

Dynamic Chiropractic's ORTHOTIC SURVEY

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on September 16, 2009 and completed on September 24, 2009 by MPA Media, publishers of *Dynamic Chiropractic*, *Dynamic Chiropractic Canada*, *Nutritional Wellness*, *To Your Health*, *Acupuncture Today*, *Massage Today* and *DC Practice Insights*. The survey was sent by email to approximately 5,000 doctors of chiropractic. The response rate was approximately 2.3%. Like all online surveys, participants have a tendency to “self select” based upon their interest in the topic presented.

DISCUSSION:

This survey is designed to examine the habits and opinions of doctors of chiropractic as they relate to orthotics/pelvic stabilizers.

The results of the first question show which term doctors of chiropractic are familiar with: orthotics, pelvic stabilizers or both. Three-quarters of the profession are familiar with both, 23% are familiar only with the term orthotic and 3% are only familiar with the term pelvic stabilizer.

Question two looks at the percentage of DCs that offer orthotics/pelvic stabilizers to their patients. The results show 82% do and 18% don't. This makes orthotics/pelvic stabilizers one of the most utilized adjuncts within the chiropractic profession.

The results of question three can be considered two ways based upon a doctor's awareness of each company. The first column presents the data sorted by the percentage of doctors who state “I'm a customer.” Here Foot Levelers comes out ahead, with The Orthotic Group and Footmaxx relatively even and Barefoot Science showing no customers. The fourth column is shown inversely by the percentage of doctors who have “never heard of them” with Foot Levelers again ranked first in name recognition followed by The Orthotic Group, Footmaxx and Barefoot Science.

The results of question four are presented similarly regarding how likely the DC is to purchase from the company. Also included is a look at what percentage of the DCs “don't like” the company. Again, the first column



of the table presents the data sorted by the percentage of doctors who state "I'm already a customer" with the order remaining the same as the results in Question 2. The fifth column of the table is presented inversely by the percentage of doctors who "don't know enough about them to buy from them." Again, the results are ranked the same as those in Question 2. When looking at the responses of "Don't like them," in the fourth column of the table, the order is similar to the order of the companies with the most customers; the company with the most customers is also the company with the most doctors that "don't like them."

Question five asks about purchase with Foot Levelers in clear dominance. These results are only for those who purchase orthotics for their practice.

Questions six and seven ask about the percentage of patients the doctor recommends orthotics to and the percentage of patients who actually purchase. Approximately 22% of the profession recommends orthotics/pelvic stabilizers to half or more of their patients. Just over a third of those (8%) are successful in that half or more of their patients buy orthotics/pelvic stabilizers from them.

The eighth question asks about which company's advertisements have been noticed in the last year. The percentages for The Orthotic Group and Footmaxx show better market penetration than their sales percentages would suggest.

Question nine asks from which company the doctor purchases "most of your orthotics/pelvic stabilizers. Again, Foot Levelers is the dominant company among those doctors who offer orthotics/pelvic stabilizers.

The next two questions ask about the methods of examining a patient's foot. Question ten reveals that more doctors believe that form molded casting provides reliable information (59%) than stationary scanning (56%) or gait scanning (45%). Question eleven reveals that more doctors actually use stationary scanning in their practice (51%) than form molded casting (38%) or gait scanning (18%).

Questions twelve and thirteen seek doctors' understanding of the benefits and science of orthotics/pelvic stabilizers. In both cases, doctors



