

**Dynamic Chiropractic's**  
**CERVICAL SUPPORT**  
**PILLOW SURVEY**

**Executive Summary**

A RESEARCH REPORT BY



# METHODOLOGY:

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This survey was initiated on January 4, 2011 by MPA Media, publishers of *Dynamic Chiropractic*, *Nutritional Wellness*, *To Your Health* and *Dynamic Chiropractic PracticeINSIGHTS*. The survey was sent to 15,041 doctors of chiropractic (DC). The response rate was 4 percent. Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

# DISCUSSION:

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This survey was created to establish the habits and opinions of DCs as they relate to the use of cervical pillows in their practice. This includes their interactions with vendors of cervical pillow products. Of those surveyed, the first question reveals that 82 percent of DCs currently offer cervical support pillows to their chiropractic practice, while the rest (18 percent) do not offer cervical pillows. However, out of those who don't offer pillows, 4 percent said they were considering offering the product. It is clear most respondents chose to participate in this survey due to the topic.

## DO NOT OFFER CERVICAL SUPPORT PILLOWS

When asked why they don't currently offer cervical support pillows in their practice, more than a third (38 percent) said they used to, but don't anymore, 17 percent said they are too expensive, 12 percent don't see or understand the benefit and 11 percent said it doesn't fit their practice model. Almost half (43 percent) of those DCs who do not use cervical support pillows said they were very confident in their understanding of cervical support pillows and their application in practice and 35 percent were somewhat confident. Only 15 percent were somewhat unsure and 6 percent were very unsure. Considering 38 percent of these DCs used to use these pillows, but don't anymore, these numbers make sense.

Also not surprising, more than a third (38 percent) said no additional information would help in making a decision to use cervical support pillows in their practice. Twenty-six percent said written scientific information would help, 23 percent said written clinical applications, 14 percent would read more articles/papers on cervical support pillows, 12 percent would speak to a DC who already uses cervical support pillows in their practice, 9 percent would like to see a live demonstration where questions are permitted and 8 percent said attending a seminar or webinar on cervical support pillows would help.

On question number five, DCs were asked to describe their awareness level of certain cervical support pillow companies. Here, practically all (98 percent) said they were very aware or somewhat aware of TempurPedic, and 95 percent were very aware or somewhat aware of Chiroflow. Eighty-nine percent of DCs surveyed were very or somewhat aware of Foot Levelers, 85 percent were aware of Core Products and more than half of DCs (52 percent) were very or somewhat aware of Therapeutica. Seventy-seven percent of respondents had never heard of BioPosture, 80 percent never heard of Pillo 1, and 83 percent never heard of Wollip/Kid pillows.

Falling in line with question five, more than half of respondents (54 percent) were very or somewhat likely to buy cervical support pillows from TempurPedic, followed by Foot Levelers at 47 percent, Chiroflow at 44 percent and Core Products at 41 percent. However, question six showed a number of DCs who didn't like certain cervical companies. Though a large percentage said they were very or somewhat likely to buy cervical support pillows from these companies, a third (32 percent) said they didn't like Chiroflow, while 30 percent didn't like TempurPedic. These numbers indicate that some respondents use more than one brand of cervical support pillows.

Therapeutica fell in the middle of the pack, as 26 percent were very or somewhat likely to buy from them, but 58 percent didn't know enough about them to buy from them. Also similar to question five, 85 percent of respondents didn't know enough to buy from Pillo 1, BioPosture and Wollip/Kid pillows.



## OFFER CERVICAL SUPPORT PILLOWS

Of the 82 percent of DCs who offer cervical support pillows in their practice, 41 percent offer Core Products, followed by Chiroflow at 36 percent, Foot Levelers (19 percent), TempurPedic and Therapuetica (both 15 percent) and Wollip/Kid pillows (1 percent). DCs responding to this survey did not purchase Pillo 1 and BioPosture. Another 18 percent specified other products.

In question 8, nearly all DCs (91 percent) were confident in the quality of their cervical support pillows, while 92 percent said they believe in the philosophy of cervical support pillows. Eight-four percent agreed that their cervical support pillows were very affordable and another 87 percent said that based upon the information provided with their cervical support pillow, they were ready to use it. Only 34 percent said they required additional information above what was included with their purchase before they were completely ready to use it, and just over a quarter (28 percent) were convinced to buy a cervical support pillow after talking to another DC who used one.

When asked what types of patients complaints they have had the most success with using cervical support pillows, nearly all (98 percent) said neck pain, followed by shoulder pain (59 percent), disc herniation with radiculopathy (30 percent) disc herniation (27 percent), TMJ disorders (21 percent), back pain (13 percent), post surgical pain (8 percent) and headaches (5 percent, write in).

In question 10, we asked DCs how their practice has benefited from using cervical support pillows. Here, 73 percent said their patient satisfaction with care has increased, 72 percent said they experienced better patient outcomes, 50 percent increased their practice income, 16 percent saw increased referrals and 12 percent said their reputation in the community has been enhanced.

As anticipated, almost all (97 percent) of this group of DCs would recommend other DCs add cervical support pillows to their practice. When asked why, 73 percent said their patients enjoy cervical support pillows and 68 percent said that it has been very effective as part of their treatment strategy. Twenty-three percent said that their patients have referred others as a result of using cervical support pillows and 15 percent said the reputation of their practice has increased.

