

Dynamic Chiropractic's
ACTIVE REHABILITATION, EXERCISE
AND PAIN RELIEF PRODUCTS SURVEY

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on June 16, 2010 and completed on June 23, 2010 by MPA Media, publishers of *Dynamic Chiropractic*, *Nutritional Wellness*, *To Your Health* and *DC Practice Insights*. The survey was sent to 17,535 doctors of chiropractic (DC). The response rate was more than 1 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

DISCUSSION:

This survey was created to establish the habits and opinions of DCs as they relate to the use of active rehabilitation, exercise and pain relief products in their practice. This includes their interactions with patients as well as vendors of active rehabilitation, exercise and pain relief products. Of those surveyed, the first question revealed that 100 percent currently use active rehabilitation, exercise and pain relief products in their practice. Clearly, respondents are interested in the survey's topic and want to elaborate on their use of these products. In fact, the National Board of Chiropractic Examiners' publication, *Practice Analysis of Chiropractic 2010*, shows that that more than 96 percent of all DCs use a corrective or therapeutic exercise procedure in their clinic. These results, paired with the results of the first question, suggest that nearly all DCs use active rehabilitation, exercise and pain relief products in their practice.

The second question asks DCs why they don't use active rehabilitation, exercise and pain relief products in their practice. Because all respondents currently use these products, question two proves to be unnecessary. The third question focuses on the respondents' familiarity with 12 different active rehabilitation, exercise and pain relief product companies. The first table (3a) sorts the data by the percentage of doctors who state, “I'm a customer.” Theraband, Scrip, Medical Arts Press, Meyer Distributing and Foot Levelers are the top five companies, respectively. The second sorting (3b) is shown inversely by the percentage of doctors who have “never heard of them.” Here, respondents are unaware of products from Lashaw, Neck RX, OPTP, Ball Dynamics and LSI. Collectively, the respondents mark “I'm a customer” of the listed product companies 600 times. This suggests



that DCs are customers of numerous brands. The respondents of this survey are, on average, customers of more than three different brands.

The results of the fourth question are displayed similarly to question three. Question four determines if the DC is likely to purchase products from each company as well as what percent of DCs “don’t like” the companies listed. The first column for this question presents the data by the percentage of DCs who state “I’m already a customer,” with the order remaining the same as the results in question three. The fifth column of the table presents the data inversely by the percentage of doctors who “don’t know enough about them to buy their product” (4a). Lashaw, Neck Rx, Ball Dynamics, LSI and Synergy represent the top five companies DCs don’t know enough about, respectively. In almost every instance, respondents who never heard of the companies in question three are listed in a similar fashion in the fifth column of question four. However, the overall percentage of respondents who did not know enough to buy from the companies is higher. When looking at the responses of “don’t like them” (4b), the highest percentage of DCs do not like Foot Levelers (24 percent), followed by Synergy (5 percent), and Scrip, Core Products and LSI (all at 4 percent).

The fifth question is an effort to understand why doctors of chiropractic recommend and sell active rehabilitation, exercise and pain relief products from their preferred product company to their patients. Nearly 80 percent of respondents sell a particular brand to their patients because they are confident in the quality of the company’s product, while more than two-thirds (67 percent) believe in the company’s philosophy regarding active rehabilitation, exercise and pain relief products. However, less than one-third of respondents totally agree that the company’s pricing represents a great value for the money. Here, it seems that DCs are pleased with the quality of the products and the philosophy of the company, but are concerned about product affordability.

Using the active rehabilitation, exercise and pain relief products, the sixth question asks respondents to name the patient complaints with which they have had the most success. All DCs name musculoskeletal complaints (100 percent), followed by muscular strengthening (87 percent), pain-oriented complaints (83 percent), range of motion issues (82 percent), extremity-related complaints (79 percent) and posture issues (78 percent).

The seventh question examines how the DCs’ practice benefits from using active rehabilitation, exercise and pain relief products. At 88 percent, the



leading answer is “better patient outcomes” followed by “patient satisfaction with care has increased” (82 percent). More than half experience increased referrals (54 percent) and increased practice income (52 percent), while 52 percent report that their reputation in the community has been enhanced.

In the eighth question, almost all (95 percent) of DCs would recommend that other DCs add active rehabilitation, exercise and pain relief products to their practice. When asked why in the ninth question, the majority (85 percent) say those products have been “a very effective part of my treatment strategy.” Almost half report that the “reputation of my practice has increased” (47 percent), “patients enjoy using the products” (47 percent) and “patients have referred others as a result of using the products” (45 percent).