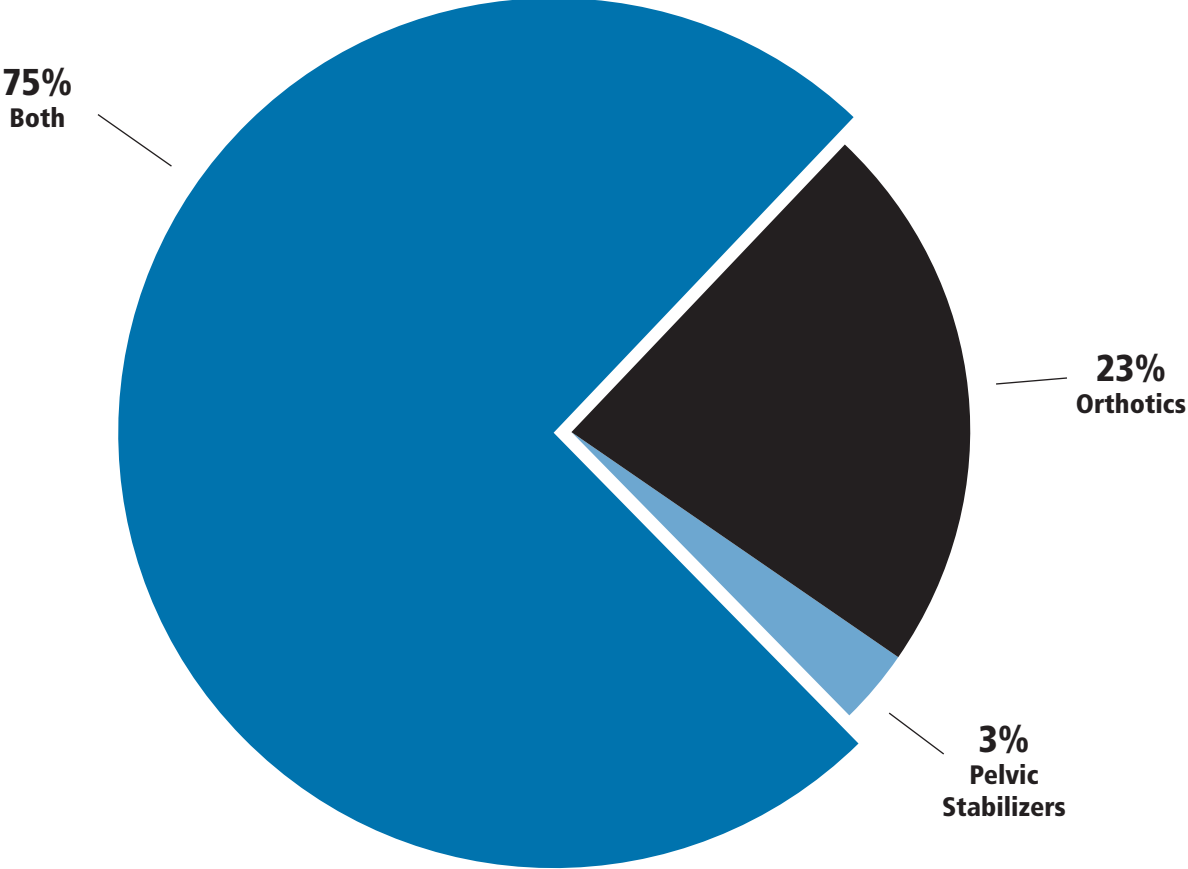
report that they understanding the benefits (96%) and science (94%) very well or somewhat.

The final question examines doctors' confidence level that they are recommending orthotics/pelvic stabilizers appropriately. Again, the vast majority of doctors are very confident (69%) or somewhat confident that they are recommending them to "patients who really need them."

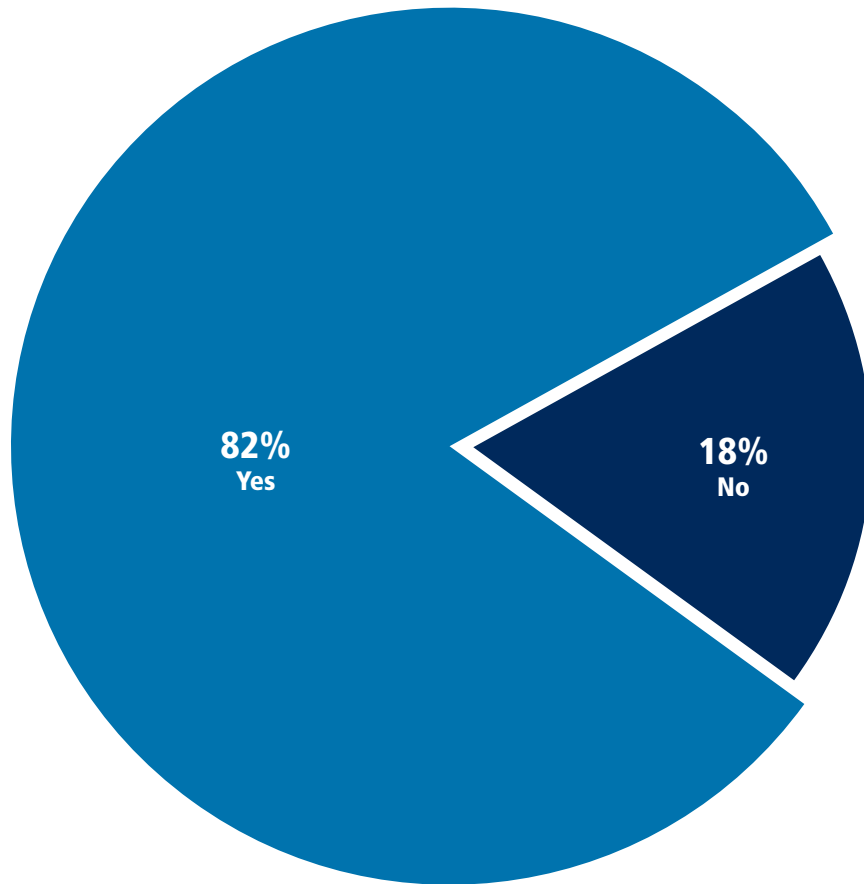
This information should be used to better understand the purchasing habits of doctors of chiropractic and their opinions of the chiropractic distributor companies that were included.



