotely, have maintained relationships with patients that will facilitate a quicker return to regular patient flow.

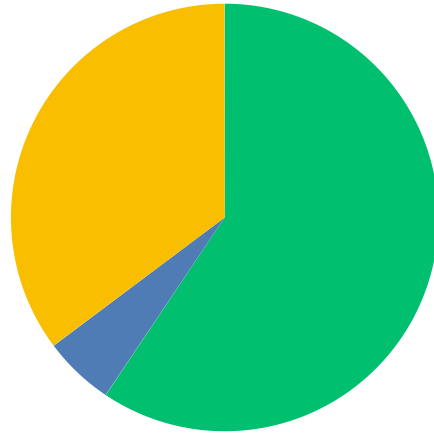
Q1 Which best describes your practice operations during this pandemic?



- Open, with regular hours similar to three months ago
- Open, but fewer hours than three 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 similar to three months ago	32%
Open, but fewer hours than three months ago	48%
Office closed, but reaching out to patients remotely	10%
Office closed, not interacting with patients	10%
Seeing patients in their homes	0%

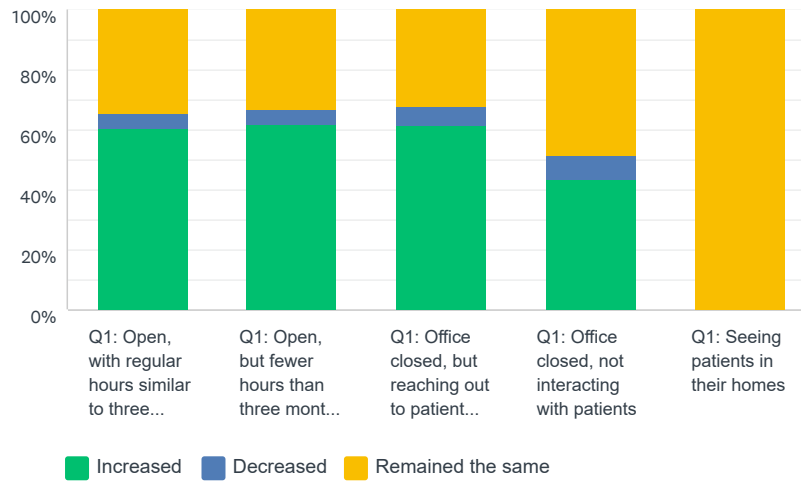
Q2 During this pandemic, has the time you spend reading/viewing professional content:



■ Increased ■ Decreased ■ Remained the same

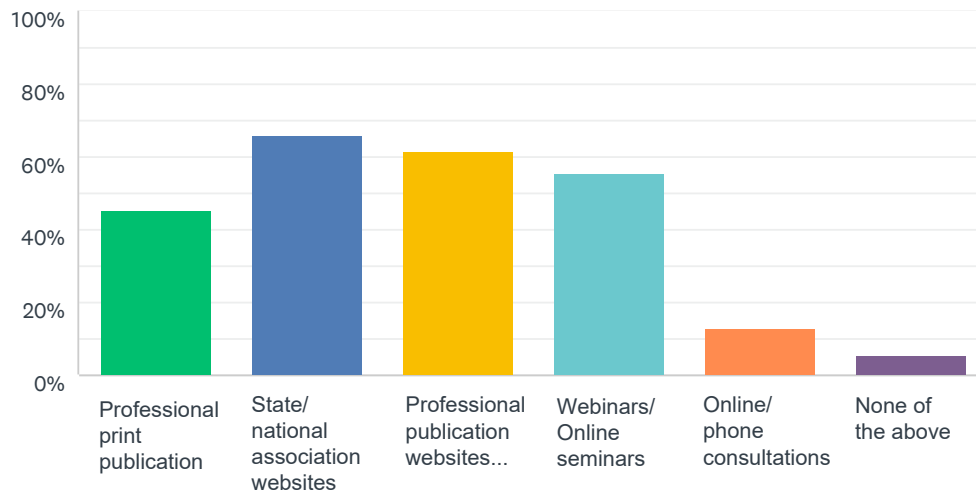
ANSWER CHOICES	RESPONSES
Increased	59%
Decreased	5%
Remained the same	35%