When asked in the 10th question to record the percentage of patients to whom they recommend active rehabilitation, exercise and pain relief product, one out of every three doctors recommend products to almost all of their patients. One in two DCs recommend products to at least three-quarters of their patients, and nearly two-thirds recommend products to at least half of their patients.

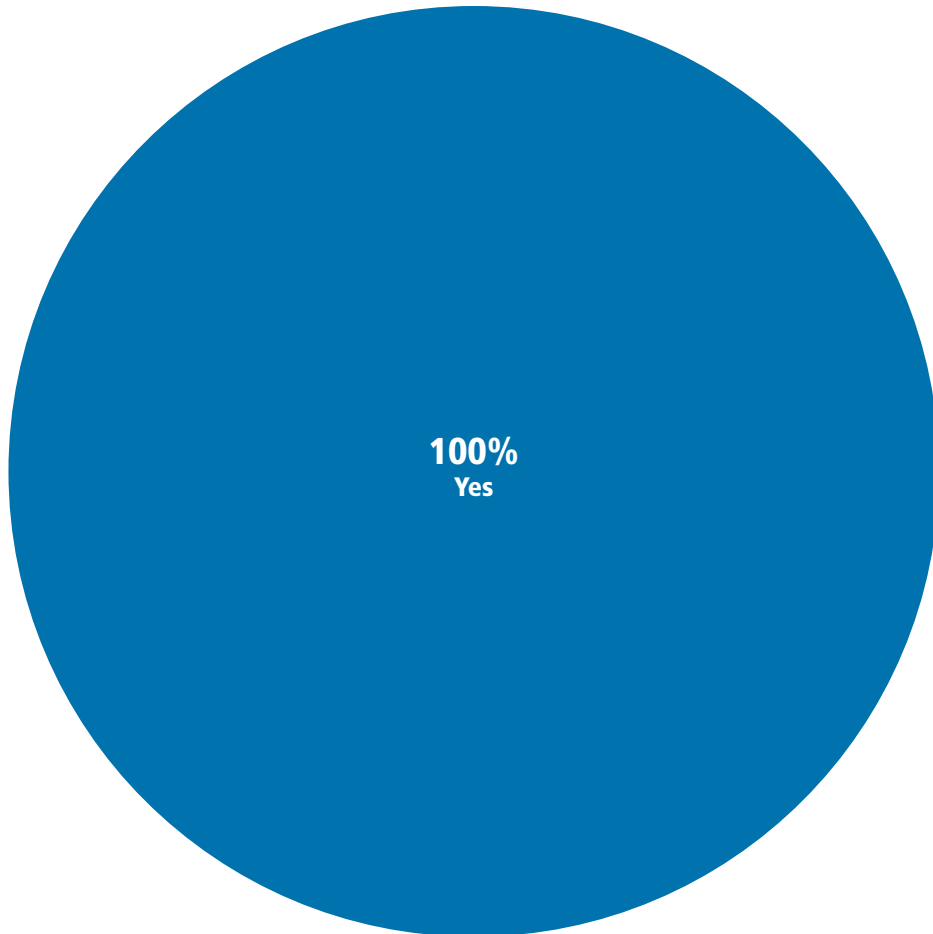
Upon further review, the survey shows different companies experience different patterns of recommendation by doctors of chiropractic. Two companies, Core Products and OPTP, show that they marketed their products very well. More than three-fifths of all DCs who are customers of Core Products and OPTP recommend the products to at least 75 percent of their patients. This suggests that some companies are better than others at marketing their products to patients through DCs.

The 11th question asks doctors what percentage of patients actually purchase active rehabilitation, exercise and pain relief products from them. Doctors who recommend products to at least 75 percent of their patients stand almost a one in five chance of selling the product to 75 percent or more of their patients.

Overall, it appears that DCs are using different active rehabilitation, exercise and pain relief products, and using them for a wide range of patient conditions. Also, the information in this survey suggests that some companies are doing a better job at marketing their products to DCs than others. The information from this survey should be used to better understand the purchasing habits of doctors of chiropractic and their opinions of the active rehabilitation, exercise and pain relief product companies that were included.



