

**Dynamic Chiropractic's**  
**CHIROPRACTIC LASER CARE**  
**SURVEY**

**Executive Summary**

A RESEARCH REPORT BY



## **METHODOLOGY:**

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This survey was initiated on October 6, 2010 by MPA Media, publishers of *Dynamic Chiropractic*, *Nutritional Wellness*, *To Your Health* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 16,907 doctors of chiropractic (DC). The response rate was 2.2 percent.

This survey was created to establish the habits and opinions of DCs as they relate to the use of laser care in their practice. This includes their interactions with vendors of laser care products. Responses are divided up into three categories: laser care users, non-users and considering laser care.



## LASER CARE USERS

Laser care users were asked to name the patient complaints they had the most success with using laser care treatment. Here, extremity pain led the pack, as more than three quarters of DCs treated that complaint successfully. This was followed by neck and shoulder pain (72 percent), back pain (60 percent), TMJ disorders (41 percent), disc herniation (29 percent) and disc herniation with radiculopathy (27 percent).

Laser care users were then asked how their practice benefited from using laser care. Eighty-three percent of DCs reported better patient outcomes, followed by an increase in patient satisfaction with care (69 percent), increased referrals (42 percent), increased practice income (40 percent) and an enhanced reputation in their community (30 percent).

In the next question, we asked laser care users to assess a number of statements about their current laser provider. Ninety percent of laser care users are confident in the quality of their laser, while 92 percent believe in the philosophy of laser care. Not all users thought their laser was affordable. Here, 32 percent totally agreed, 30 percent somewhat disagreed, 27 percent somewhat agreed and 12 percent totally disagreed. Based upon the information provided with their laser, 45 percent totally agreed they were able to use it almost immediately, while 34 percent somewhat agreed, 11 percent somewhat disagreed and 10 percent totally agreed. Thirty-six percent of DCs totally agreed that they required additional information above what was included with the purchase before they were completely confident in using the laser, while 28 percent somewhat agree, 18 percent somewhat disagree and 18 percent totally disagree.

Not surprisingly, 92 percent of DCs who use laser care would recommend other DCs add laser care to their practice. When asked why, 75 percent said that it has been a very effective part of the treatment strategy, while 45 percent said their patients enjoy laser care and have referred others as a result of the laser care. Forty percent saw an increase in practice income and another 26 percent reported that the reputation of their practice has improved.

Thirty-three percent of laser care users revealed they use laser care on 10 percent or less of patients, while 31 percent said they use laser care



on a quarter of their patients, 17 percent use it on half of their patients, 9 percent use it on three-quarters of their patients, and 11 percent use laser care on almost all of their patients.

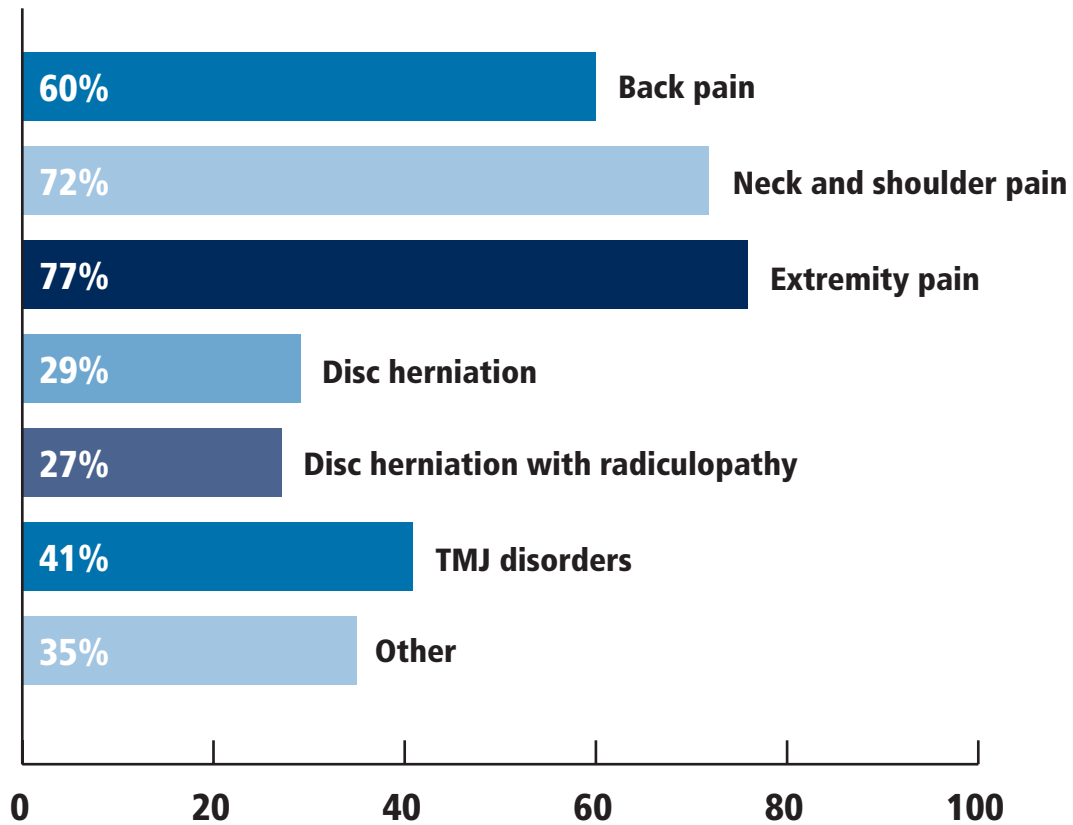
Nearly 70 percent of users said their laser was not demonstrated in their office before they bought it. Fifty percent of users agreed that they were convinced to buy a laser after talking to another DC who uses one. Nearly half of laser care users (45 percent) said they attended a seminar/webinar that convinced them to buy their laser.

Users were also asked about home laser use in a series of questions. Overall, DCs who use laser care were against home laser use. Nearly all (90 percent) of laser care users were against or weren't sure if patents should be sold lasers for home use. DCs who use laser care continued to affirm they were against home laser use as 81 percent do not recommend home lasers to their patients and 92 percent said patients do not buy home lasers from them.



