

Dynamic Chiropractic's
The Evolving Chiropractic Practice Survey

Executive Summary

May 2022

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on April 13, 2022 by MPA Media, publishers of Dynamic Chiropractic, Acupuncture Today and To Your Health. The survey was sent to 37,147 doctors of chiropractic (DCs) via email. The response rate was just over 1% (1.01).

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

DISCUSSION

This survey was designed to help establish the opinions of doctors of chiropractic (DCs) in relation to their type of practice, and the products and services they are looking to use and sell as they expand their practices. It also examined the media they depend on for new information and new patients.

The first question asked, “What percentage of your patients do you currently offer products to?” Almost two in five (39%) of respondents stated that they offer products to at least half of their patients, with 19% offering products to “almost all” of their patients. This was followed by 6% who offer products to three-quarters of their patients, 14% who offer products to half of their patients, 21% who offer products to a quarter of their patients, and 40% who offer products to “less than 10%” of their patients.

The next question asked, “Which of the following products do you SELL to your patients?” The leaders are nutritional supplements (70%), topical analgesics (63%), orthotics (51%), pillows (47%), rehab products (39%), and herbs (35%). Another second metric from Question 2 is DCs who “would like to sell” different products: patient lasers (12%), rehab products (9%), CBD products (8%) and pillows (7%). A third metric are DCs who are “thinking about selling” a particular product: rehab products (13%), weight-loss products (13%), CBD products (10%), patient lasers (9%) and orthotics (9%). Looking at the overall intent to sell products in the future, these two metrics (“would like to sell” and “thinking about selling”) can be combined. In doing so, the leaders are rehab products (22%), patient lasers (21%), weight-loss products (21%), CBD products (18%), and orthotics (15%).

Question #3 similarly asked, “Which of the following services do you USE in your practice?” Adjusting equipment (85%) leads the pack, followed by topical analgesics (68%), practice software (67%) and personal injury (63%). The top services DCs would like to use are functional medicine (14%), laser/light therapy for weight loss (14%), lab testing (13%), laser/light therapy for pain (13%), patient communication/engagement services (13%), and reception-area videos (12%). The top services doctors are thinking about offering are reception-area videos (16%), lab testing (15%), functional medicine (14%), kinesiology taping (14%), laser/light therapy for pain (14%), patient communication/engagement services (12%), and laser/light therapy for weight loss (10%). Taken together, the most popular services DCs are looking to add to their practice are reception-area videos (29%), functional medicine (28%), lab testing (28%), laser/light therapy for pain (27%), patient communication/engagement services (25%), and laser/light therapy for weight loss (24%).

In responding to Question #4, almost half of DCs (46%) report that they expect to increase the products and services they offer their patients. About half (52%) believe they will stay the same, with only 2% stating they will decrease the products and services they offer.

The next question asked what doctors are planning for their practice in the next two years. A quarter (25%) are looking to add an associate doctor, 21% are thinking of selling their practice, 15% are looking to make a major equipment purchase, 13% are looking to change their practice software, 12% are looking to add other provider types, and 3% are thinking of joining a franchise.

Looking at media consumption, Question #6 asked doctors, “Which media source do you use to get chiropractic news and information?” Chiropractic print publications and chiropractic digital publications are tied as the top sources for the first time at 65% each; followed by chiropractic webinars (55%), e-newsletters (47%), publication social media (29%), and publication websites (27%).

On a similar note, Question #7 asked, “Where do you find information about new products and services to use in your practice or offer to your patients?” Seminars/webinars was the top choice for almost two-thirds (65%) of DCs, followed by colleagues (58%), trade publications (56%), the internet (including company websites) (49%), conventions/tradeshows (43%), and social media (26%).

In the next question, a selection of practice models were provided in an effort to understand which DCs most closely identify with each model. Most doctors are still practicing in a traditional chiropractic practice (77% combined) in which they see 80% or more of their revenue from adjustments / manipulation / PT / rehab / massage in either a single-DC office (61%) or a multiple-DC office (16%). Ten percent of DCs practice with broader scope: 30% or more of their revenue comes from something other than adjustments/manipulation/PT/rehab/massage either in a single-doctor office (8%) or a multi-doctor office (2%). Specialized practices (5%), interdisciplinary practices (1%), integrated interdisciplinary practices (5%), and franchises (1%) make up the rest of the models. Single-DC practices constitute over two-thirds (69%) of the total.