1. Which of the following terms are you familiar with?



2. Do you offer orthotics/pelvic stabilizers in your office?



3. How aware are you of the following companies?

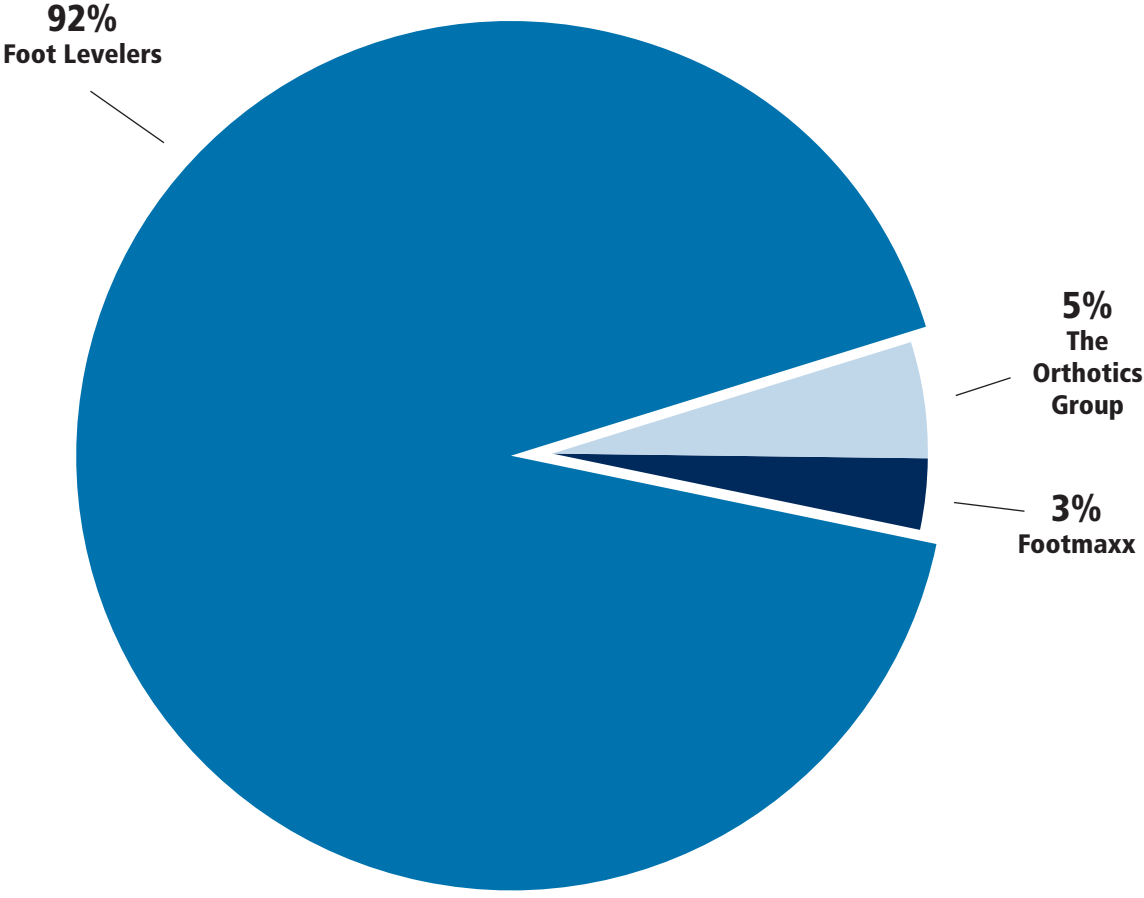
	I'm A Customer	Very Aware	Somewhat Aware	Never Heard of Them
Foot Levelers	57%	37%	6%	0%
The Orthotics Group	3%	11%	37%	49%
Footmaxx	2%	7%	31%	61%
Barefoot Science	0%	2%	16%	82%