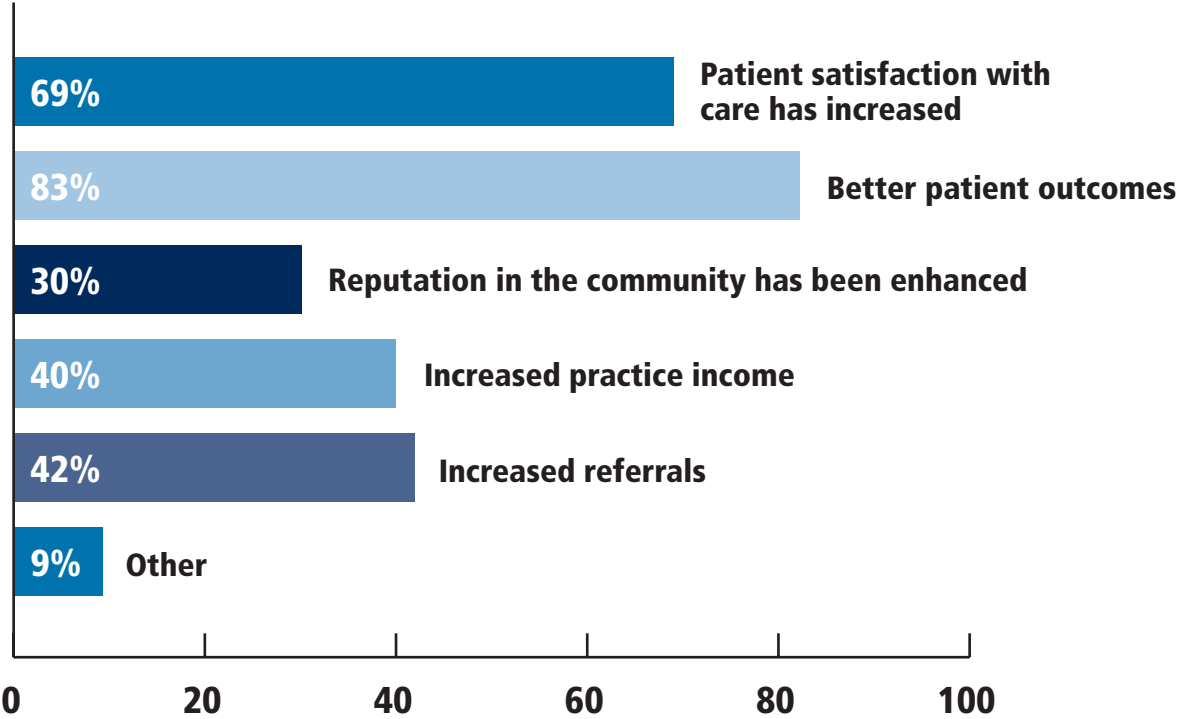
**1. What types of patient complaints have you had the most success with using laser care?**

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**2. How has your practice benefited from using laser care?**

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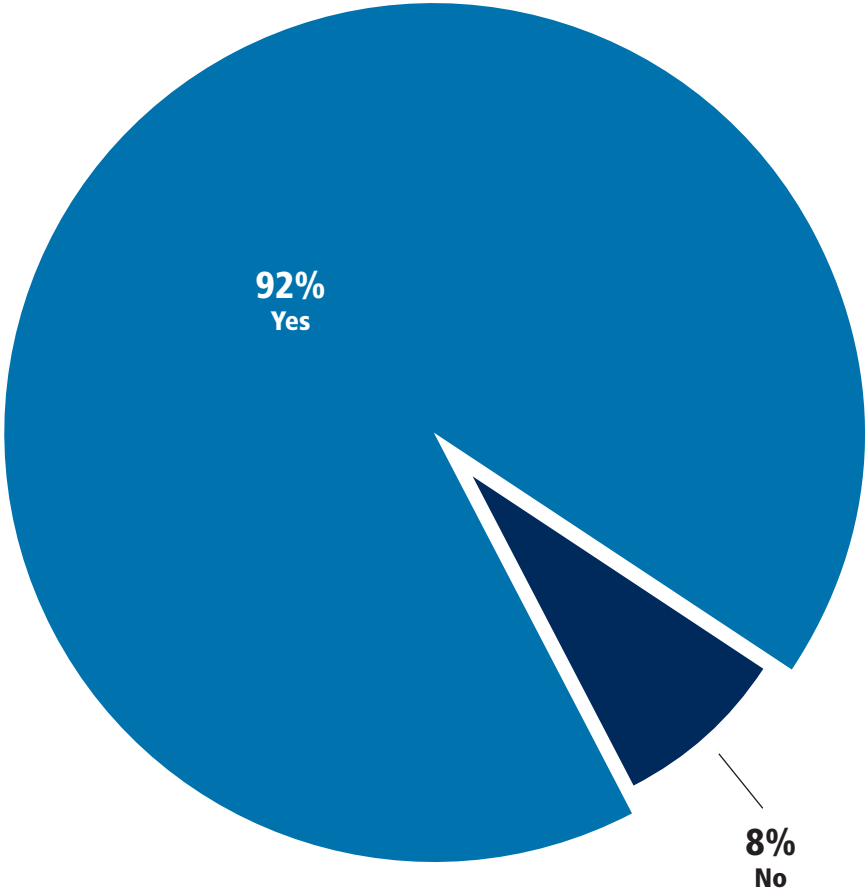
**3. How well do you agree with the following statements regarding the laser you currently use?**

	<b>Totally Agree</b>	<b>Somewhat Agree</b>	<b>Somewhat Disagree</b>	<b>Totally Disagree</b>
I am confident in the quality of my laser	66%	24%	6%	3%
I believe in the philosophy of laser care	78%	16%	2%	4%
My laser was very affordable	32%	27%	30%	12%
Based upon the information provided with my laser, I was ready to use it almost immediately	45%	34%	11%	10%
I required additional information above what was included with my purchase before I was completely confident in using my laser	36%	28%	18%	18%
I attended a seminar/webinar that convinced me to buy my laser	32%	13%	15%	40%
My laser was demonstrated in my office before I bought it	23%	8%	7%	62%
I was convinced to buy a laser after talking to another DC who uses one	24%	26%	12%	38%