More than a third (36 percent) of DCs recommend cervical support pillows to 10 percent or less of their patients, while another third (34 percent) recommend these pillows to 25 percent of their patients. Nineteen percent of DCs responding to this survey recommend cervical support pillows to half of their patients, 5 percent recommend to three-quarters of their patients, and 6 percent recommend to almost all of their patients.

In question 14, 63 percent of DCs said that 10 percent or less of their patients buy cervical support pillows from them and a quarter (25 percent) said that 25 percent of their patients purchase these pillows. Eight percent revealed that half of their patients buy cervical support pillows from them and 2 percent said that either 75 percent or almost all of their patient purchase pillows from them.

## CONCLUSION

Overall, it appears that DCs are using a wide range of cervical support pillow products and use them for an array of ailments. The information in this survey also suggests that some companies are doing a better job marketing their products to DCs than others. In general, the same three or four companies were the least known companies across all survey respondents — from those who do offer or use cervical support pillows to those who don't.

Of those DCs who didn't offer or use cervical support pillows in their practice, most were confident in their understanding of cervical support pillows and their application in practice because nearly a third of these respondents had actually used cervical support pillows in the past.

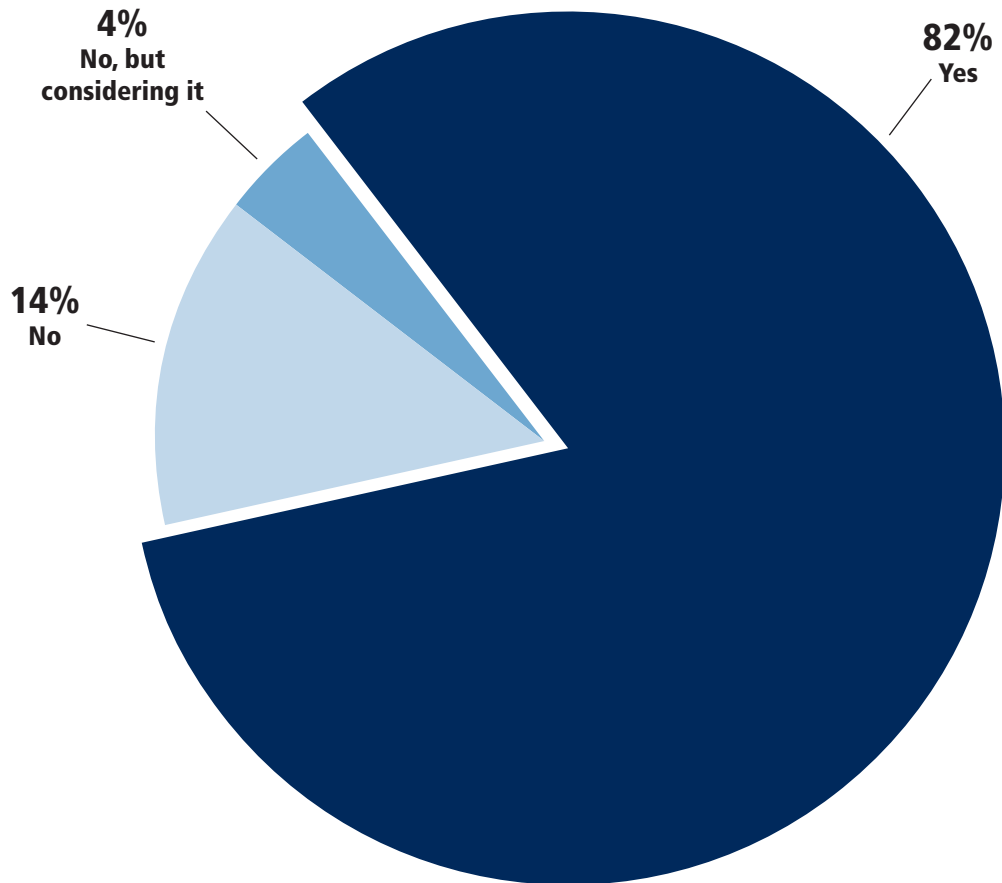
These results reveal that those DCs who recommended cervical support pillows to at least half of their patients had a 40 percent chance of selling pillows to at least half of their patients. This data gives some insight into the potential market for cervical pillows among the more than 15 million U.S. chiropractic patients.

The information in this survey should be used to better understand how DCs use cervical support pillows to assist them with aspects of patient care and their opinions of the cervical support pillow companies that were included.



