

*Dynamic Chiropractic's*  
**Restarting Your Practice After a Pandemic Survey**

**Executive Summary**

June 3, 2020

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was initiated on May 14, 2020 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *To Your Health* and *GoChiroTV*. The survey was sent to 45,335 doctors of chiropractic (DCs) via email. The response rate was just under 1 percent (0.95%)

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 help understand the practice actions of doctors of chiropractic (DCs) as the restrictions in some states were lifted during the 2020 pandemic. Doctors of chiropractic were considered essential providers in almost all states and were able to see patients under various criteria throughout the pandemic. The responses to these questions are examined in light of the Practicing During a Pandemic Survey conducted on April 17, 2020.<sup>1</sup> Answers are further examined based upon whether the doctor’s office is open and if they are currently seeing at least 50 percent of their pre-pandemic patient volume.

In the first question, we asked doctors to describe their practice operations as open or closed. Ninety percent (90%) of doctors report their practices are open for in-office appointments, which is an increase from 80% in early April. This increase was seen for those DCs operating with “regular hours similar to six months ago” (37%, up from 32%) and those doctors “open, but fewer hours than six months ago” (53%, up from 48%). Of the remaining offices, only 4% (down from 10%) are closed, but are reaching out to patients remotely; and 5% (down from 10%) are closed and not interacting with patients.

The second question inquired about the percentage of non-remote, in-office patient volume DCs are currently seeing compared to their patient volume six months ago. Seventy-one percent (71%) report seeing at least half of their pre-pandemic patient volume, with 9% seeing almost 100% of previous patient volume, over a quarter (26%) seeing around 75% and over a third (36%) seeing about half.

In the April survey, 36% of respondents stated they were consulting with their patients remotely. That number increased slightly per Question #3 to 37%. In April, 14% stated they were not consulting with patients remotely, but were planning to. That number dropped to 10% in the second survey.

Questions #4 through #8 provide demographic data that includes years in practice, chiropractic college attended, state where the practice is located, practice community setting (urban 24%, suburban 53%, rural 23%) and practice goal. Practice goal is divided into:

- Correcting subluxations and maintaining wellness (Subluxation & Wellness DCs) – 27%
- Providing adjustments for musculoskeletal pain/function and non-musculoskeletal health conditions (Musculoskeletal & Other Health DCs) – 44%
- Caring for musculoskeletal pain and function (Pain & Function DCs) – 29%

This demographic data was cross-tabulated to determine if any of these factors is associated with a greater likelihood of being currently open (Question #1) or of seeing a greater percentage of pre-pandemic patient volume (Question #2). Unfortunately, there was not sufficient data for reliable cross-tabulation for Questions #4 through #6.

When cross-tabulated with Question #1, Question #7 reveals that DCs in rural communities are much more likely to be open for in-office appointments with regular office hours (61%), with a third (33%) of suburban offices open regular hours and under a quarter (22%) of urban offices open with regular hours. Looking at those DCs who are open both regular and reduced hours, rural and suburban practices are more likely to be open (94% and 92%, respectively) than urban practices (83%).

Examining Question #7 cross-tabulated with Question #2 shows more rural practices seeing at least half of their pre-pandemic in-office patient volume (83%) than either suburban practices (74%) or urban practices (56%).

Looking at Question #8 cross-tabulated with Question #1, Musculoskeletal & Other Health DCs and Subluxation & Wellness DCs are more likely to be open regular business hours (40% and 39%, respectively) compared to Pain & Function DCs (30%). More Subluxation & Wellness DCs are open for both regular and reduced hours (96%) than either Musculoskeletal & Other Health DCs (91%) or Pain & Function DCs (85%).

Cross-tabulating Question #8 with Question #2 reveals that Musculoskeletal & Other Health DCs and Subluxation & Wellness DCs are more likely to be seeing at least half of their pre-pandemic patient volume (74% and 72%, respectively) than Pain & Function DCs (66%).

## **CONCLUSION**

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In 37 days, the percentage of practicing U.S. doctors of chiropractic moved from 80% to 90%, with increases seen for both those with regular office hours and those with reduced hours. Just under three quarters (71%) of practices are seeing at least half of their pre-pandemic patient volume, with 9% seeing almost 100% of previous patient volume, over a quarter (26%) seeing around 75% and over a third (36%) seeing about half.

Practices that are most likely to be open include those in rural and suburban communities (94% and 92%, respectively), with those in rural communities more likely to open regular business hours (61%). Rural practices are also more likely to be seeing at least half of their pre-pandemic patient volume (83%).