**4. Would you recommend other DCs add laser care to their practice?**

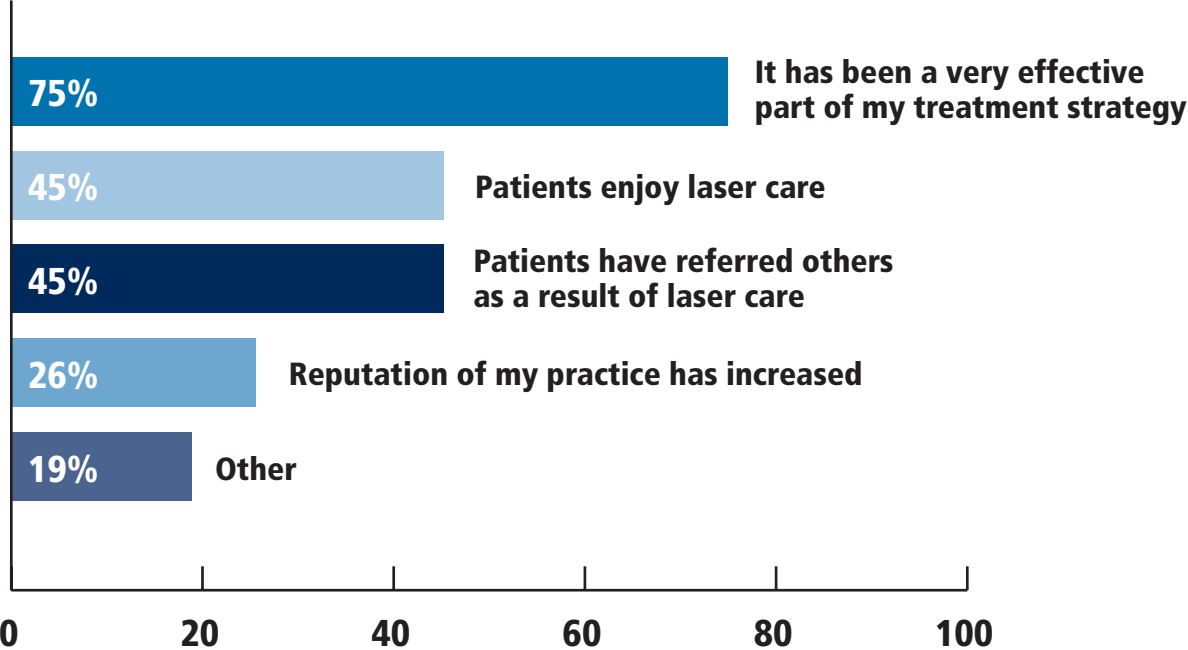
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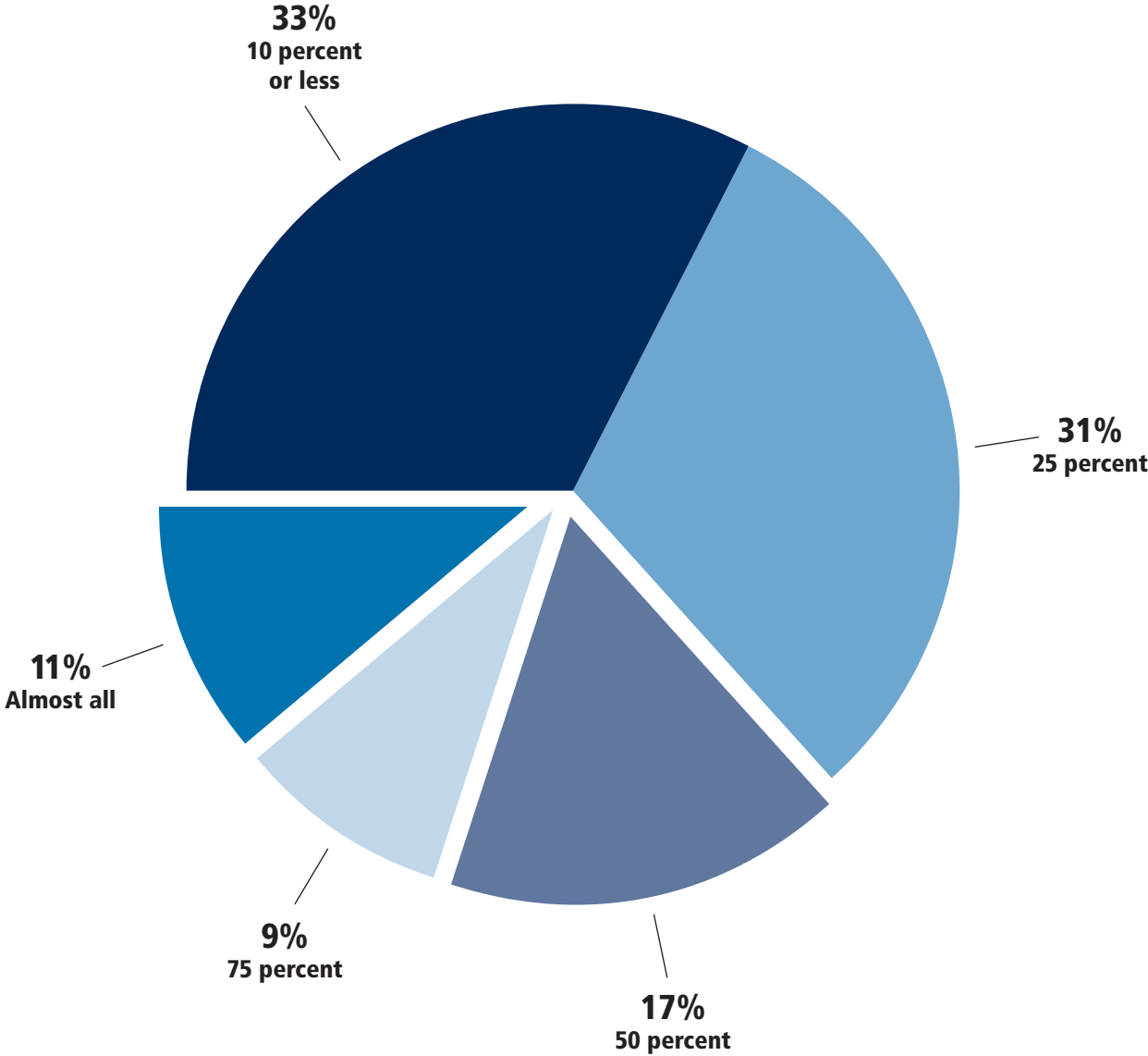
**5. Why would you recommend it to other DCs?**

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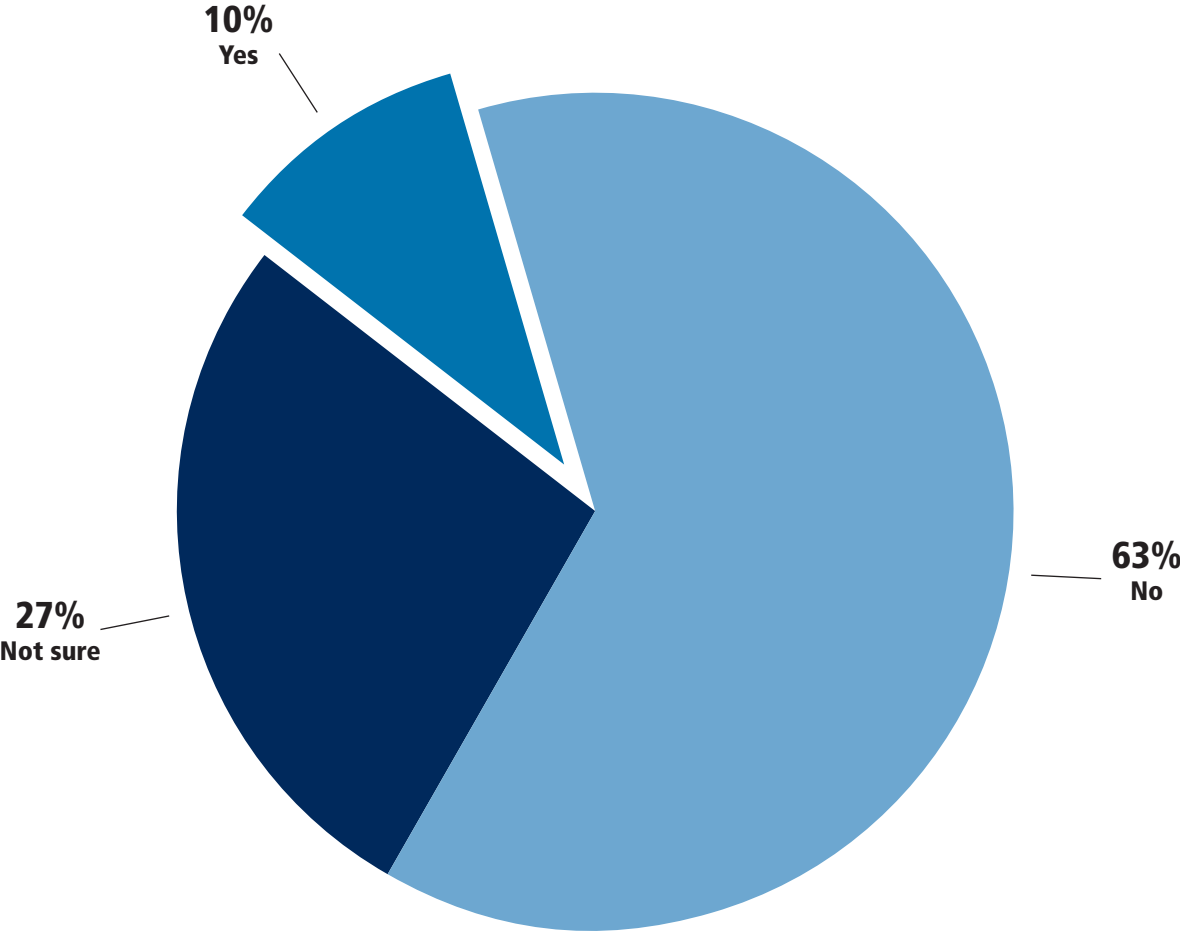
**6. On approximately what percentage of your patients do you use laser care?**