**1. Do you currently offer cervical support pillows to your chiropractic practice?**

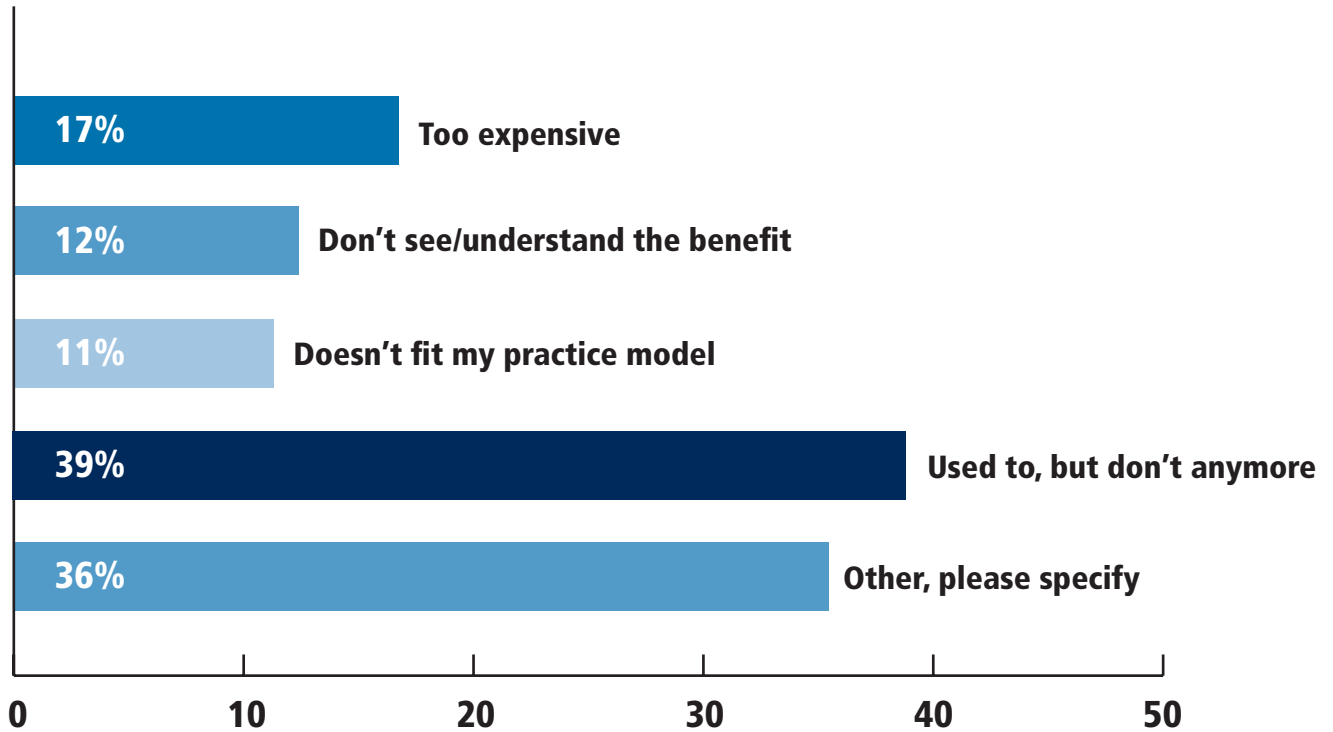
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## 2. Why don't you currently offer cervical support pillows in your chiropractic practice?

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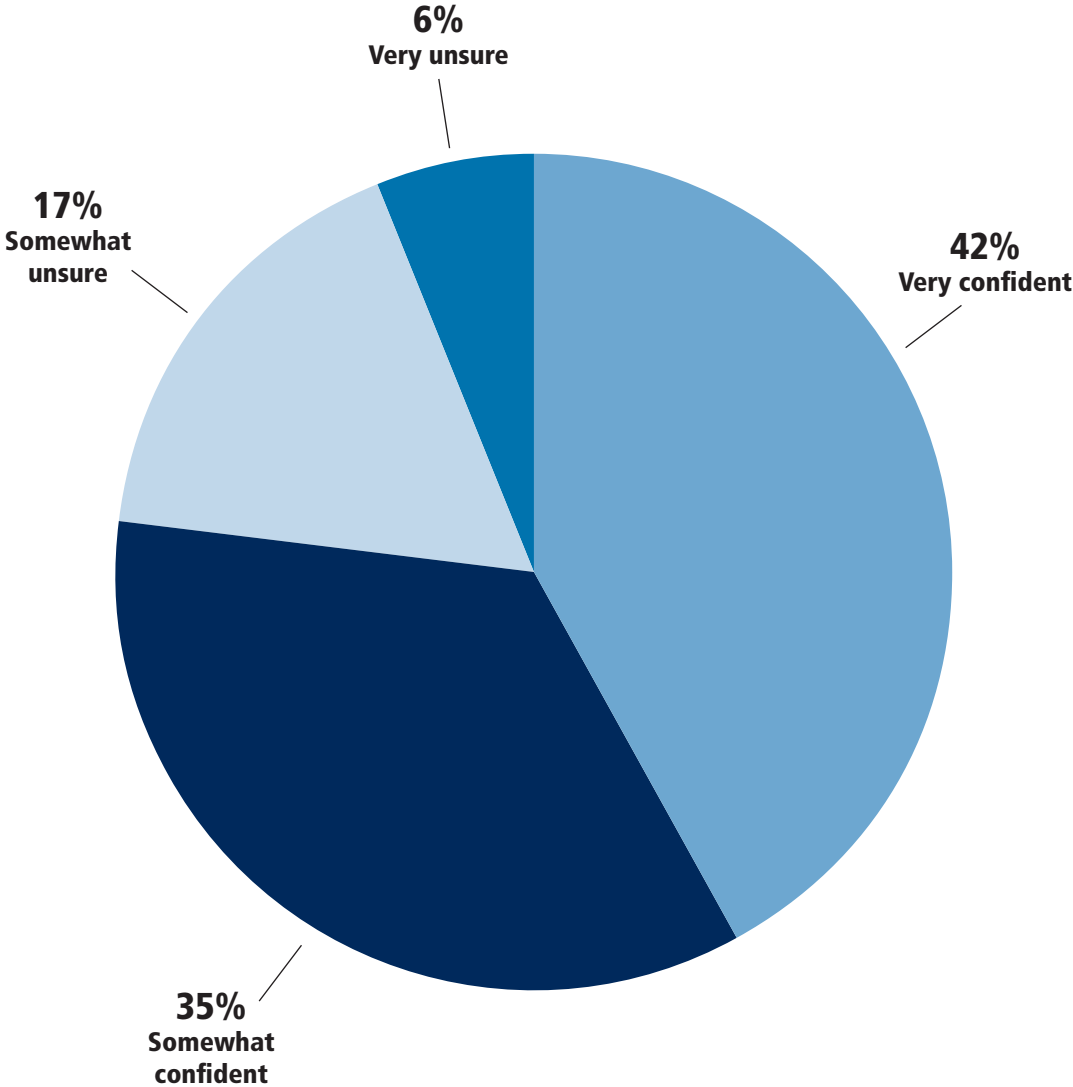
*\*Answered "no" or "no but considering it" to question 1*