Question #9 asked “What sources do you get new patients from?” Patient referral was the obvious leader at 99%, followed by practice website at 57%, social media at 34%, and rating websites at 22%.

The final question asked about doctors’ number of years in practice. In keeping with NBCE survey results, doctors who completed this survey reflected the aging nature of the chiropractic profession.¹

CONCLUSION

Doctors of chiropractic are extremely involved in offering products and services to their patients. Thirty-nine percent of DCs are offering products to at least half of their patients, with 19% of respondents stating they offer products to “almost all” of their patients. Looking ahead, almost half (46%) expect to increase the products and services they offer to their patients. The leaders among the products doctors would like to sell or are thinking about selling to their patients are rehab

products (22%), patient lasers (21%), weight-loss products (21%), CBD products (18%), and orthotics (15%). The leading services DCs would like to use or are thinking about using in their practices are reception-area videos (29%), functional medicine (28%), lab testing (28%), laser/light therapy for pain (27%), patient communication/engagement services (25%), and laser/light therapy for weight loss (24%).

Over the next two years, one in four DCs are looking to add an associate doctor to their practice. One in five are thinking of selling their practice in the next two years, with one in seven looking to make a major equipment purchase and one in eight expecting to change their practice software over the same period.

Focusing on media, the most popular sources of news and information are chiropractic print and digital publications, each read by 65% of doctors; followed by webinars (55%) and e-newsletters (47%). When it comes to finding information about new products and services, more than half of doctors look toward seminars/webinars (65%), colleagues (58%) and trade publications (56%).

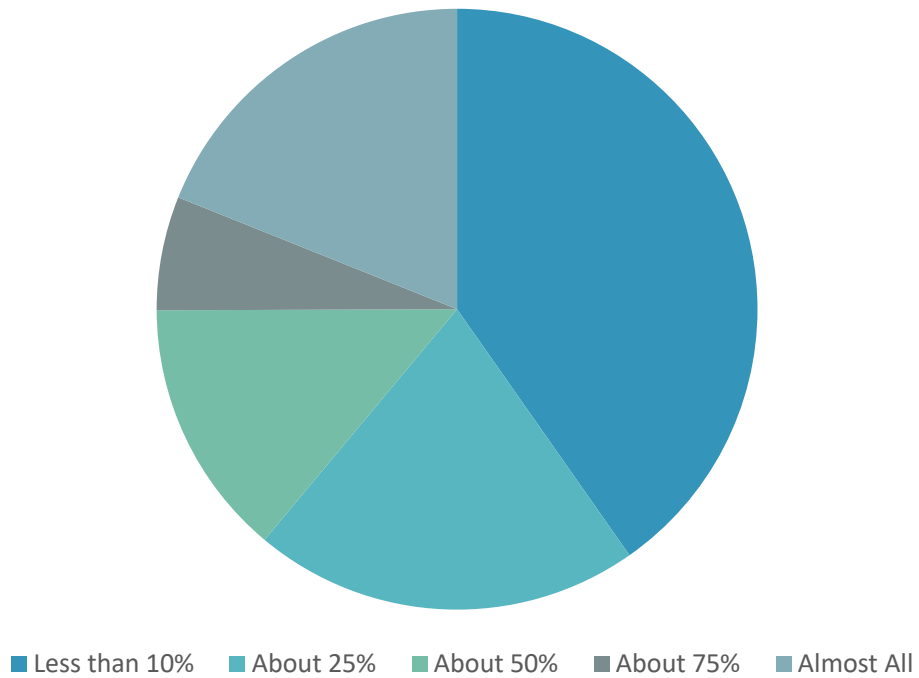
Over three quarters (77%) of DCs continue to embrace the traditional practice model in which at least 80% of their revenue comes from adjustments/manipulations/PT/rehab/massage either in single (61%) or multiple (16%) chiropractor practices. More broad-scope practices only account for 10%, with specialty (5%), integrated interdisciplinary (5%), interdisciplinary (1%), and franchise (1%) practices making up the remaining practice styles.

Reference

1. *Practice Analysis of Chiropractic 2020*. National Board of Chiropractic Examiners, 2020.