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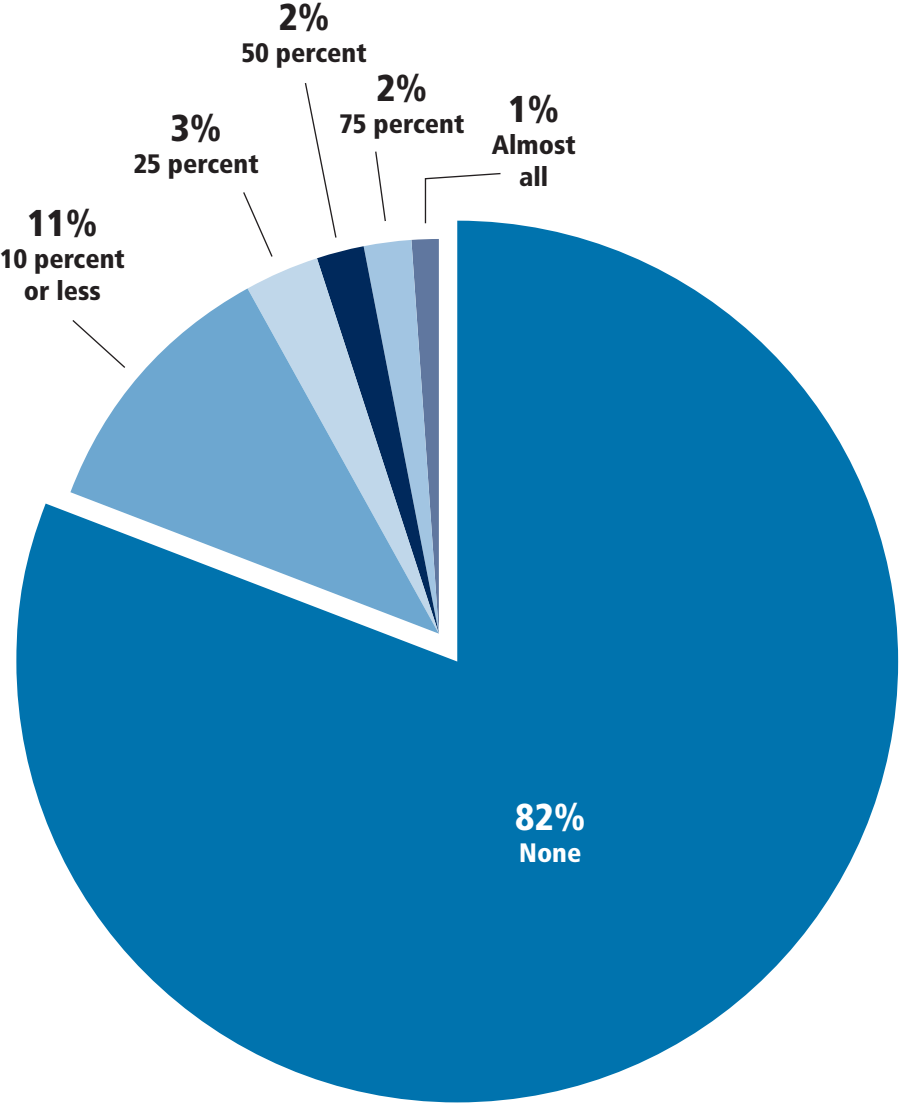
**7. Do you believe patients should be sold lasers for home use?**

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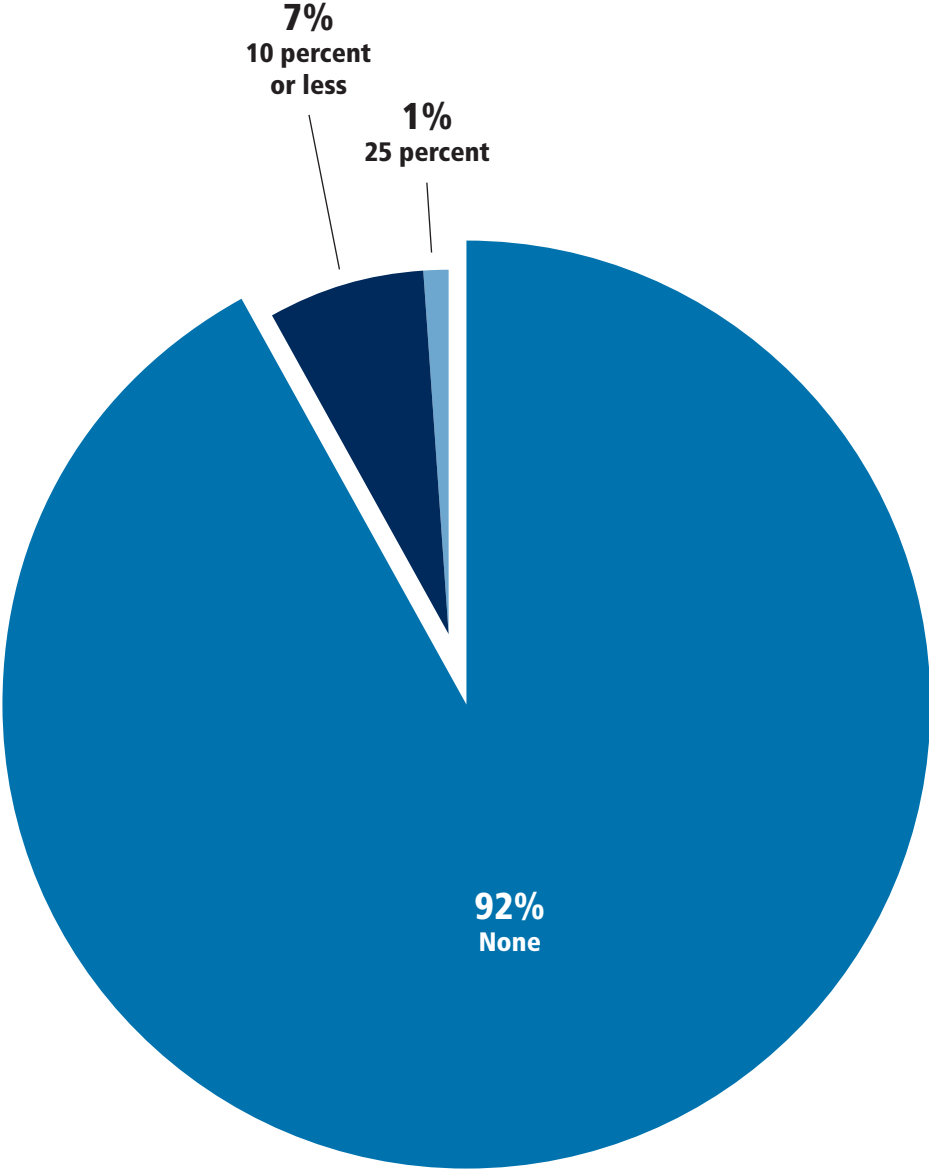
**8. Approximately what percentage of your patients do you recommend home lasers to?**

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**9. Approximately what percentage of your patients buy home lasers from you?**

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## NON-USERS

Out of those DCs who responded that they are non-users, 43 percent cited “too expensive” as the reason why they don’t use laser care in their practice followed by don’t see or understand the benefit (33 percent), it doesn’t fit the practice model (22 percent) and used to, but don’t anymore (5 percent).