Q2 During this pandemic, has the time you spend reading/viewing professional content:



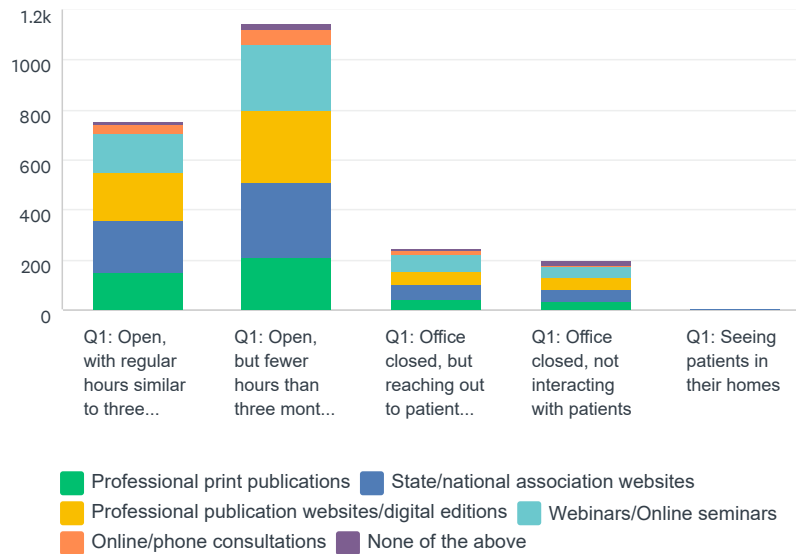
	INCREASED	DECREASED	REMAINED THE SAME	
Q1: Open, with regular hours similar to three months ago	61%	5%	35%	
Q1: Open, but fewer hours than three months ago	62%	5%	33%	
Q1: Office closed, but reaching out to patients remotely	62%	6%	32%	
Q1: Office closed, not interacting with patients	43%	8%	48%	
Q1: Seeing patients in their homes	0%	0%	100%	

Q3 In the past month, which of the following have you used to access professional content? (Please choose all that apply):



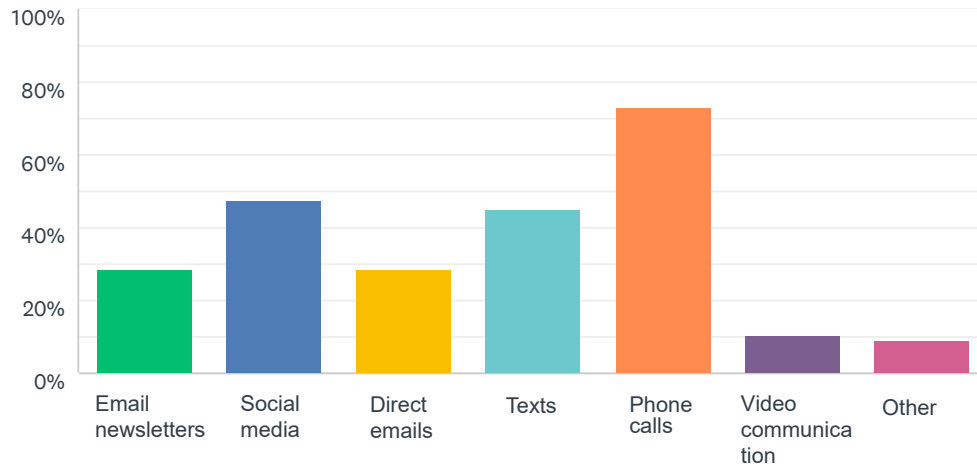
ANSWER CHOICES	RESPONSES
Professional print publications	46%
State/national association websites	66%
Professional publication websites/digital editions	61%
Webinars/Online seminars	55%
Online/phone consultations	13%
None of the above	6%