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

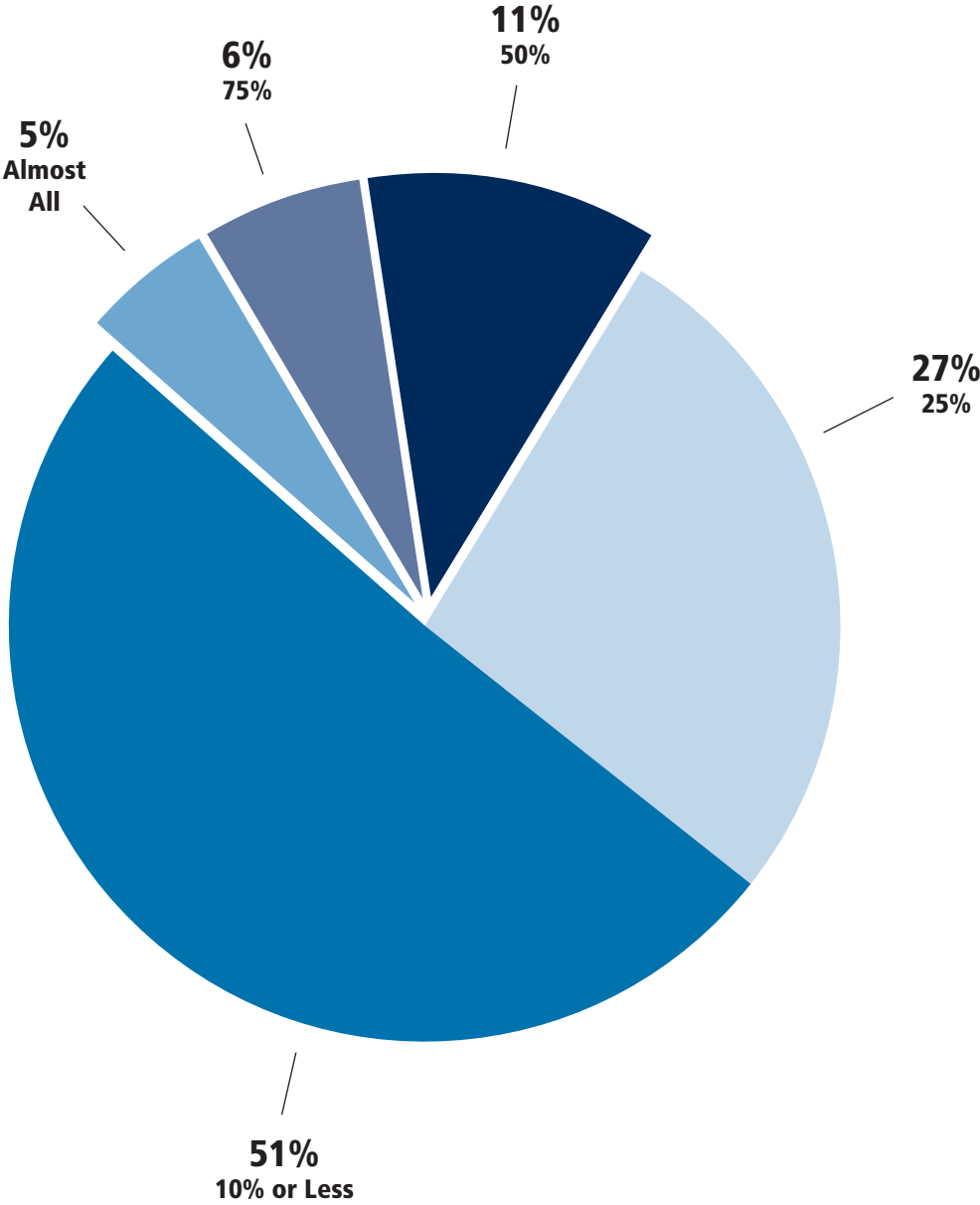
	I'm Already A Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough About Them To Buy From Them
Foot Levelers	53%	12%	17%	14%	4%
The Orthotics Group	2%	3%	10%	7%	79%
Footmaxx	1%	2%	7%	5%	85%
Barefoot Science	0%	1%	4%	3%	92%