Q1

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



ANSWER CHOICES

RESPONSES

Less than 10%

40%

About 25%

21%

About 50%

14%

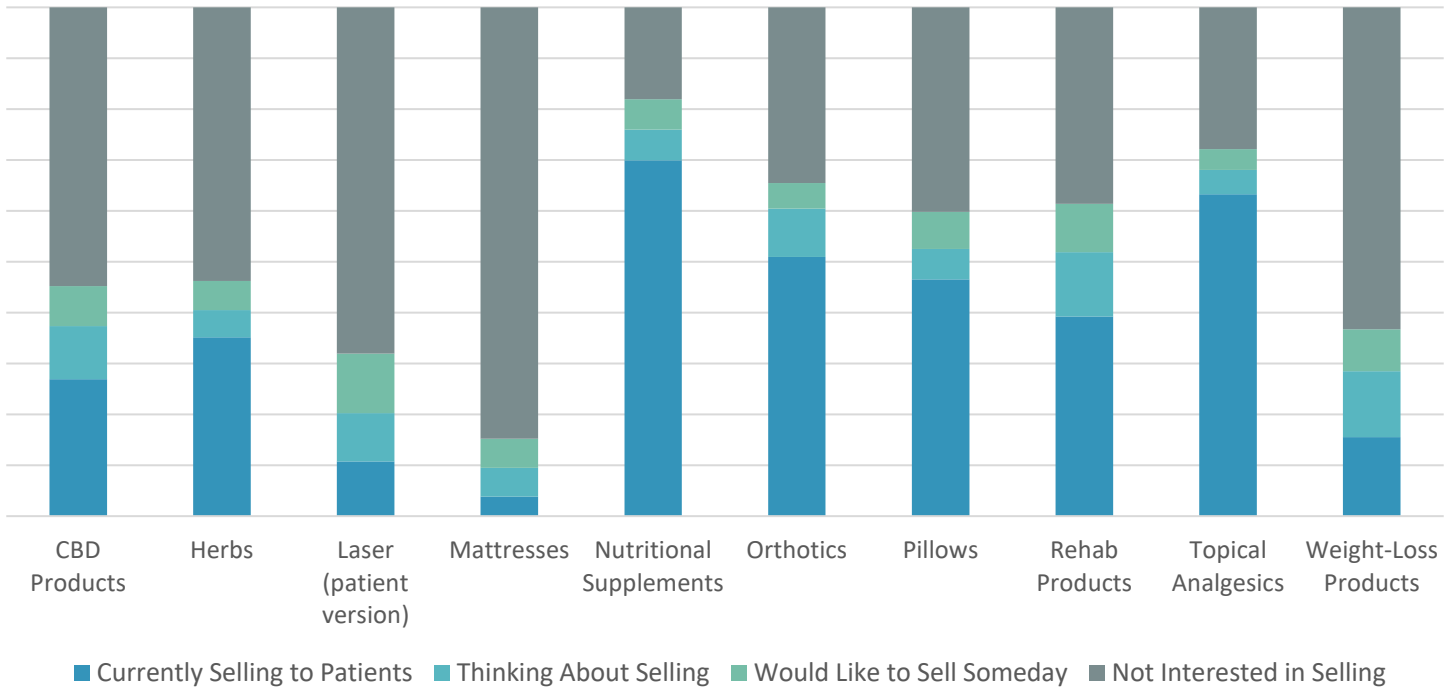
About 75%

6%

Almost All

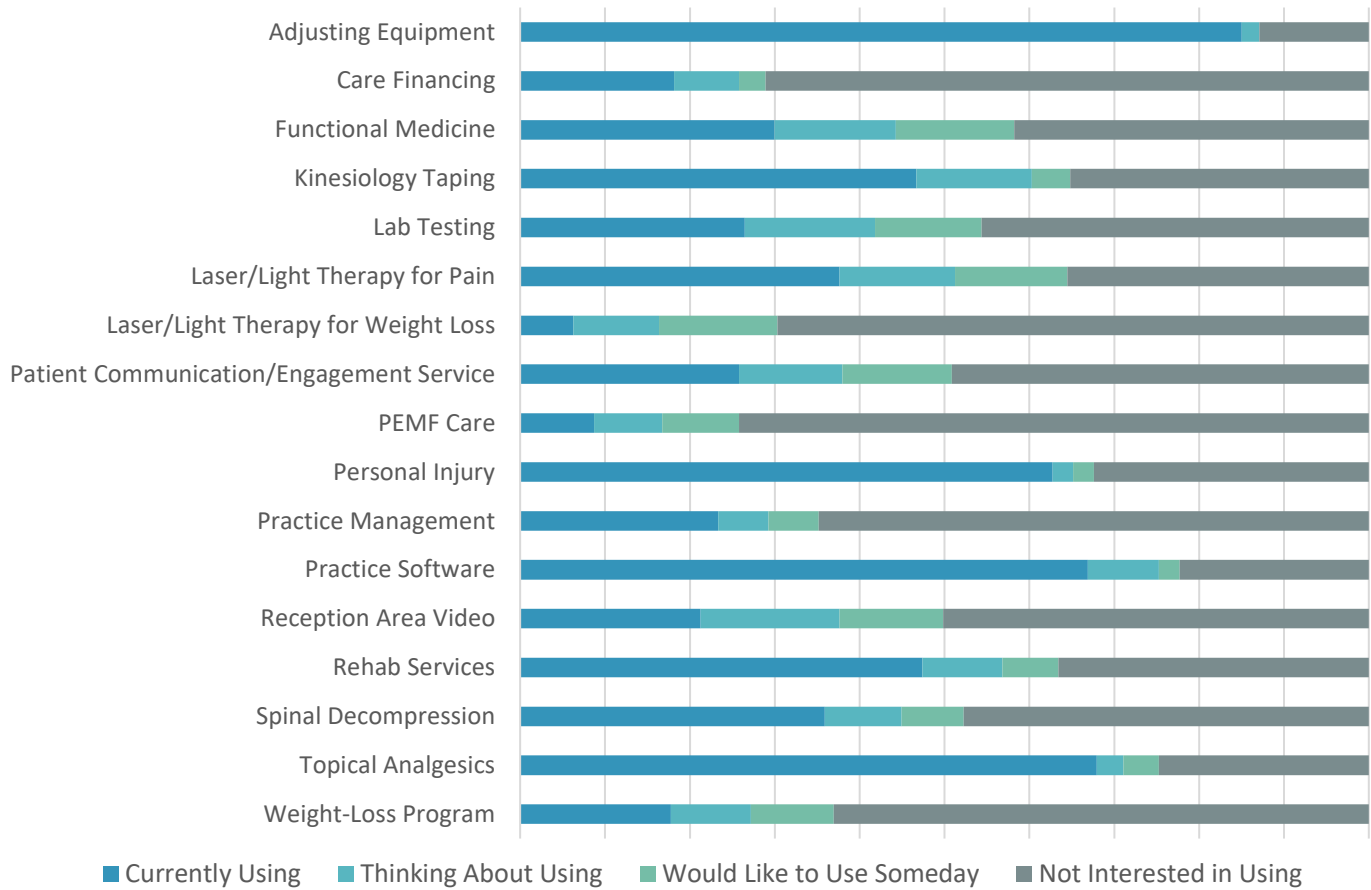
19%

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



ANSWER CHOICES	CURRENTLY SELLING TO PATIENTS	THINKING ABOUT SELLING	WOULD LIKE TO SELL SOMEDAY	NOT INTERESTED IN SELLING