Musculoskeletal & Other Health DCs and Subluxation & Wellness DCs are most likely to be open regular business hours (40% and 39%, respectively), with Subluxation & Wellness DCs more likely to be open for both regular and reduced hours (96%). Musculoskeletal & Other Health DCs and Subluxation & Wellness

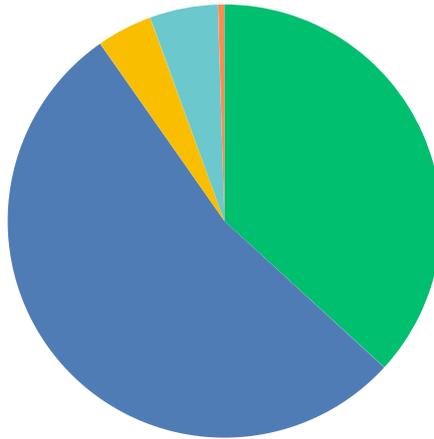
DCs are also more likely to be seeing at least half of their pre-pandemic patient volume (74% and 72%, respectively).

The operational status of the chiropractic practice and the percentage of pre-pandemic patient volume are two measurements of practice recovery. There appears to be a difference in these criteria depending on the practice community setting and the practice approach. Among the many factors that could be impacting operational status and patient volume include the perceived level of responsibility the doctor has to their patients and community. This could be demonstrated by their level of patient communication and their office hours. Results from the April survey reveal, "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%)."<sup>1</sup> Looking at the results of the two surveys, it appears that the more likely DCs are to be communicating with their patients and to open their office during the pandemic, the more likely patients are to respond by making appointments for care.

#### *Reference*

1. Practicing During a Pandemic Survey. *Dynamic Chiropractic*. April 17, 2020  
[https://www.mpamedia.com/market\\_research/dc\\_2020\\_practice\\_during\\_pandemic\\_survey.pdf](https://www.mpamedia.com/market_research/dc_2020_practice_during_pandemic_survey.pdf)

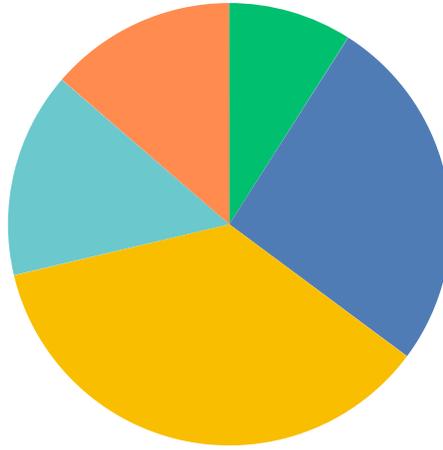
## Q1 Which best describes your practice's current operations?



- Open, with regular hours for in-office appointments similar to six months ago
- Open, but fewer hours for in-office appointments than six 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 for in-office appointments similar to six months ago	37%	159
Open, but fewer hours for in-office appointments than six months ago	53%	231
Office closed, but reaching out to patients remotely	4%	18
Office closed, not interacting with patients	5%	22
Seeing patients in their homes	0%	2
<b>TOTAL</b>		<b>432</b>

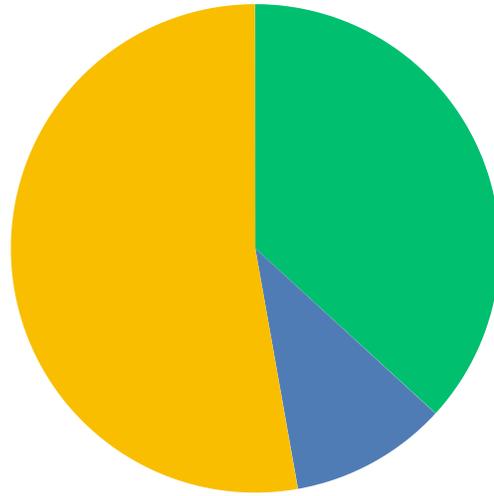
## Q2 What percentage of patient volume specifically related to non-remote, in-office visits are you currently seeing as compared to your in-office patient volume of six months ago?



■ Almost 100% of previous patient volume
 ■ Around 75%
 ■ About half
 ■ Around 25%
 ■ 10% or less

ANSWER CHOICES	RESPONSES	
Almost 100% of previous patient volume	9%	39
Around 75%	26%	113
About half	36%	156
Around 25%	15%	65
10% or less	14%	59
TOTAL		432

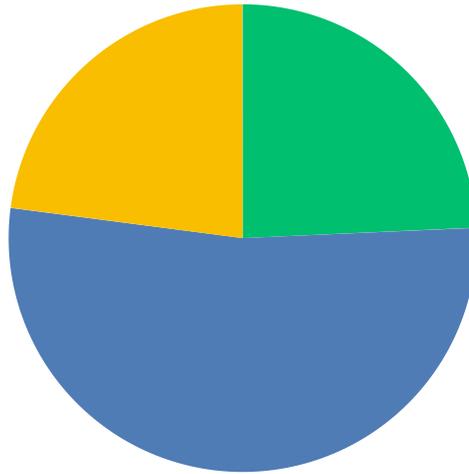
### Q3 Over the past few months, have you consulted with your patients remotely regarding their condition/health?