**3. How confident are you in your understanding of cervical support pillows and their application in practice?**

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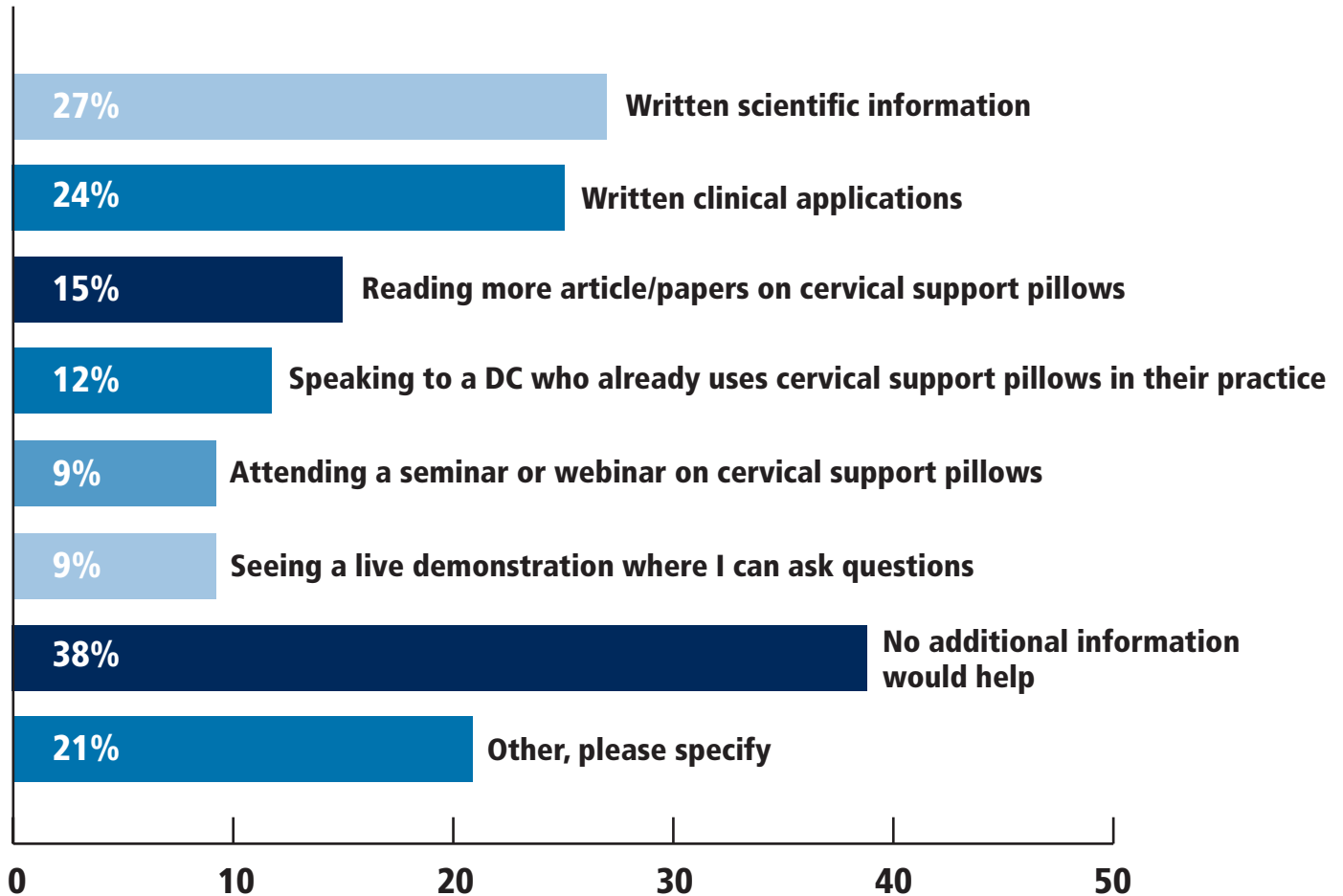
*\*Answered "no" or "no but considering it" to question 1*



**4. What additional information would assist you in making a decision to use cervical support pillows in your practice?**

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*\*Answered "no" or "no but considering it" to question 1*