CBD Products	27%	10%	8%	55%
Herbs	35%	5%	6%	54%
Laser (patient version)	11%	9%	12%	68%
Mattresses	4%	6%	6%	85%
Nutritional Supplements	70%	6%	6%	18%
Orthotics	51%	9%	5%	34%
Pillows	47%	6%	7%	40%
Rehab Products	39%	13%	9%	39%
Topical Analgesics	63%	5%	4%	28%
Weight-Loss Products	16%	13%	8%	63%

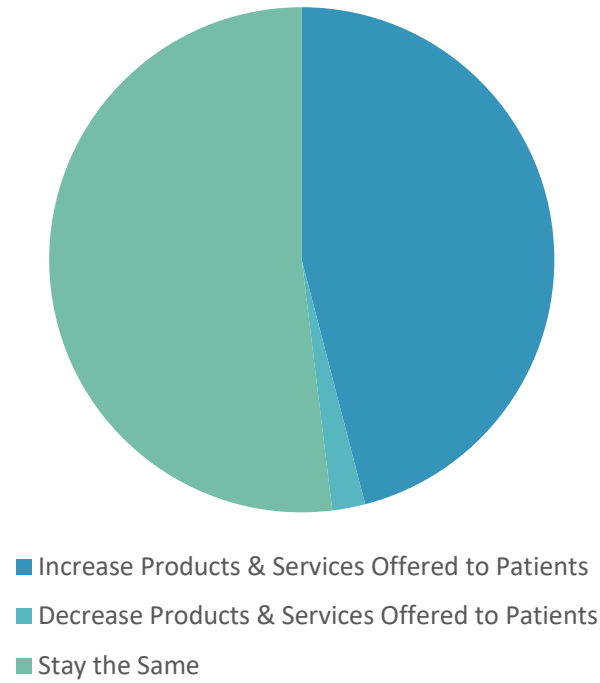
Which of the following services do you USE in your practice?