■ Yes   ■ No, but am planning to   ■ No

ANSWER CHOICES	RESPONSES	
Yes	37%	159
No, but am planning to	10%	45
No	53%	228
TOTAL		432

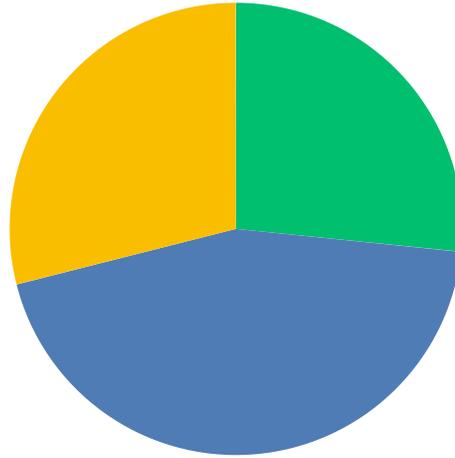
## Q7 Which best describes the community your practice in?



Urban Suburban Rural

ANSWER CHOICES	RESPONSES	
Urban	24%	105
Suburban	53%	228
Rural	23%	99
TOTAL		432

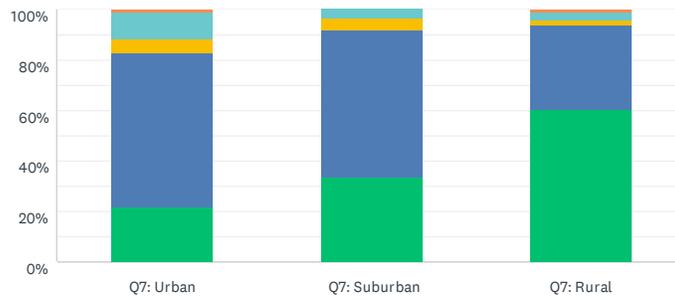
## Q8 Which of the following best describes the goal of your practice?



- Correcting subluxations and maintaining wellness
- Providing adjustments for musculoskeletal pain/function and non-musculoskeletal health...
- Care for musculoskeletal pain and function

ANSWER CHOICES	RESPONSES	
Correcting subluxations and maintaining wellness	27%	115
Providing adjustments for musculoskeletal pain/function and non-musculoskeletal health conditions	44%	192
Care for musculoskeletal pain and function	29%	125
TOTAL		432

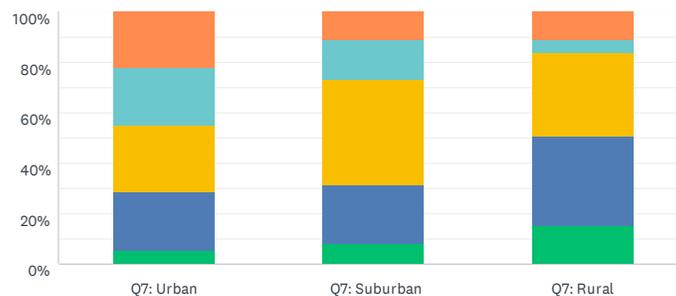
## Q1 Which best describes your practice's current operations?



■ Open, with regular hours for in-office appointments similar to six months ago  
■ Open, but fewer hours for in-office appointments than six months ago  
■ Office closed, but reaching out to patients remotely  
■ Office closed, not interacting with patients ■ Seeing patients in their homes

	OPEN, WITH REGULAR HOURS FOR IN-OFFICE APPOINTMENTS SIMILAR TO SIX MONTHS AGO	OPEN, BUT FEWER HOURS FOR IN-OFFICE APPOINTMENTS THAN SIX MONTHS AGO	OFFICE CLOSED, BUT REACHING OUT TO PATIENTS REMOTELY	OFFICE CLOSED, NOT INTERACTING WITH PATIENTS	SEEING PATIENTS IN THEIR HOMES	TOTAL
Q7: Urban	22% 23	61% 64	6% 6	10% 11	1% 1	24% 105
Q7: Suburban	33% 76	59% 134	4% 10	4% 8	0% 0	53% 228
Q7: Rural	61% 60	33% 33	2% 2	3% 3	1% 1	23% 99
Total Respondents	159	231	18	22	2	432