## 5. How aware are you of the following cervical support pillow companies?

*\*Answered "no" or "no but considering it" to question 1*

	<b>Very aware</b>	<b>Somewhat aware</b>	<b>Never heard of them</b>
<b>Chiroflow</b>	71%	24%	5%
<b>TempurPedic</b>	65%	33%	2%
<b>Foot Levelers</b>	61%	29%	11%
<b>Core Products</b>	58%	27%	15%
<b>Therapuetica</b>	27%	24%	48%
<b>Pillo 1</b>	9%	11%	80%
<b>BioPosture</b>	8%	15%	77%
<b>Wollip/Kid pillows</b>	6%	11%	83%





**6a. Based upon what you know about these companies, how likely are you to buy cervical support pillows from them?**

*\*Answered “no” or “no but considering it” to question 1*

	<b>Very likely</b>	<b>Somewhat likely</b>	<b>Don't like them</b>	<b>Don't know enough about them to buy from them</b>
<b>TempurPedic</b>	15%	39%	30%	15%
<b>Foot Levelers</b>	14%	33%	20%	33%
<b>Chiroflow</b>	12%	32%	32%	24%
<b>Core Products</b>	6%	35%	23%	36%
<b>Therapuetica</b>	5%	21%	17%	58%
<b>Wollip / Kid pillows</b>	2%	6%	8%	85%
<b>BioPosture</b>	0%	9%	6%	85%
<b>Pillo 1</b>	0%	6%	9%	85%



**6b. Based upon what you know about these companies, how likely are you to buy cervical support pillows from them?**

*\*Answered “no” or “no but considering it” to question 1*

	Very likely	Somewhat likely	Don't like them	Don't know enough about them to buy from them
Pillo 1	0%	6%	9%	85%
BioPosture	0%	9%	6%	85%
Wollip / Kid pillows	2%	6%	8%	85%
Therapuetica	5%	21%	17%	58%
Core Products	6%	35%	23%	36%
Foot Levelers	14%	33%	20%	33%
Chiroflow	12%	32%	32%	24%
TempurPedic	15%	39%	30%	15%



**6c. Based upon what you know about these companies, how likely are you to buy cervical support pillows from them?**

*\*Answered "no" or "no but considering it" to question 1*

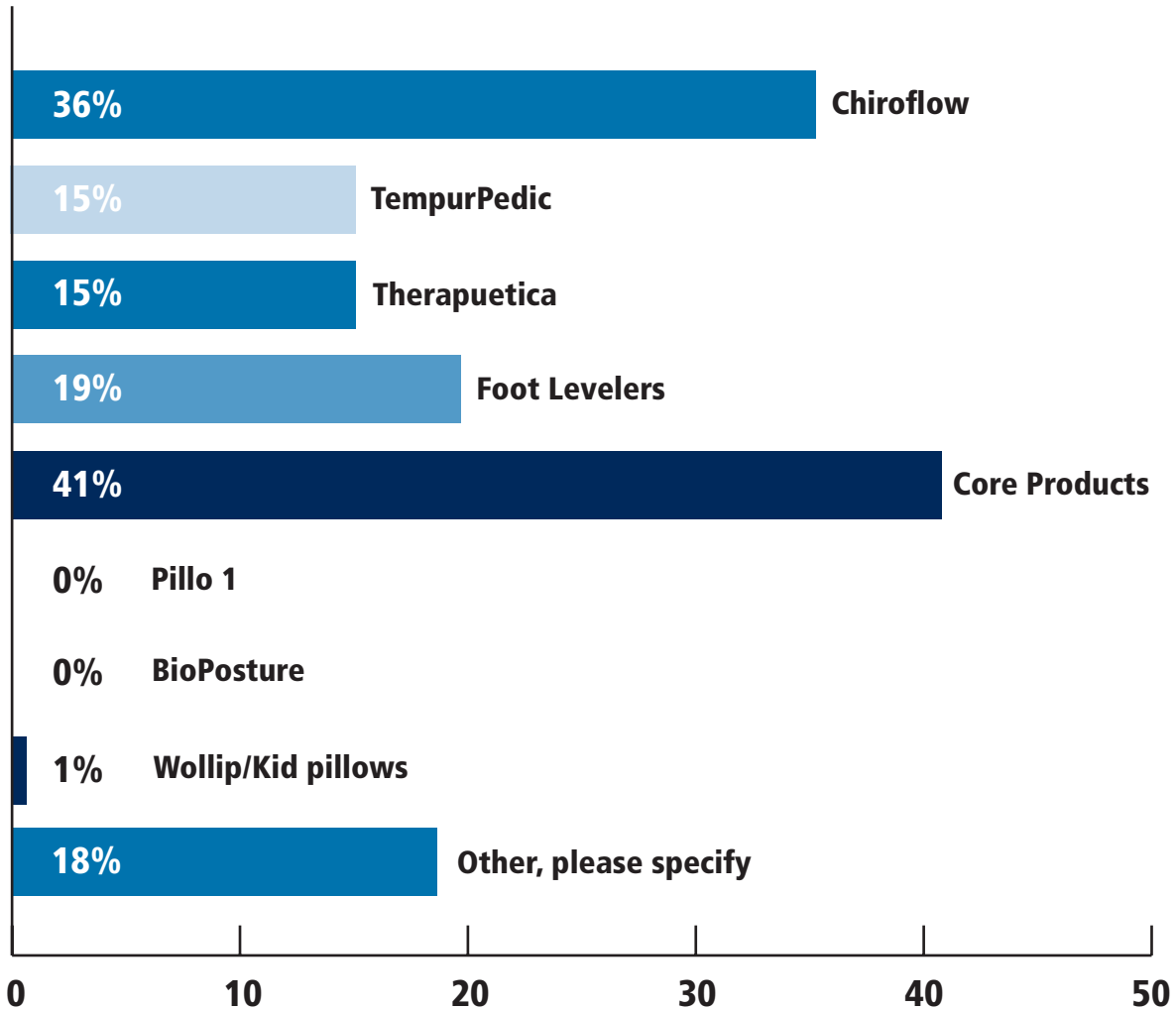
	Very likely	Somewhat likely	Don't like them	Don't know enough about them to buy from them
Chiroflow	12%	32%	32%	24%
TempurPedic	15%	39%	30%	15%
Core Products	6%	35%	23%	36%
Foot Levelers	14%	33%	20%	33%
Therapuetica	5%	21%	17%	58%
Pillo 1	0%	6%	9%	85%
Wollip / Kid pillows	2%	6%	8%	85%
BioPosture	0%	9%	6%	85%