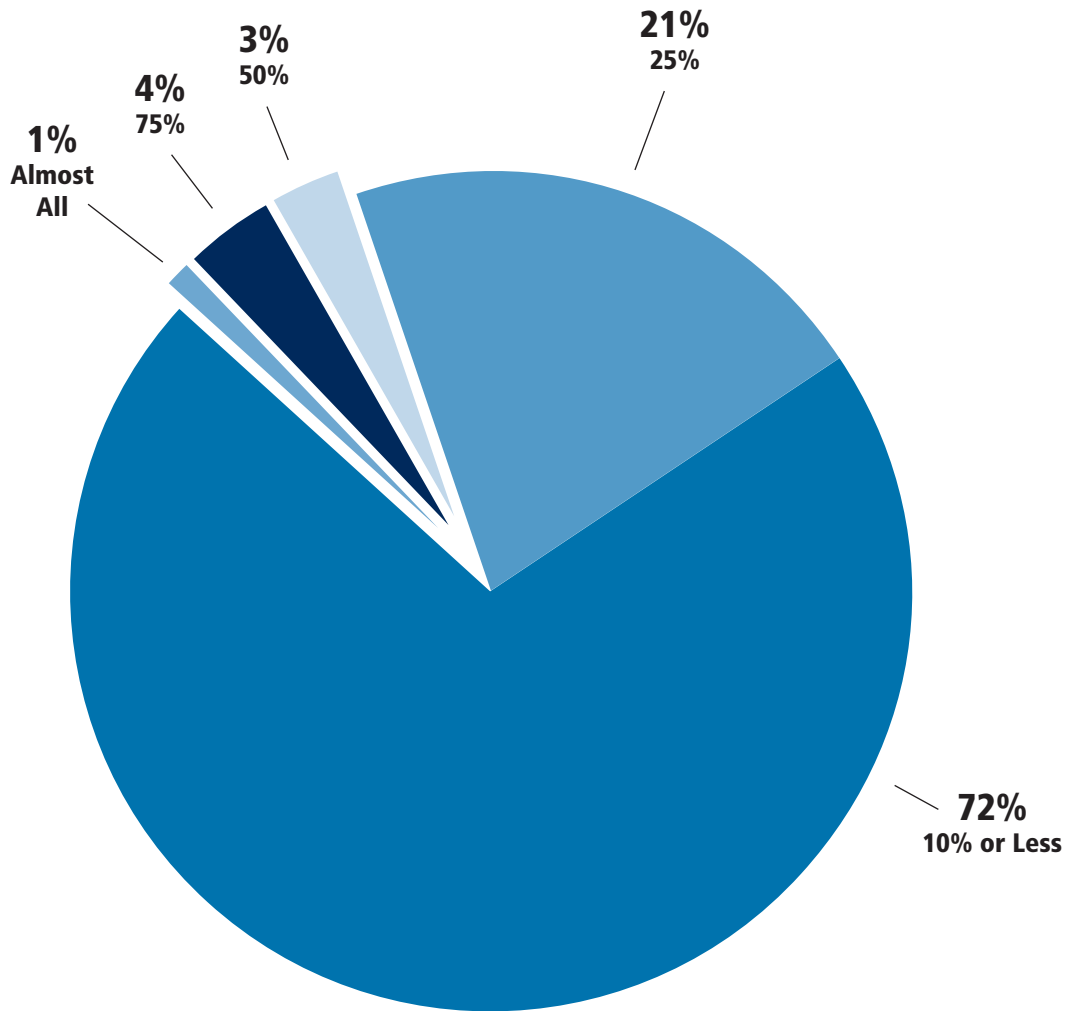
5. Which of the following companies do you purchase most of your orthotics/pelvic stabilizers from?



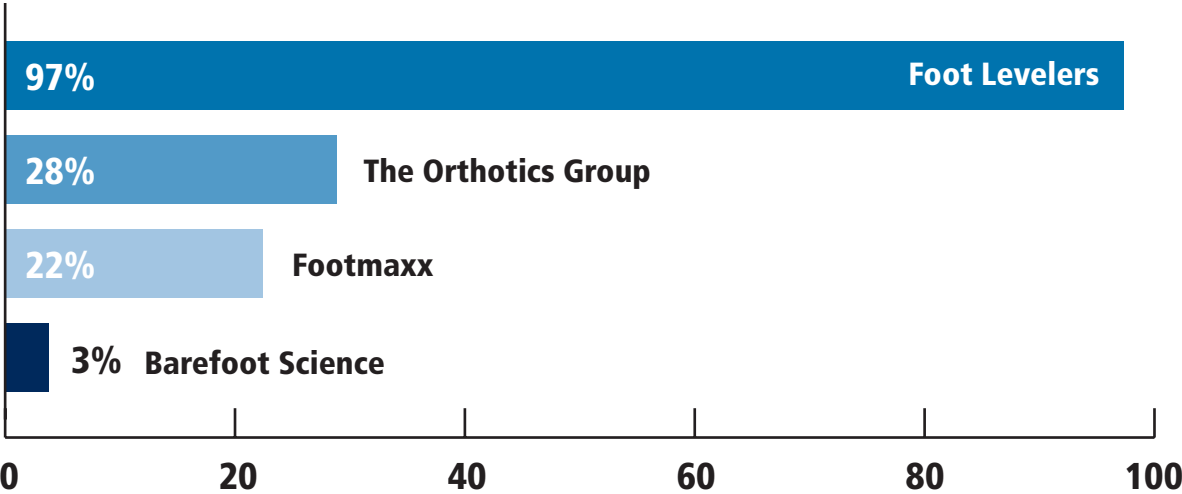
6. Approximately what percentage of your patients do you recommend orthotics/pelvic stabilizers to?