Q3 In the past month, which of the following have you used to access professional content? (Please choose all that apply):



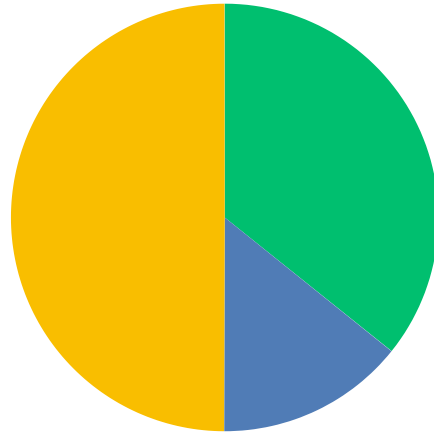
	PROFESSIONAL PRINT PUBLICATIONS	STATE/NATIONAL ASSOCIATION WEBSITES	PROFESSIONAL PUBLICATION WEBSITES/DIGITAL EDITIONS	WEBINARS/ONLINE SEMINARS	ONLINE/PHONE CONSULTATIONS	NONE OF THE ABOVE
Q1: Open, with regular hours similar to three months ago	49%	71%	63%	52%	12%	3%
Q1: Open, but fewer hours than three months ago	46%	67%	64%	58%	13%	5%
Q1: Office closed, but reaching out to patients remotely	46%	65%	59%	65%	20%	6%
Q1: Office closed, not interacting with patients	35%	49%	49%	45%	7%	16%
Q1: Seeing patients in their homes	33%	100%	33%	33%	33%	0%

Q4 Which of the following ways have you used to reach out to your patients during this pandemic? (Please choose all that apply):



ANSWER CHOICES	RESPONSES
Email newsletters	29%
Social media	47%
Direct emails	29%
Texts	45%
Phone calls	73%
Video communication	10%
Other	9%

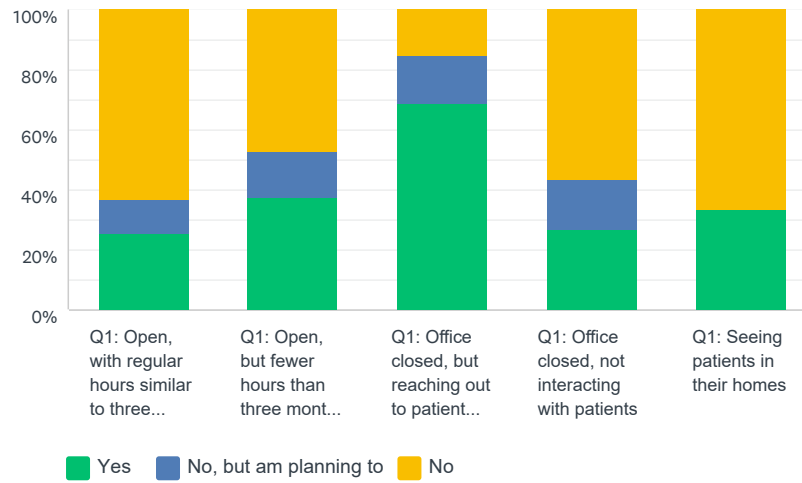
Q5 Have you consulted with your patients remotely regarding their condition/health?



■ Yes ■ No, but am planning to ■ No

ANSWER CHOICES	RESPONSES
Yes	36%
No, but am planning to	14%
No	50%

Q5 Have you consulted with your patients remotely regarding their condition/health?



	YES	NO, BUT AM PLANNING TO	NO
Q1: Open, with regular hours similar to three months ago	25%	12%	63%
Q1: Open, but fewer hours than three months ago	38%	15%	47%
Q1: Office closed, but reaching out to patients remotely	69%	16%	15%
Q1: Office closed, not interacting with patients	27%	16%	57%
Q1: Seeing patients in their homes	33%	0%	67%