More than half of non-users were either very or somewhat unsure of their level of understanding regarding lasers and their application in practice. And while nearly a third of non-users said no information would help them purchase a laser, 28 percent said written practice applications would assist them in making a decision to purchase a laser. Non users suggested they would also look for written technical information (21 percent), a laser seminar or webinar (19 percent), an office demonstration (16 percent) or they would speak to a DC who already uses lasers in their practice (16 percent).

Non-users were asked to divulge their awareness of several top laser care companies. Here, Erchonia appeared to be the most well-known brand, as more than two-thirds were either somewhat or very aware of the company. Many non-users were somewhat aware of Cold Laser Therapies (37 percent), K-Laser (32 percent) and Laser Therapy (29 percent). Most non-users had never heard of Irradia Laser Therapy (89 percent), Theralase (89 percent), Lite Cure (89 percent), Apollo (88 percent) and Multi Radiance Medical (84 percent).

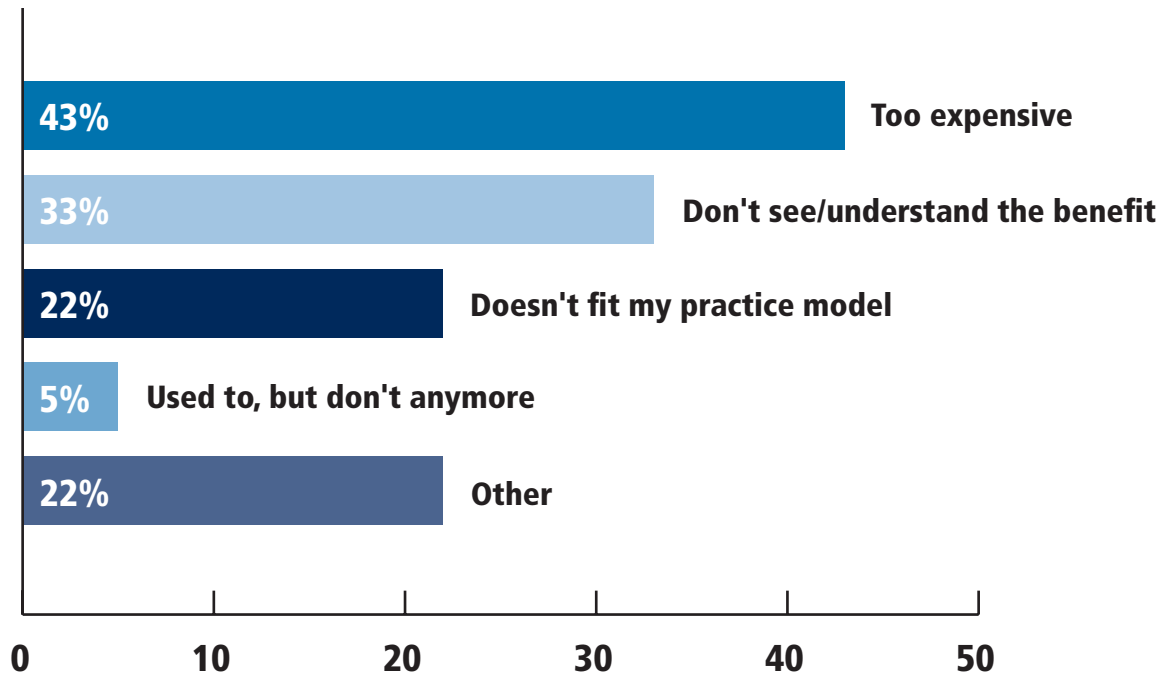
When asked how likely they are to buy from the above laser care companies, most non-users said they didn’t know enough about nearly all of the companies to buy from them. Erchonia was the stand-out company as nearly a quarter said they were very or somewhat likely to buy a laser from them, while 20 percent said they were very or somewhat likely to buy a laser from K-Laser.

Upon further review, while Erchonia did appear to be the company non-users knew the most about, it was the company that received the highest percentage of non-users who said they didn’t like them (13 percent).



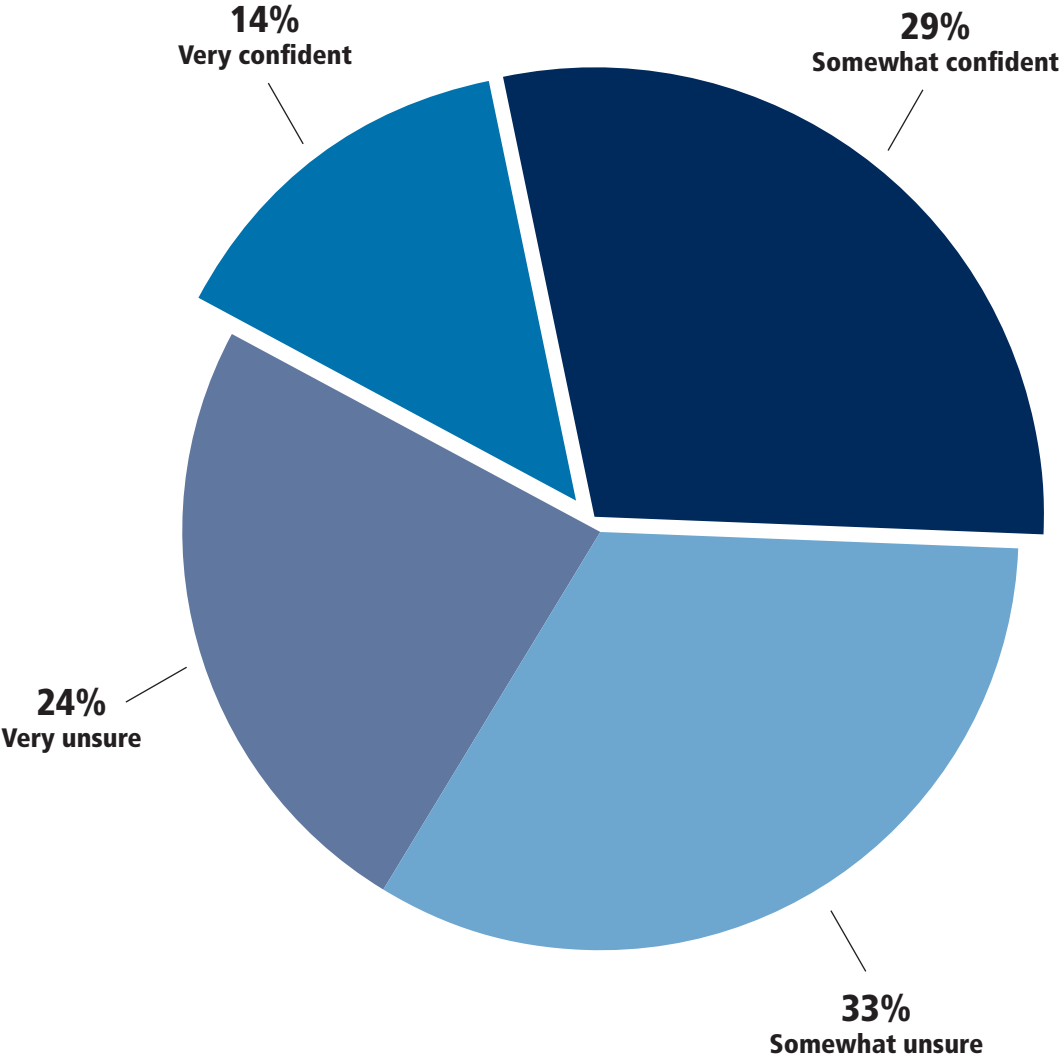
## 1. Why don't you currently use laser care in your chiropractic practice?