**7. Which of the following companies do you currently purchase cervical support pillows from?**

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*\*Answered "yes" to question 1*



\*These numbers indicate that some respondents use more than one brand of cervical support pillows.



**8. How well do you agree with the following statements regarding the cervical support pillows you currently use?**

*\*Answered "yes" to question 1*

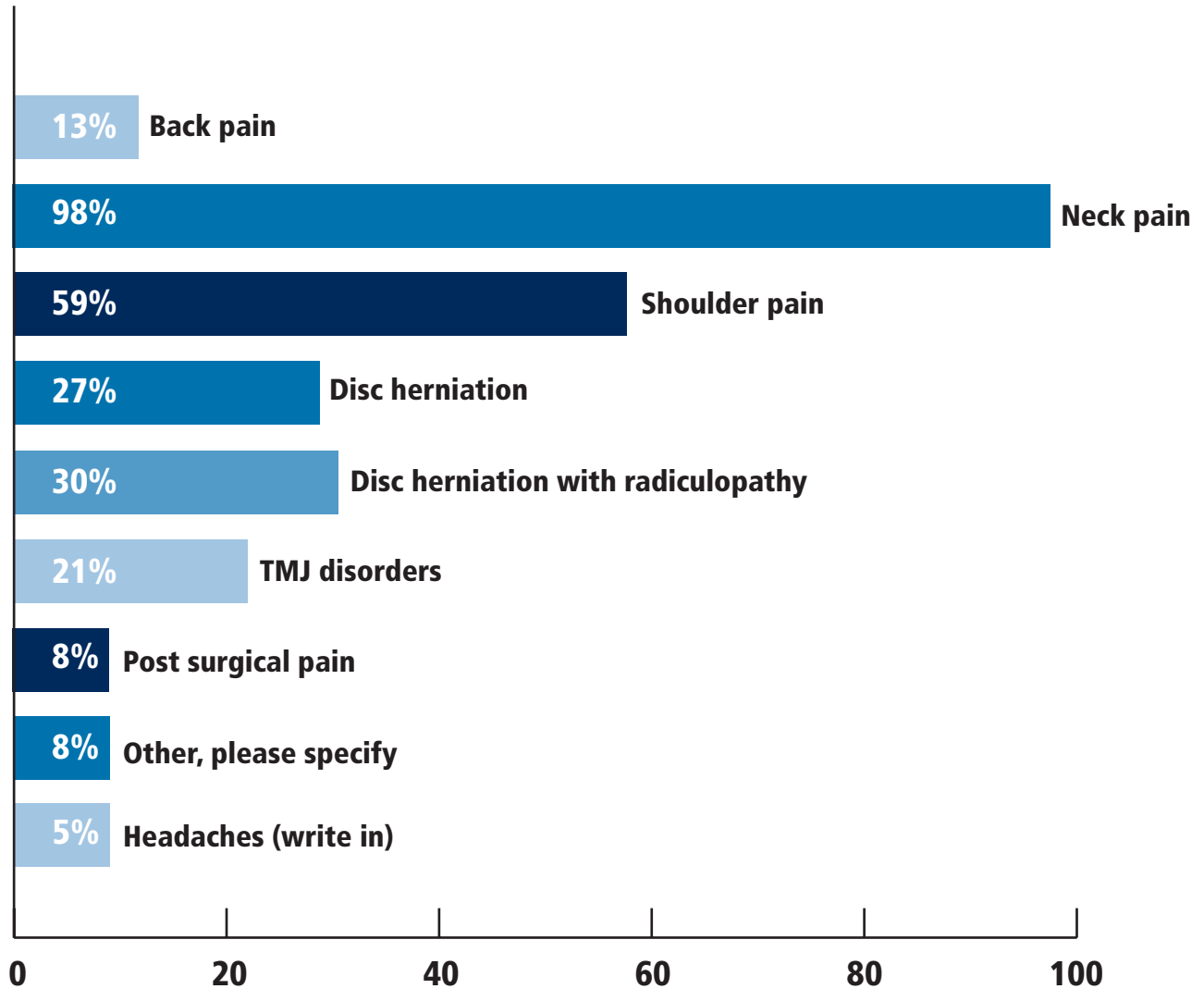
	<b>Totally agree</b>	<b>Somewhat agree</b>	<b>Somewhat disagree</b>	<b>Totally disagree</b>
I am confident in the quality of my cervical support pillows	67%	24%	5%	5%
I believe in the philosophy of cervical support pillows	78%	14%	4%	5%
My cervical support pillows were very affordable	45%	39%	12%	4%
Based upon the information provided with my cervical support pillow, I was ready to use it almost immediately	65%	22%	9%	4%
I required additional information above what was included with my purchase before I was completely confident in using my cervical support pillows	13%	21%	22%	44%
I was convinced to buy my cervical support pillows after talking to another DC who uses one	14%	14%	19%	54%