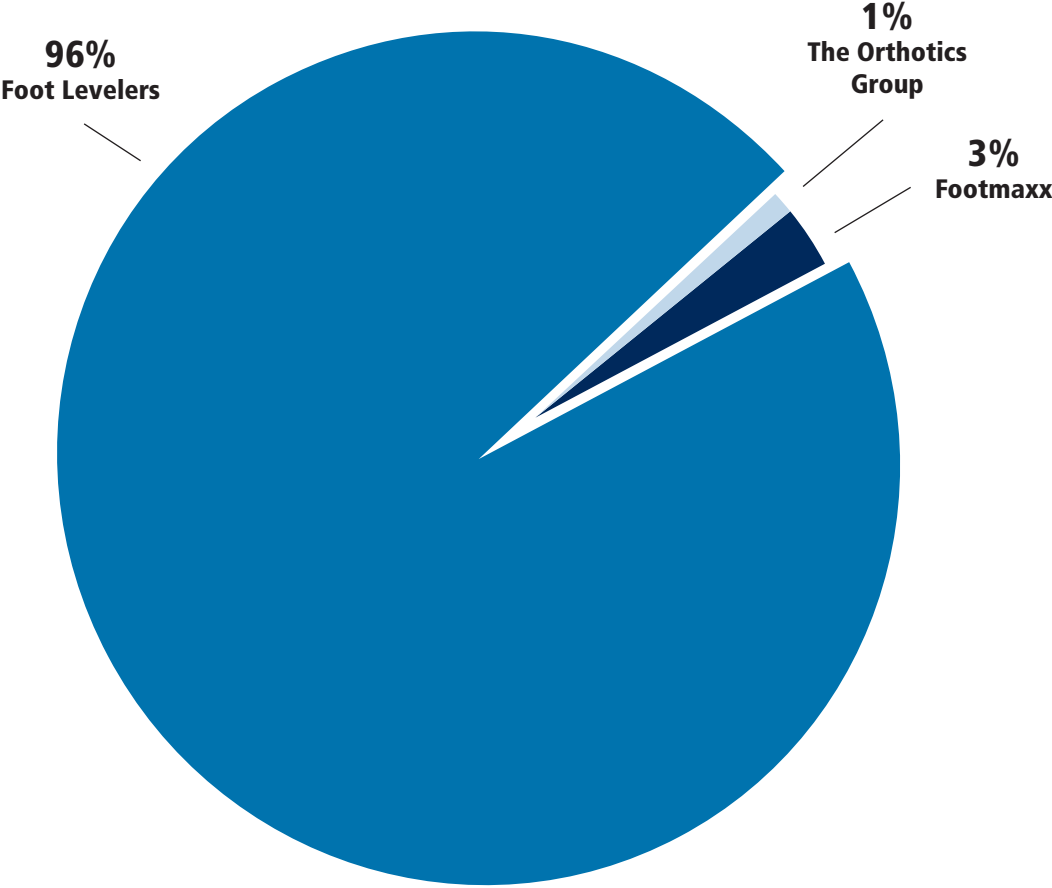
7. Approximately what percentage of your patients buy orthotics/pelvic stabilizers from you?



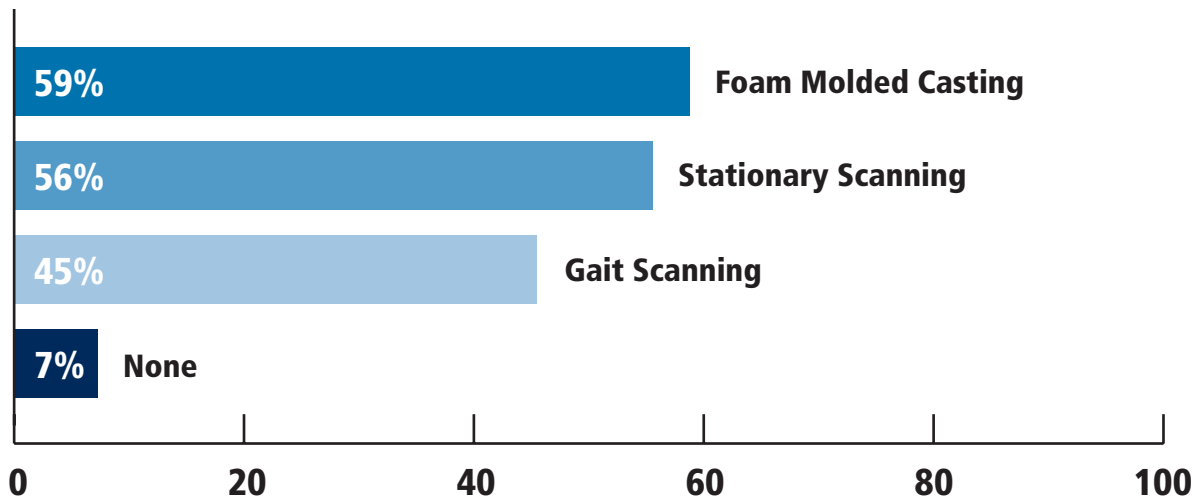
8. Which companies' advertisements have you specifically noticed in the last year?