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**2. How confident are you in your understanding of lasers and their application in practice?**

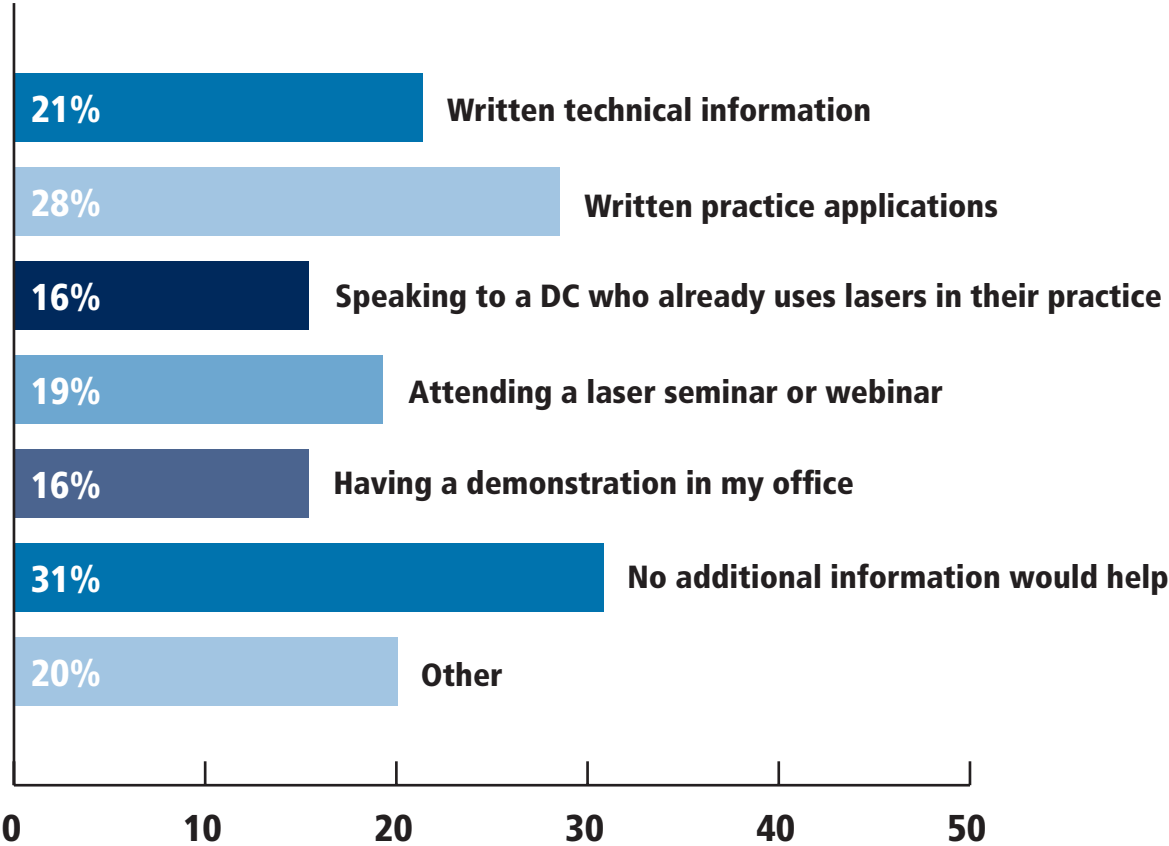
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**3. What additional information, if any, would assist you in making a decision to purchase a laser?**

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#### 4. How aware are you of the following laser care companies?

	<b>Very Aware</b>	<b>Somewhat Aware</b>	<b>Never Heard of Them</b>
Erchonia	43%	24%	33%
K-Laser	15%	32%	54%
Cold Laser Therapies	13%	37%	51%
Laser Therapy	11%	29%	60%
Apollo	4%	7%	88%
Lite Cure	4%	6%	89%
Multi Radiance Medical	3%	13%	84%
Theralase	2%	8%	89%
Irradia Laser Therapy	1%	9%	89%



**5. Based upon what you know about these companies, how likely are you to buy a laser from them?**

	<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>
Erchonia	6%	18%	13%	63%
K-Laser	6%	14%	7%	73%
Multi Radiance Medical	3%	2%	7%	87%
Irradia Laser Therapy	2%	1%	7%	89%
Theralase	2%	1%	6%	91%
Cold Laser Therapies	2%	7%	7%	83%
Apollo	2%	2%	9%	86%
Lite Cure	2%	2%	9%	86%
Laser Therapy	2%	5%	8%	84%



## CONSIDERING LASER CARE

Out of the DCs who are considering buying a laser for their practice, 69 percent said that they currently don't use laser care because it is too expensive. Other reasons they cited included they don't see or understand the benefit (17 percent), it doesn't fit their practice model (8 percent) and used to but don't anymore (4 percent).

When asked what type of laser they would consider buying, 27 percent said they would buy high level/class IV/above 500 milliwatts, 19 percent said they would buy low level/class III/below 500 milliwatts, and 54 percent said they would consider buying either type. This type of response suggests that DCs who are considering purchasing a laser are not well versed in the differences between these types of lasers. It opens an opportunity for companies to educate DCs on this topic.

Thirty-eight percent of DCs considering buying a laser were somewhat unsure about their understanding of lasers and their application in a DC practice, while 37 percent were somewhat confident. Here, it appears those DCs who are considering buying a laser are more confident in their understanding of lasers than those DCs who are not considering buying a laser.

Next, we asked DCs who are considering buying a laser what additional information they would need to make their decision. Here, only 4 percent said that they did not require any additional information to help make their purchase. These DCs think the following will assist them in their laser care purchase decision: written practice applications (69 percent), attending a laser seminar or webinar (65 percent), written technical information (52 percent), speaking to a DC who already uses lasers in their practice (44 percent) and having a demonstration in the office (40 percent).