1. Do you currently use active rehabilitation, exercise and pain relief products in your chiropractic practice?



3. How aware are you of the following active rehabilitation/exercise/pain relief product companies?

	I'm A Customer	Very Aware	Somewhat Aware	Never Heard of Them
Foot Levelers	41%	51%	8%	1%
Theraband	57%	36%	7%	0%
Scrip	57%	26%	13%	4%
Medical Arts Press	46%	35%	10%	9%
Meyer Distributing	43%	29%	16%	12%
Core Products	34%	33%	24%	9%
Lashaw	1%	5%	7%	87%
OPTP	20%	19%	15%	46%
Synergy	14%	23%	35%	29%
Ball Dynamics	6%	24%	30%	40%
Neck Rx	2%	10%	29%	60%
LSI	10%	27%	27%	36%



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

	I'm Already A Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough About Them To Buy From Them
Foot Levelers	41%	11%	24%	24%	0%
Theraband	57%	23%	18%	2%	1%
Scrip	54%	16%	17%	4%	9%
Medical Arts Press	49%	14%	22%	2%	13%
Meyer Distributing	41%	14%	21%	3%	21%
Core Products	36%	18%	23%	4%	20%
Lashaw	1%	4%	12%	1%	82%
OPTP	18%	12%	20%	3%	48%
Synergy	11%	8%	26%	5%	50%
Ball Dynamics	6%	11%	23%	2%	58%
Neck Rx	1%	4%	17%	3%	75%
LSI	10%	7%	29%	4%	51%

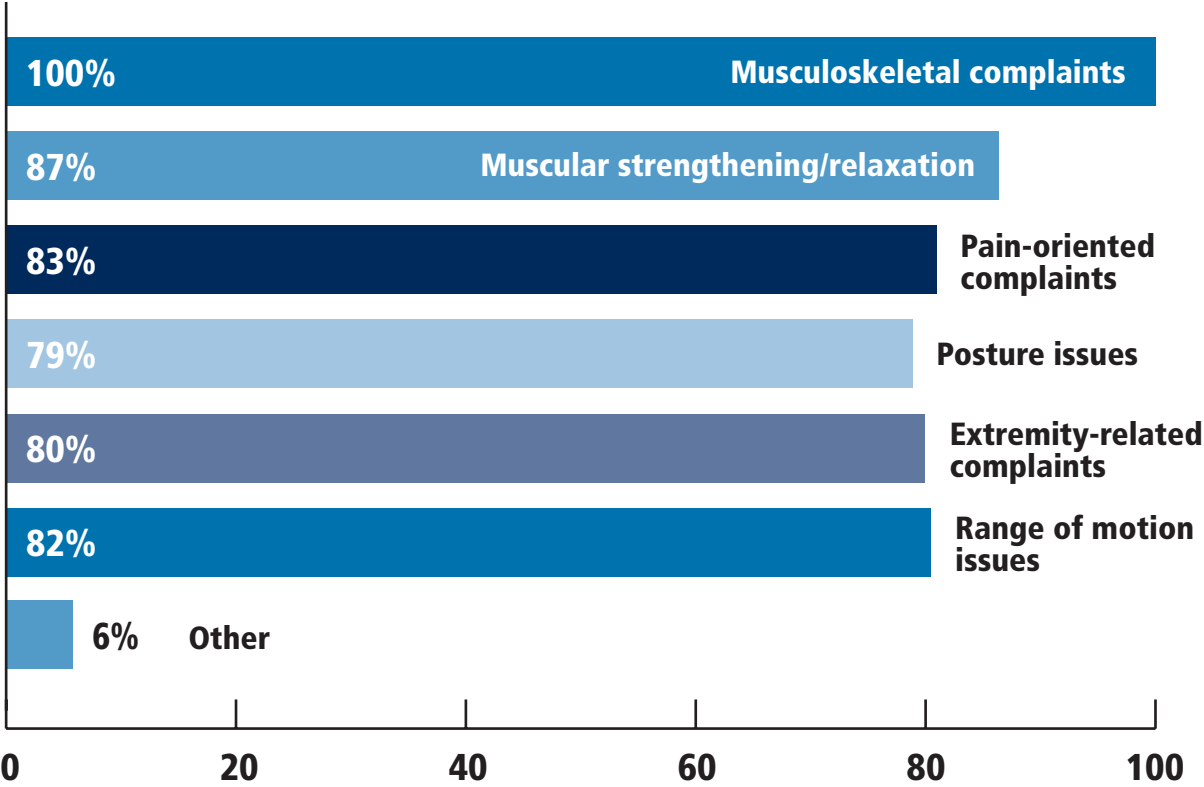


5. How well do you agree with the following statements regarding the chiropractic distributor company you purchase most of your products from:

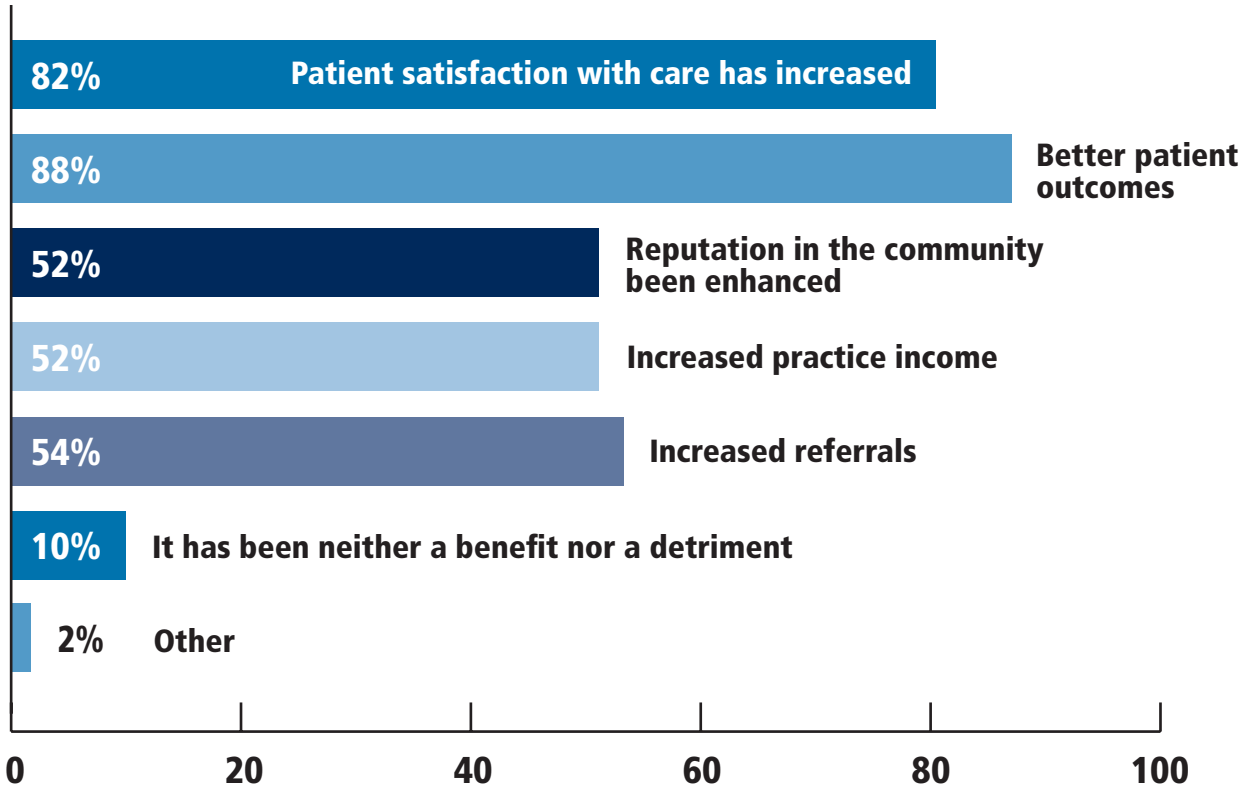
	Totally Agree	Somewhat Agree	Somewhat Disagree	Totally Disagree
I am confident in the quality of their products	79%	21%	0%	0%
I believe in their rehab/exercise/pain relief philosophy	67%	32%	1%	0%
Their pricing is very affordable	38%	54%	7%	1%
Their pricing represents a great value for the money	30%	58%	12%	1%
They have excellent customer service	42%	53%	5%	0%
I don't offer these products	1%	9%	10%	81%