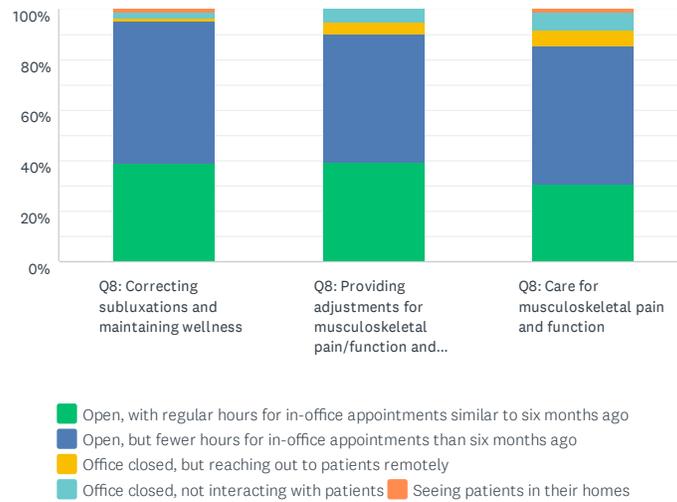
## Q2 What percentage of patient volume specifically related to non-remote, in-office visits are you currently seeing as compared to your in-office patient volume of six months ago?



■ Almost 100% of previous patient volume ■ Around 75% ■ About half  
■ Around 25% ■ 10% or less

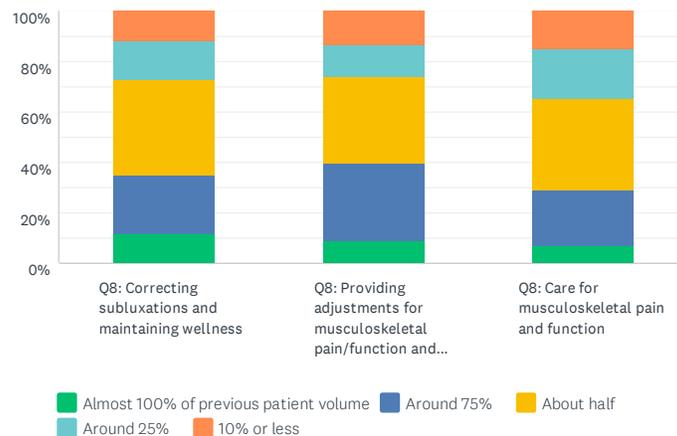
	ALMOST 100% OF PREVIOUS PATIENT VOLUME	AROUND 75%	ABOUT HALF	AROUND 25%	10% OR LESS	TOTAL
Q7: Urban	6% 6	23% 24	27% 28	23% 24	22% 23	24% 105
Q7: Suburban	8% 18	24% 54	42% 95	16% 36	11% 25	53% 228
Q7: Rural	15% 15	35% 35	33% 33	5% 5	11% 11	23% 99
Total Respondents	39	113	156	65	59	432

## Q1 Which best describes your practice's current operations?



	OPEN, WITH REGULAR HOURS FOR IN-OFFICE APPOINTMENTS SIMILAR TO SIX MONTHS AGO	OPEN, BUT FEWER HOURS FOR IN-OFFICE APPOINTMENTS THAN SIX MONTHS AGO	OFFICE CLOSED, BUT REACHING OUT TO PATIENTS REMOTELY	OFFICE CLOSED, NOT INTERACTING WITH PATIENTS	SEEING PATIENTS IN THEIR HOMES	TOTAL
Q8: Correcting subluxations and maintaining wellness	39% 45	57% 65	1% 1	3% 3	1% 1	27% 115
Q8: Providing adjustments for musculoskeletal pain/function and non-musculoskeletal health conditions	40% 76	51% 97	5% 9	5% 10	0% 0	44% 192
Q8: Care for musculoskeletal pain and function	30% 38	55% 69	6% 8	7% 9	1% 1	29% 125
Total Respondents	159	231	18	22	2	432

## Q2 What percentage of patient volume specifically related to non-remote, in-office visits are you currently seeing as compared to your in-office patient volume of six months ago?



	ALMOST 100% OF PREVIOUS PATIENT VOLUME	AROUND 75%	ABOUT HALF	AROUND 25%	10% OR LESS	TOTAL
Q8: Correcting subluxations and maintaining wellness	11% 13	23% 27	38% 44	15% 17	12% 14	27% 115
Q8: Providing adjustments for musculoskeletal pain/function and non-musculoskeletal health conditions	9% 17	31% 59	34% 66	13% 24	14% 26	44% 192
Q8: Care for musculoskeletal pain and function	7% 9	22% 27	37% 46	19% 24	15% 19	29% 125
Total Respondents	39	113	156	65	59	432