Upon further review of how DCs feel about individual laser care companies, Erchonia and K-Laser rate highest among potential customers for general awareness. Nearly all DCs considering buying a laser (90 percent) were either very aware or somewhat aware of Erchonia, while two-thirds were very or somewhat aware of K-Laser. As with the results with the non-user, Erchonia was the stand-out in the "don't like them" category



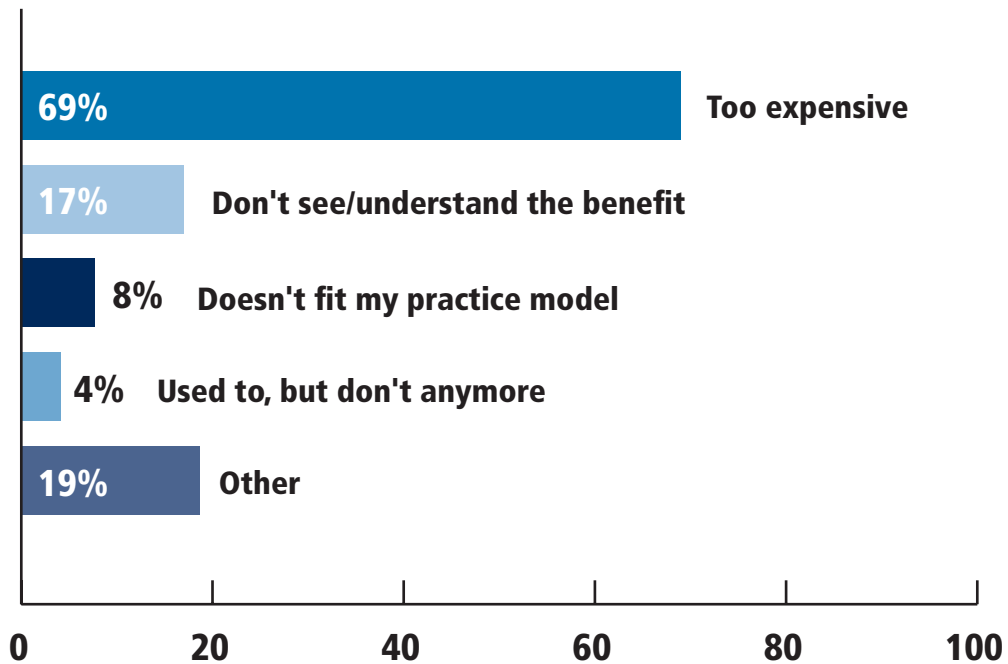
for those considering purchasing a laser. Nineteen percent stated they did not like Erchonia. Other percentages in the “don’t like them” category ranged from 0 to only 4 percent.

The majority of DCs considering purchasing a laser had never heard of the most of the other companies listed in the survey. It came as no surprise that, when asked how likely they are to buy a laser from the companies listed in the survey, the majority of DCs stated they didn’t know enough about most of the companies to buy from them. Again, Erchonia and K-Laser were the stand-outs, as nearly half of DCs considering buying a laser said that they are either very or somewhat likely to buy from Erchonia. Over a third said they are either very or somewhat likely to buy from K-Laser.



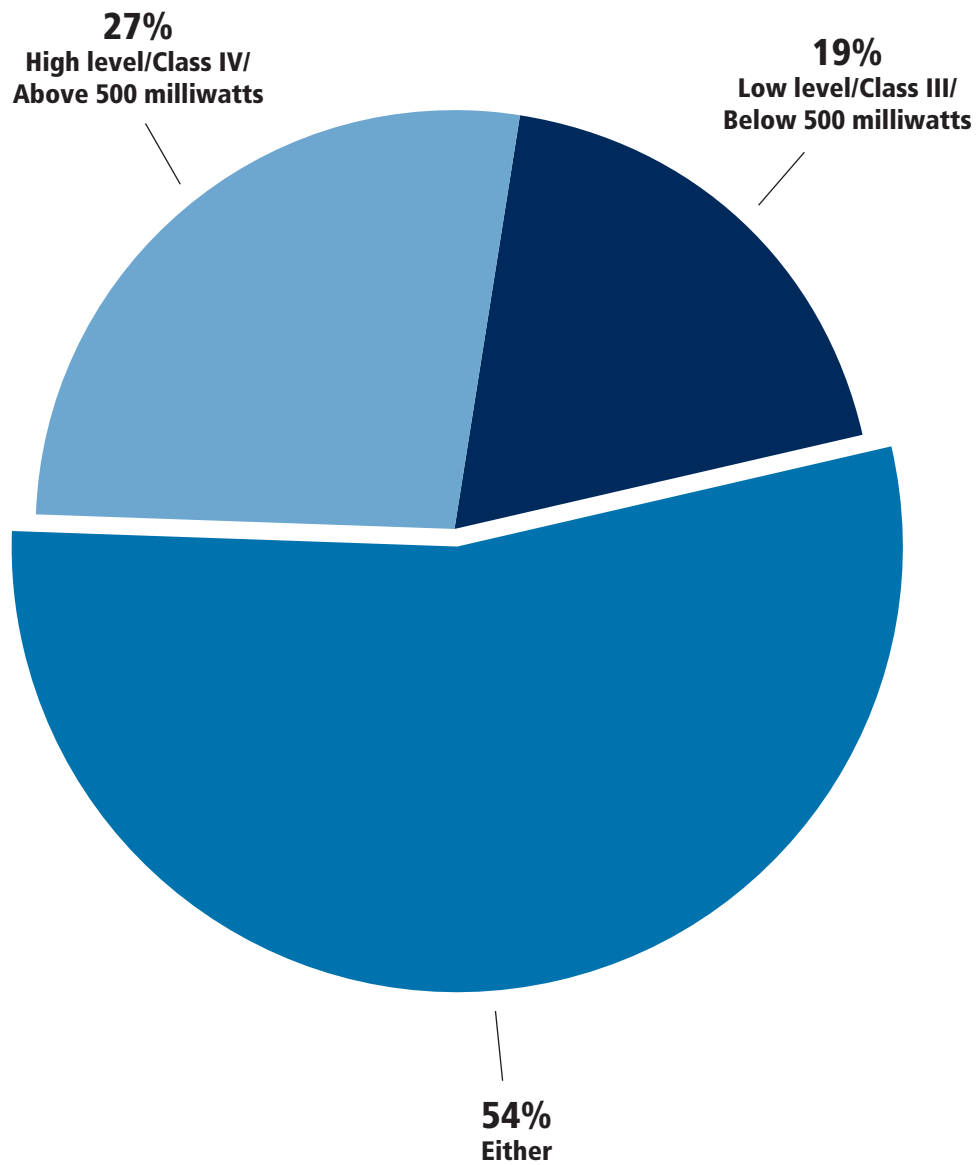
## 1. Why don't you currently use laser care in your chiropractic practice?