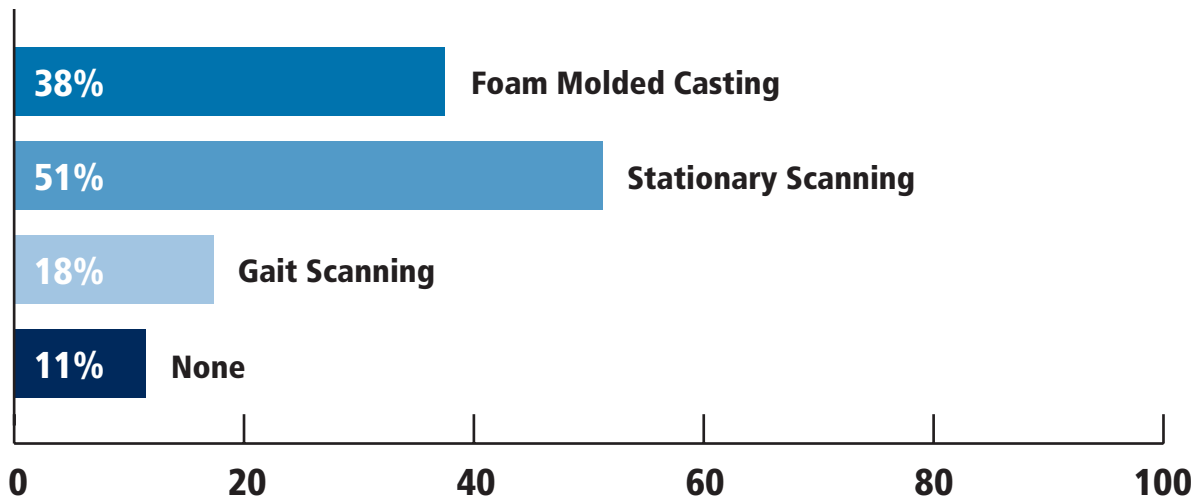
9. Which of the following companies do you purchase most of your orthotics/pelvic stabilizers from?



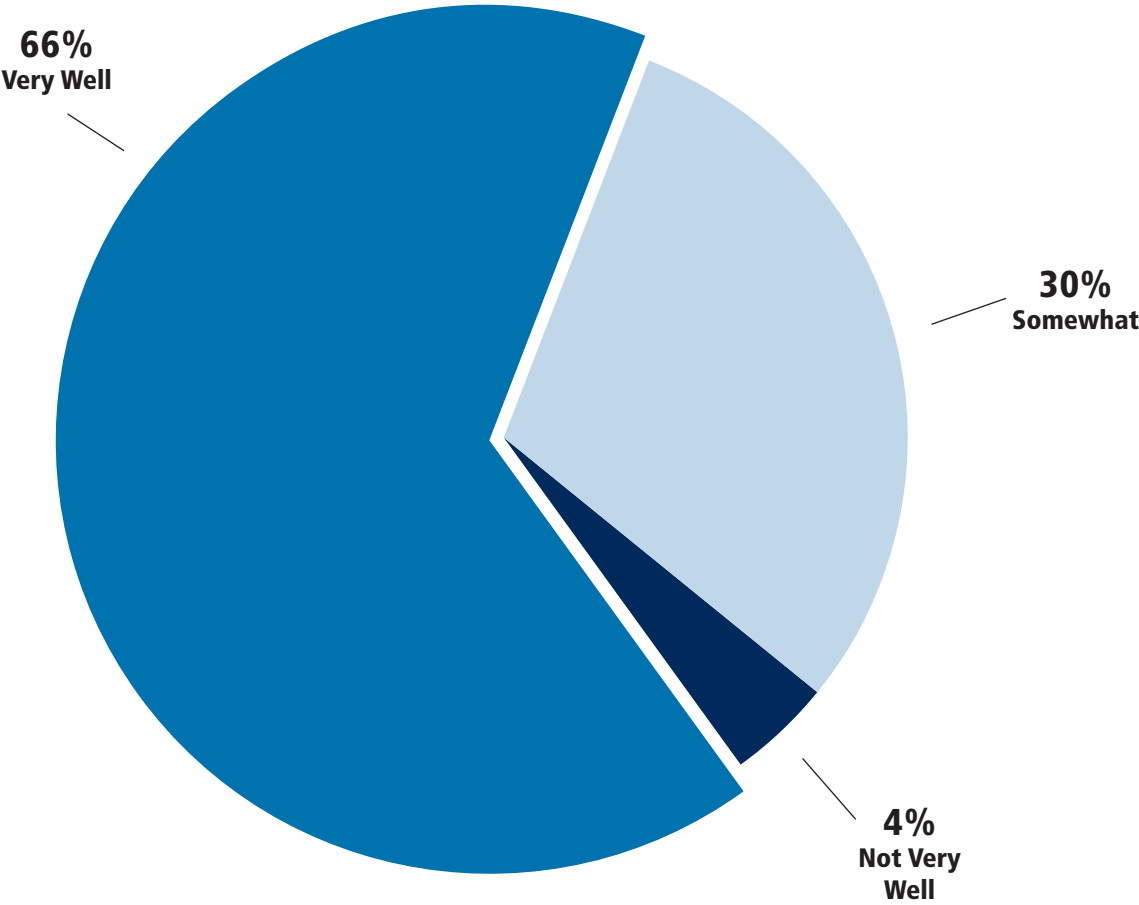
10. Which methods of examining a patient's foot for orthotics/pelvic stabilizers provides reliable information?