**9. What types of patient complaints have you had the most success with using cervical support pillows?**

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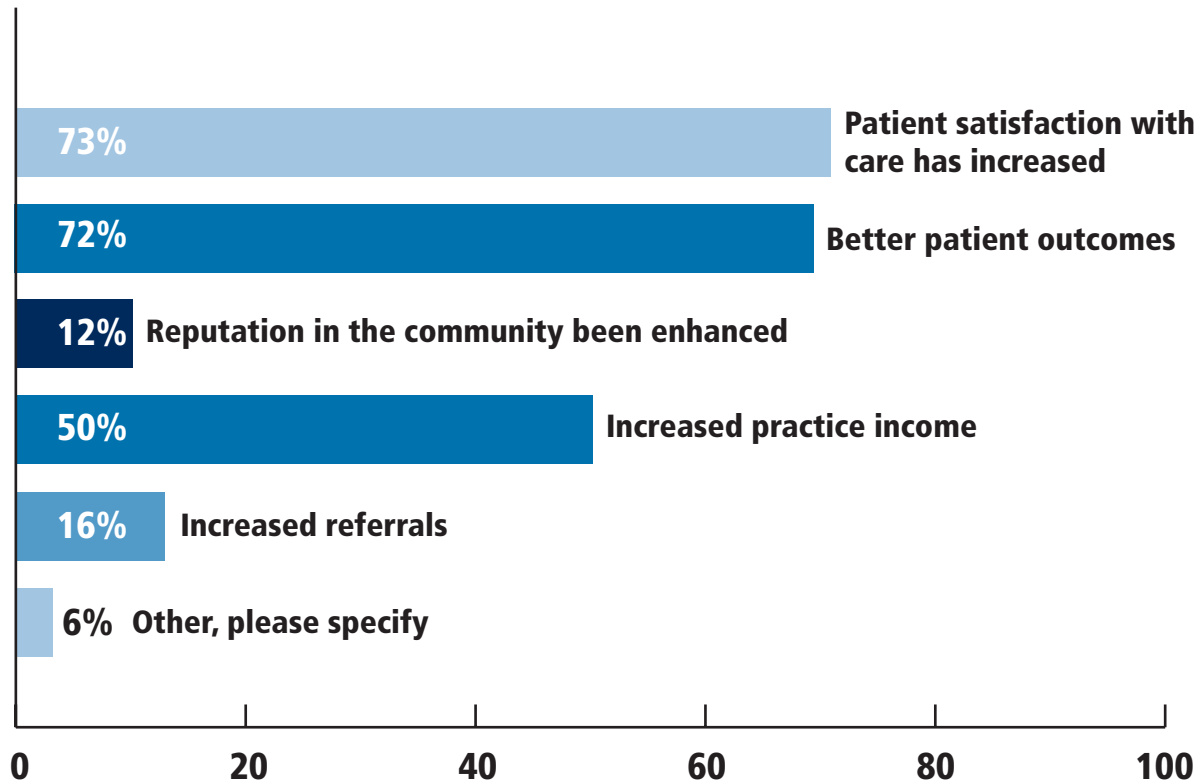
*\*Answered "yes" to question 1*



## 10. How has your practice benefited from using cervical support pillows?

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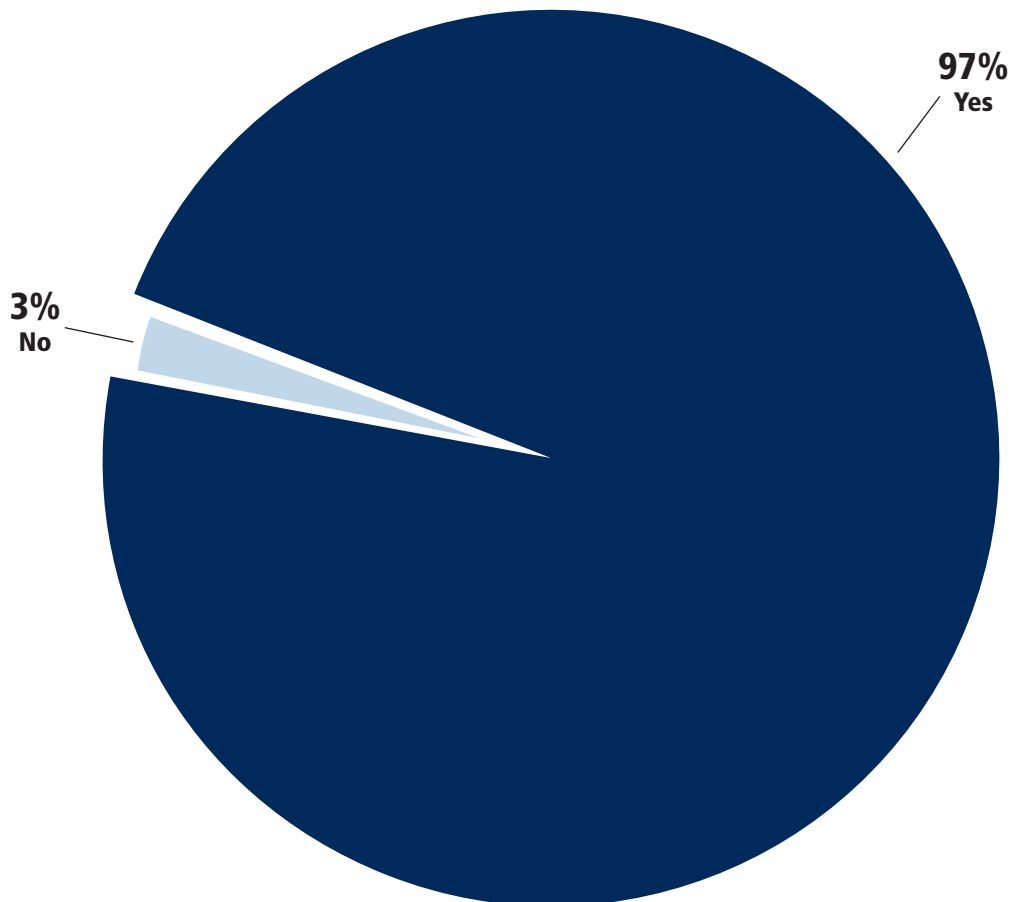
*\*Answered "yes" to question 1*