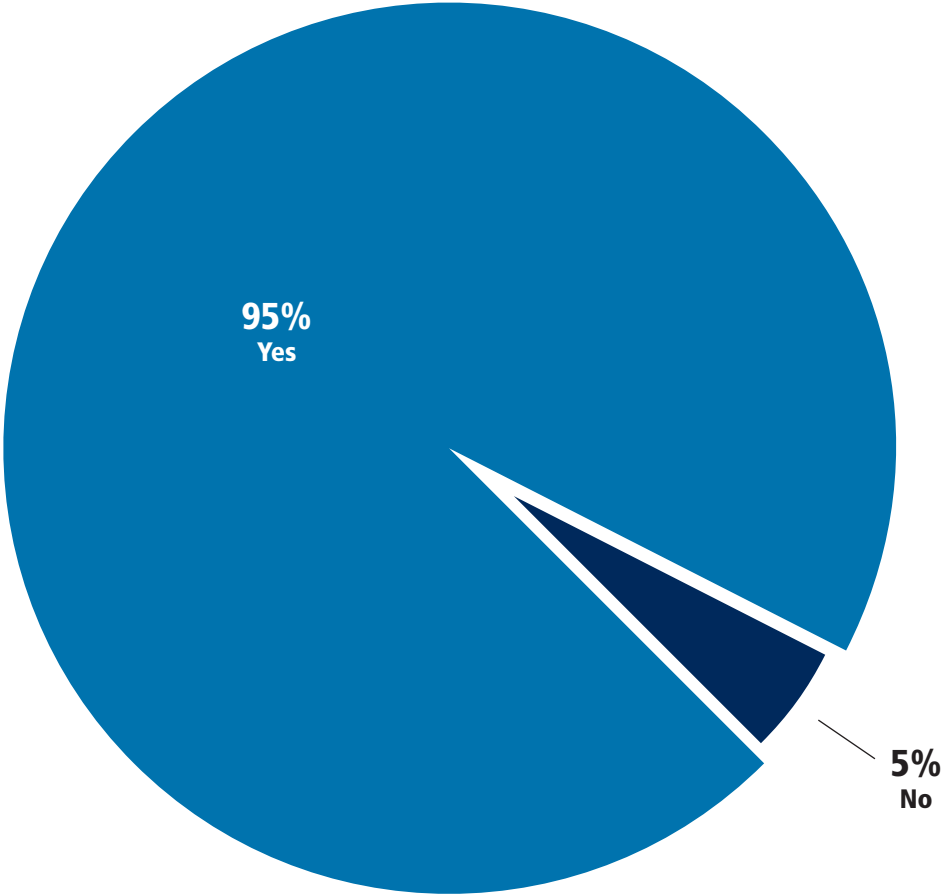
6. Using active rehabilitation/exercise/pain relief products, with which types of patient complaints have you had success?



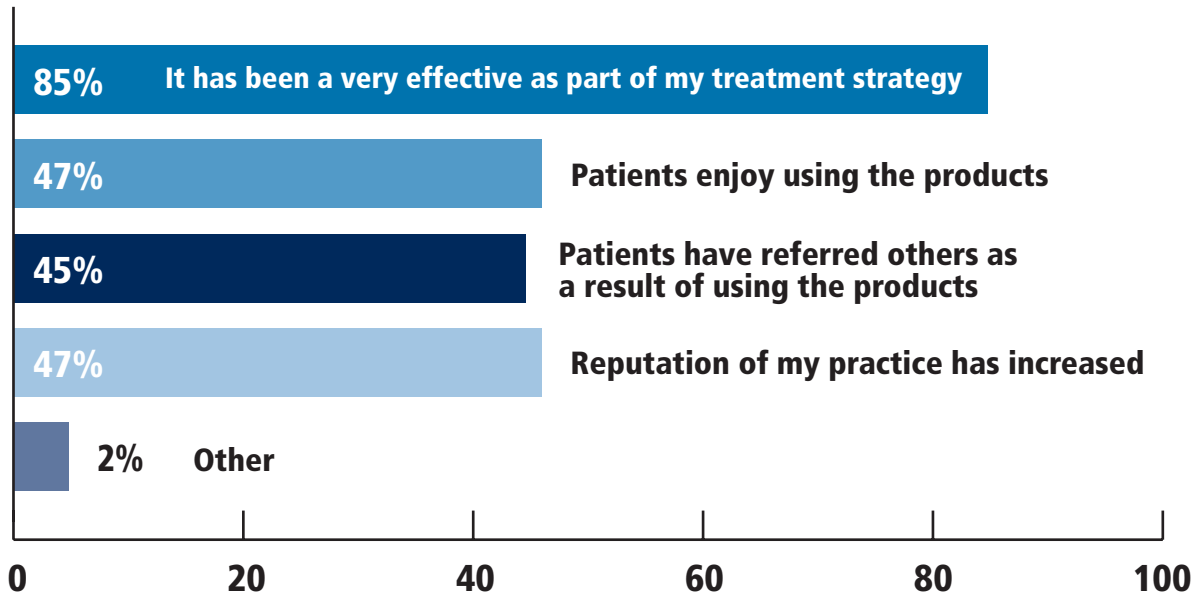
7. How has your practice benefited from using active rehabilitation/exercise/pain relief products?