ANSWER CHOICES	CURRENTLY USING	THINKING ABOUT USING	WOULD LIKE TO USE SOMEDAY	NOT INTERESTED IN USING
Adjusting Equipment (Example: Activator, Impac, etc.)	85%	2%	0%	13%
Care Financing (Outside Finance Company)	18%	8%	3%	71%
Functional Medicine	30%	14%	14%	42%
Kinesiology Taping	47%	14%	5%	35%
Lab Testing	26%	15%	13%	46%
Laser/Light Therapy for Pain	38%	14%	13%	36%
Laser/Light Therapy for Weight Loss	6%	10%	14%	70%
Patient Communication/Engagement Service	26%	12%	13%	49%
PEMF Care	9%	8%	9%	74%
Personal Injury	63%	2%	2%	32%
Practice Management	23%	6%	6%	65%
Practice Software	67%	8%	2%	22%
Reception Area Video	21%	16%	12%	50%
Rehab Services	47%	9%	7%	37%
Spinal Decompression	36%	9%	7%	48%
Topical Analgesics	68%	3%	4%	25%
Weight-Loss Program	18%	9%	10%	63%

Q4

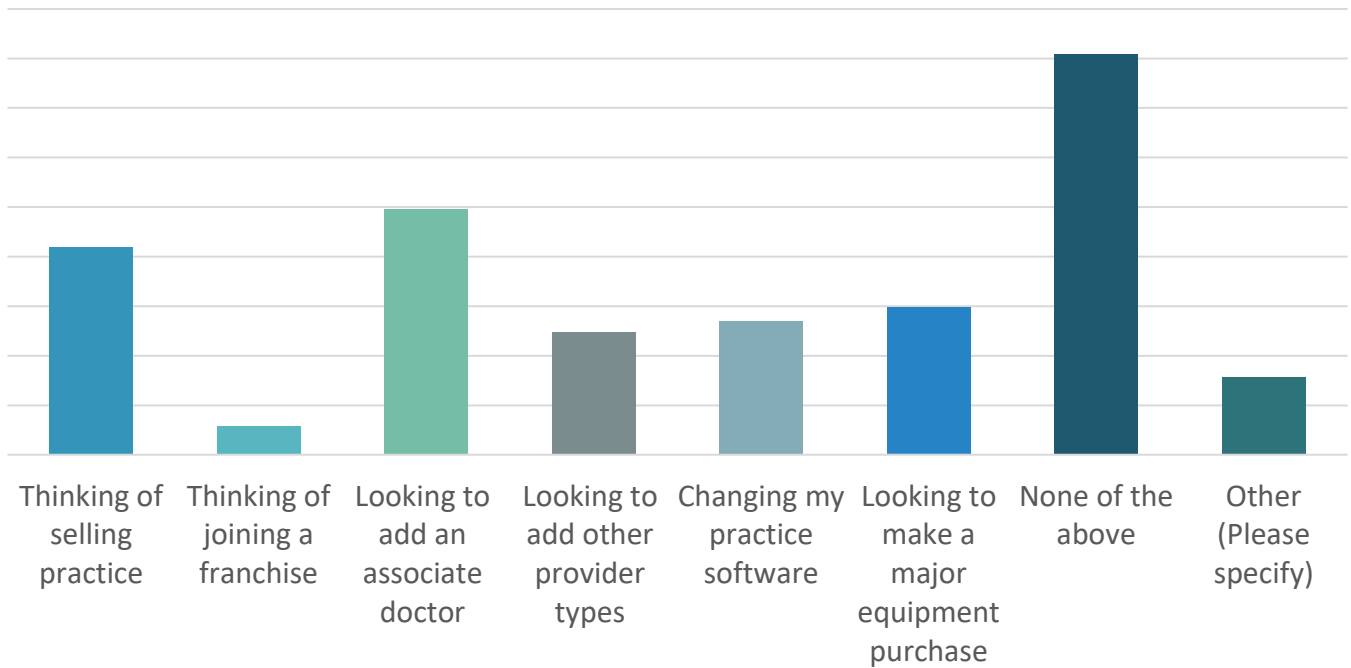
In general, what is your future expectation about what you offer your patients?