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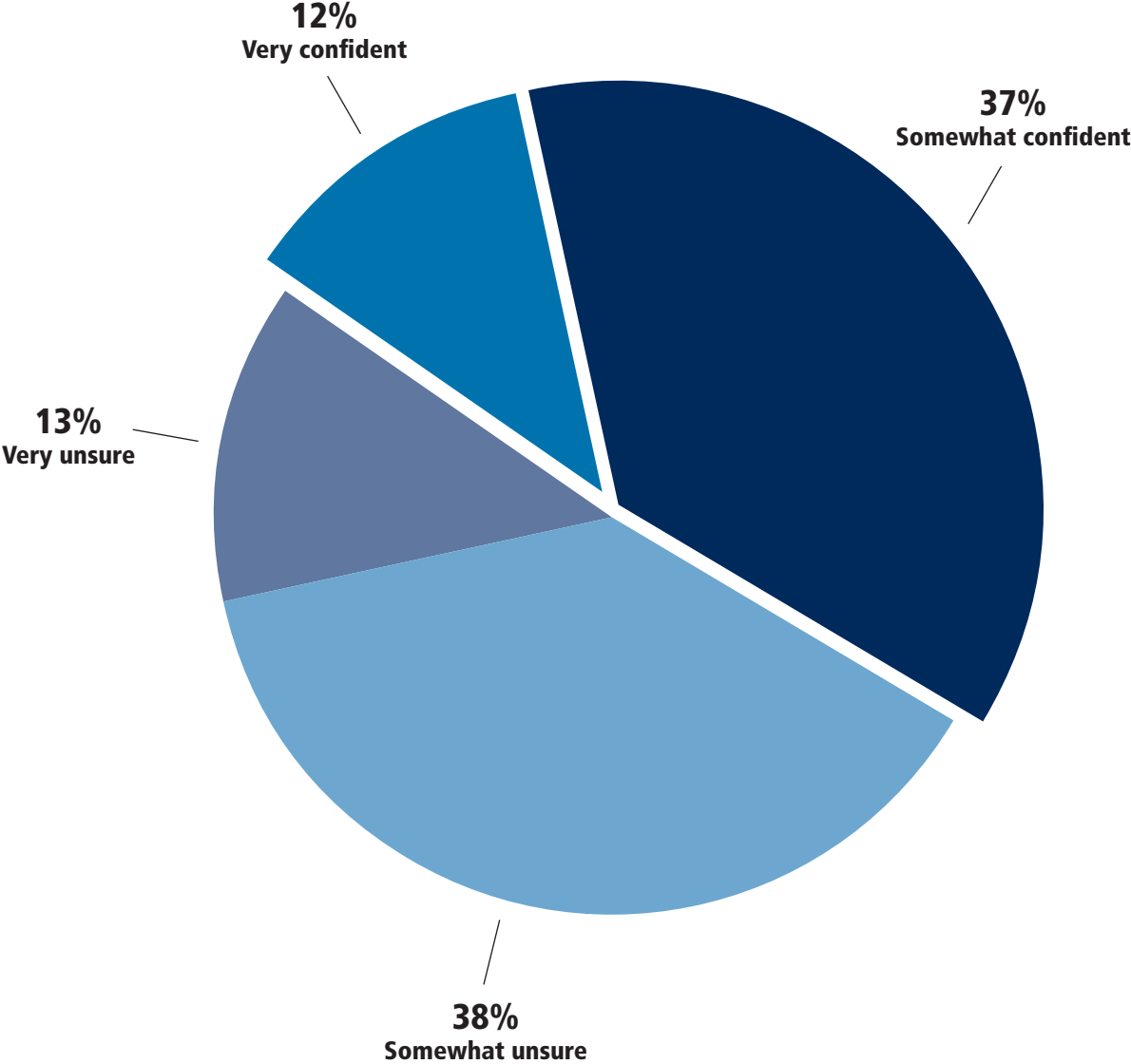
## 2. Which type of laser are you considering buying?

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

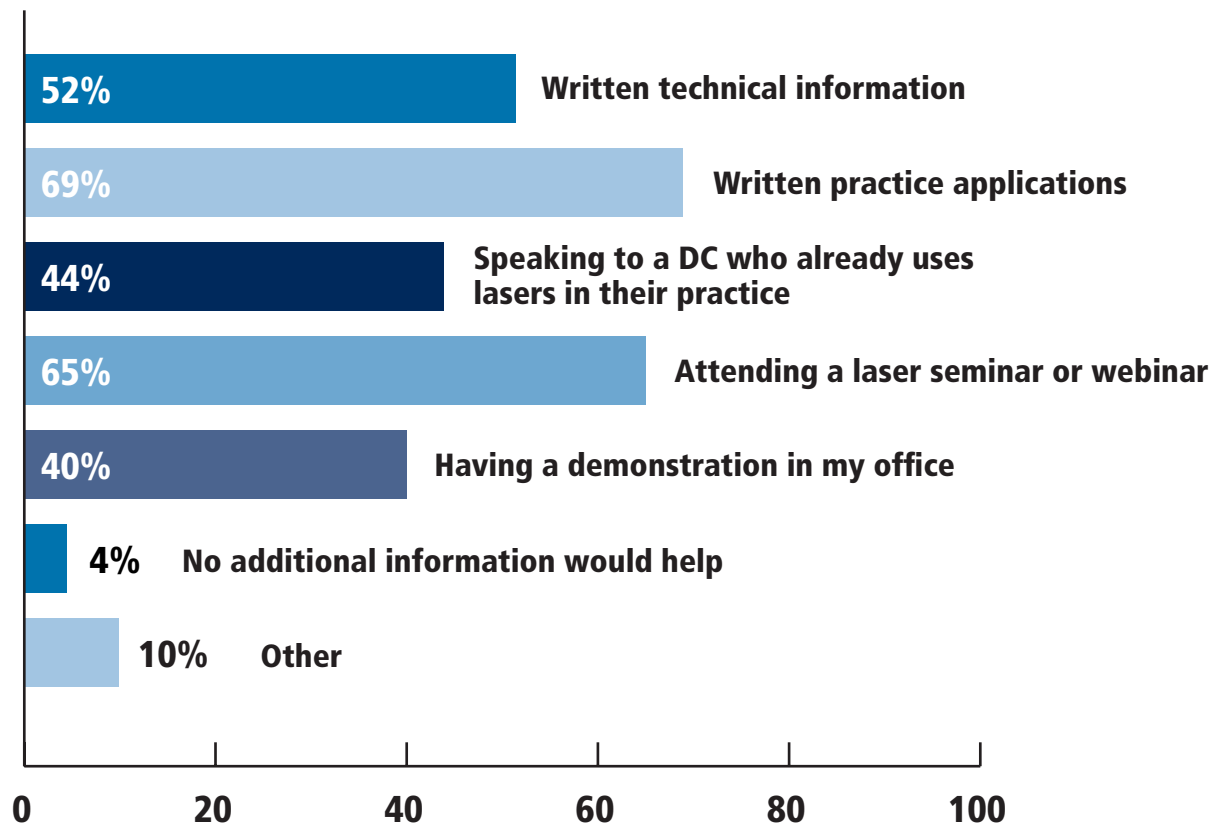
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#### 4. What additional information would assist you in making your decision?

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## 5. How aware are you of the following laser care companies?

	<b>Very Aware</b>	<b>Somewhat Aware</b>	<b>Never Heard of Them</b>
Erchonia	62%	27%	12%
K-Laser	37%	25%	38%
Multi Radiance Medical	17%	19%	63%
Lite Cure	15%	13%	71%
Apollo	10%	8%	83%
Cold Laser Therapies	8%	29%	63%
Laser Therapy	6%	21%	73%
Theralase	4%	19%	77%
Irradia Laser Therapy	0%	17%	83%



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

	<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>K-Laser</b>	12%	25%	0%	63%
<b>Erchonia</b>	10%	35%	19%	37%
<b>Multi Radiance Medical</b>	10%	13%	0%	77%
<b>Lite Cure</b>	6%	10%	4%	81%
<b>Apollo</b>	4%	12%	0%	85%
<b>Irradia Laser Therapy</b>	2%	4%	2%	92%
<b>Theralase</b>	2%	8%	0%	90%
<b>Cold Laser Therapies</b>	2%	12%	2%	85%
<b>Laser Therapy</b>	2%	4%	0%	94%



## **SUMMARY:**

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Overall, it appears that those DCs who are considering buying a laser have done a significant amount of research on cost and companies, but they did not seem confident on the type of laser they would purchase. It appears companies may have some work to do in educating these DCs on the differences between class IV and class III lasers. Cost also seemed to be the major obstacle for DCs considering a laser and even non-users. The information from this survey should be used to better understand the purchasing habits of doctors of chiropractic and their opinions of the laser care companies that were included.