**11. Would you recommend other DCs add cervical support pillows to their practice?**

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*\*Answered "yes" to question 1*





## 12. Why would you recommend it to other DCs?

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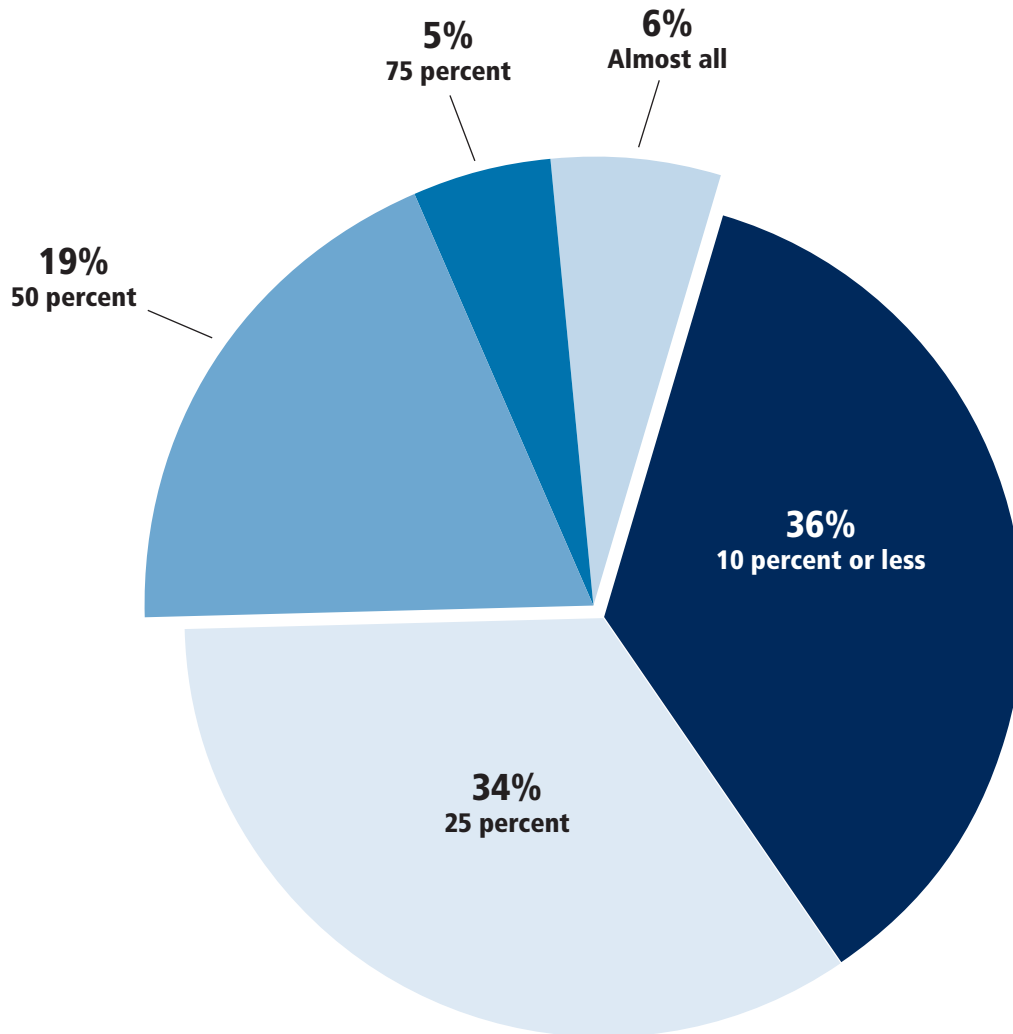
*\*Answered "yes" to question 1*



**13. On approximately what percentage of your patients do you recommend cervical support pillows?**

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*\*Answered "yes" to question 1*



**14. Approximately what percentage of your patients buy cervical support pillows from you?**

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*\*Answered "yes" to question 1*