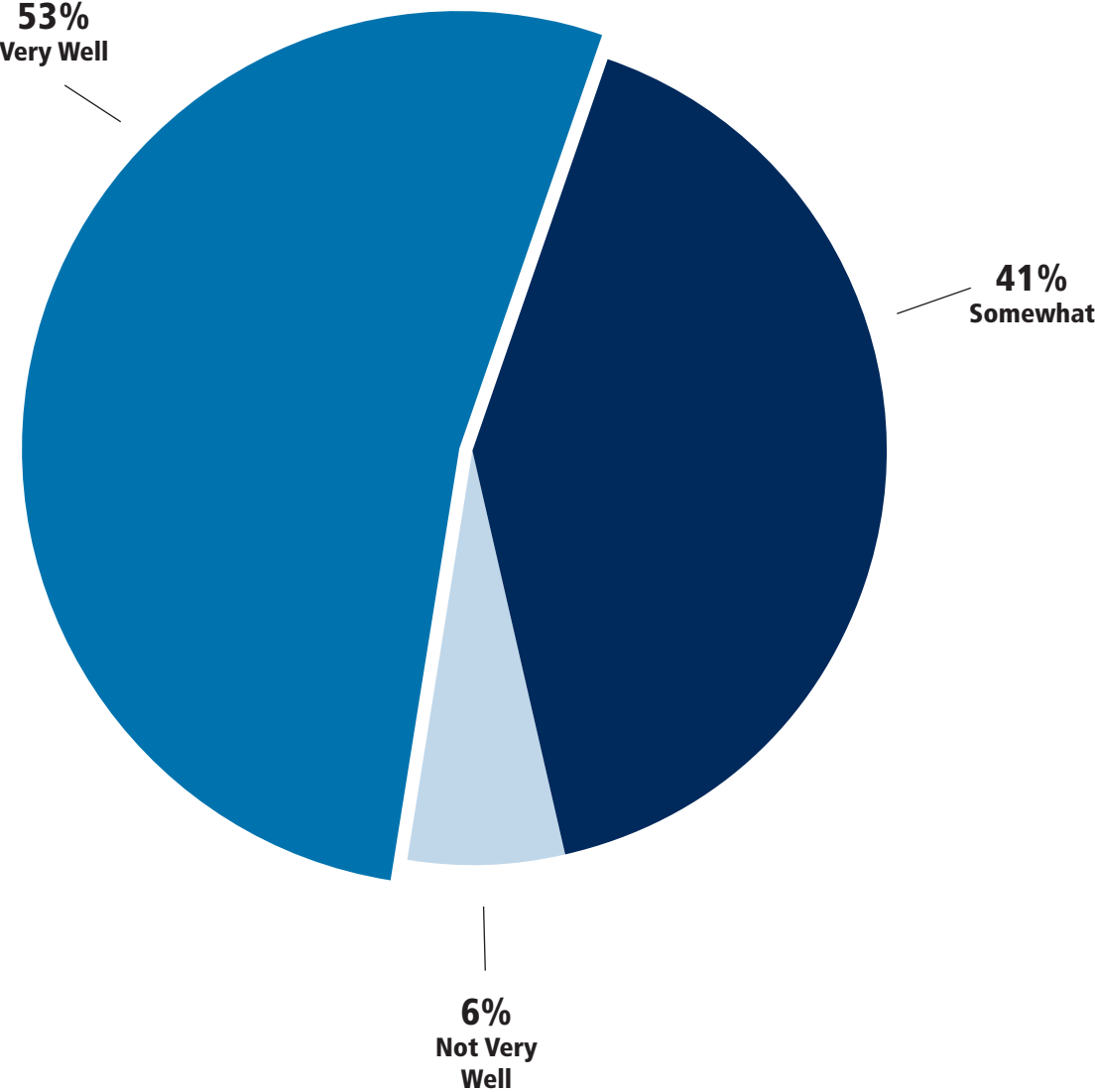
11. Which methods of examining a patient's foot for orthotics/pelvic stabilizers do you currently use?



12. How well do you understand the benefit of orthotics/pelvic stabilizers to your patients?



13. How well do you understand the science behind orthotics/ pelvis stabilizers?



14. How confident are you that you are recommending orthotics/pelvic stabilizers to the patients who really need them?