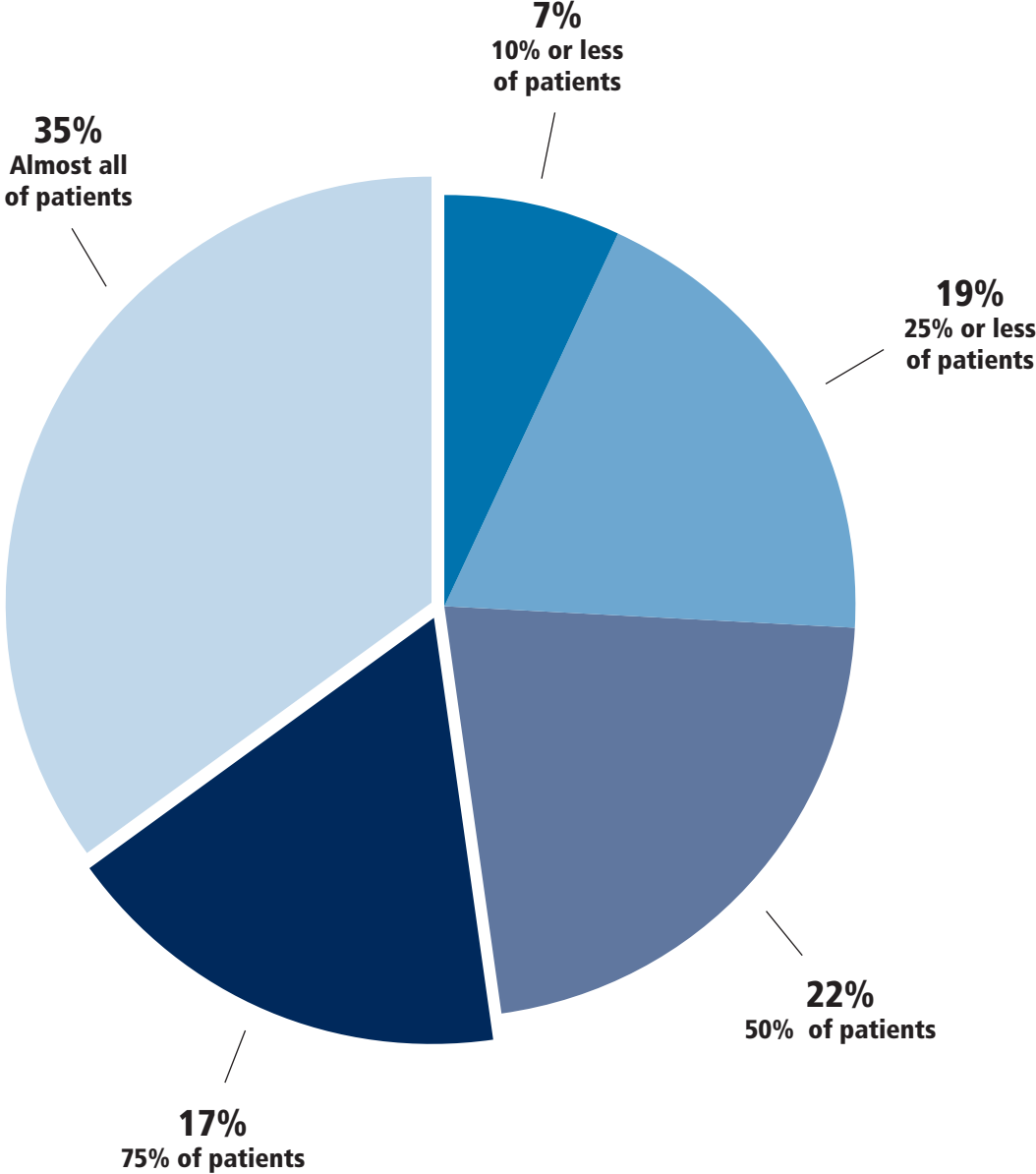
8. Would you recommend other DCs add active rehabilitation/exercise/pain relief products to their practice?



9. Why would you recommend it to other DCs?



10. Approximately what percentage of your patients do you recommend active rehabilitation, exercise and pain relief products?



11. Approximately what percentage of your patients purchase active rehabilitation, exercise and pain relief products from you?