ANSWER CHOICES	RESPONSES
Increase Products & Services Offered to Patients	46%
Decrease Products & Services Offered to Patients	2%
Stay the Same	52%

Q5

Which of the following are you planning for your practice in the next 2 years? [please choose all that apply]



ANSWER CHOICES	RESPONSES
Thinking of selling practice in next 2 years	21%
Thinking of joining a franchise in next 2 years	3%
Looking to add an associate doctor in next 2 years	25%
Looking to add other provider types in next 2 years	12%
Changing my practice software in next 2 years	13%
Looking to make a major equipment purchase in next 2 years	15%
None of the above	40%
Other (Please specify)	8%

Q6

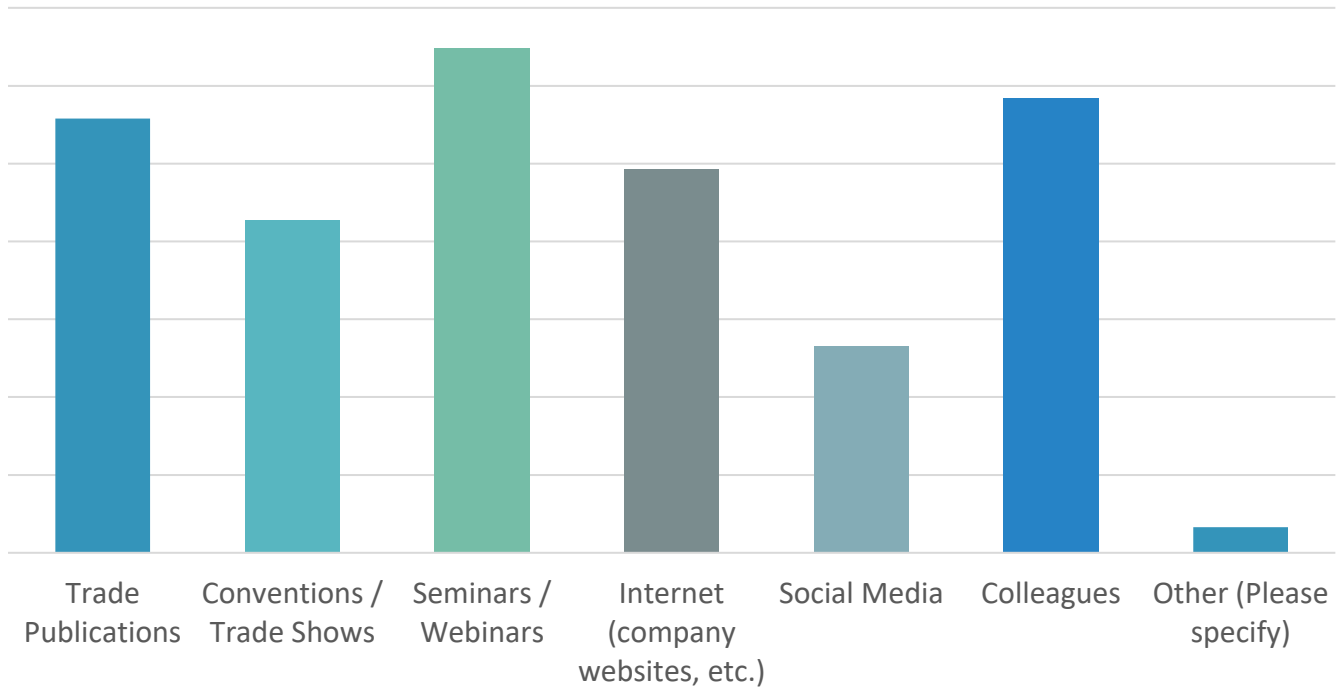
What media sources do you use to get chiropractic news and information? [please choose all that apply]



ANSWER CHOICES	RESPONSES
Chiropractic Digital Publications	65%
Chiropractic Print Publications	65%
Chiropractic e-Newsletters	47%
Chiropractic Publication Websites	27%
Chiropractic Webinars	55%
Chiropractic Publication Social Media	29%

Q7

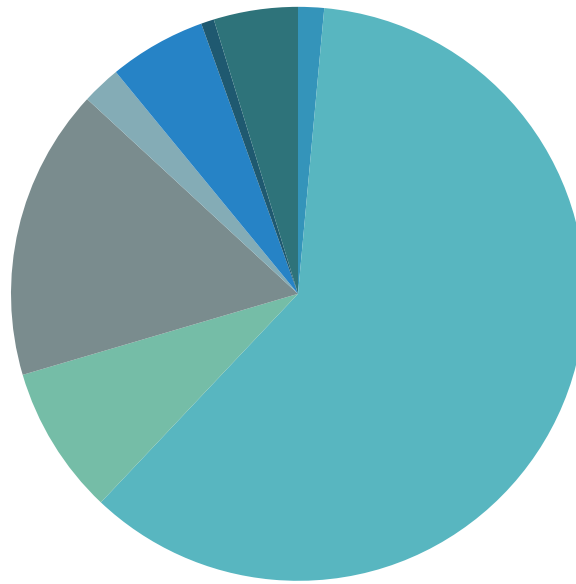
Where do you find information about new products and services to use in your practice or offer to your patients? [please choose all that apply]



ANSWER CHOICES	RESPONSES
Trade Publications	56%
Conventions/Trade Shows	43%
Seminars/Webinars	65%
Internet (company websites, etc.)	49%
Social Media (Face Book, Twitter, Yelp, etc.)	26%
Colleagues	58%
Other (Please specify)	3%

Q8

Which of the following best describes your practice?

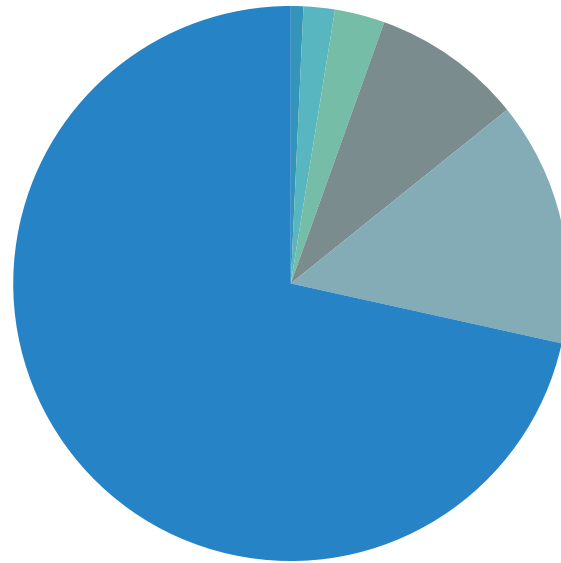


- Chiropractic Franchise
- Single DC, Broad Scope
- Multiple DC, Broad Scope
- Interdisciplinary Practice
- Single DC, Traditional Chiropractic
- Multiple DC, Traditional Chiropractic
- Specialized Practice
- Integrated Interdisciplinary Practice

ANSWER CHOICES	RESPONSES
Chiropractic Franchise - operating or working in a chiropractic franchise	1%
Single DC, Traditional Chiropractic - 80% or more of your revenue from adjustment/manipulation/PT/rehab/massage	61%
Single DC, Broad Scope - 30% or more of your revenue from something OTHER THAN adjustment/manipulation/PT/rehab/massage	8%
Multiple DC, Traditional Chiropractic - more than one DC in the office; 80% or more of your revenue from adjustment/manipulation/PT/rehab/massage	16%
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	2%
Specialized Practice - more than 50% of your revenue from something OTHER THAN adjustment/manipulation/PT/rehab/massage	5%
Interdisciplinary Practice - practicing with at least two other non-chiropractic professionals (not including massage therapists); some expenses are shared	1%
Integrated Interdisciplinary Practice - with at least two other non-chiropractic professionals (not including massage therapists) one of which is a medical doctor; providers work as a team to address needs of almost all patients, some expenses are shared	5%

Q10

How long have you been in practice?



■ Less than 5 Years ■ 5 to 9 Years ■ 10 to 14 Years
■ 15 to 19 Years ■ 20 to 24 Years ■ 25 Years or More

ANSWER CHOICES	RESPONSES
Less than 5 Years	1%
5 to 9 Years	2%
10 to 14 Years	3%
15 to 19 Years	9%
20 to 24 Years	14%
25 Years or More	72%

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MPA Media, Inc.
412 Olive Ave., Ste 208
Huntington Beach, CA 92648
www.mpamedia.com

