

Dynamic Chiropractic's
HERBAL PRODUCTS
SURVEY

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on January 6, 2010 and completed on January 18, 2010 by MPA Media, publishers of *Dynamic Chiropractic*, *Nutritional Wellness*, *To Your Health* and *DC Practice Insights*. The survey was conducted in two parts, with the two parts being sent to approximately 17,500 doctors of chiropractic. The overall response rate was just under 1.4%. These response rates mirror national online research response rates. 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 herbal products. This includes their interactions with patients as well as vendors.

The results of the first question show that a large number (82%) of DCs surveyed purchase herbal products for their patients. (As this percentage is considerably higher than those found in previous studies, readers are cautioned until further research can confirm these findings.) Forty-two percent of respondents purchase from “three or more” herb companies, with only 19% purchasing from a single vendor.

The results of question two are presented twice as this question addresses how aware doctors are with 20 different herbal products companies. The first table (2a.) presents the data sorted by the percentage of doctors who state “I’m a customer.” Medi-Herb/Standard Process came in far ahead at 49%. Nordic Naturals and Emerson Ecologics were the only other companies to break 10% at 17% and 10% respectively. The second sorting (2b.) is shown inversely by the percentage of doctors who have “never heard of them.” Here, Medi-Herb/Standard Process at 18% and Nordic Naturals at 42% were the only two companies below 50% unknown.

The results of questions three are presented similarly regarding how likely the DC is to purchase from the company. Also included is a look at what



percent of the DCs “don’t like” the company. The first table (3a.) presents the data inversely sorted by the percentage of doctors who state they “Don’t know enough about them to buy from them”. Here again, Medi-Herb/Standard Process is the only company under 50%. Nordic Naturals is next at 59%. The second sorting (3b.) shows the hard negative responses inversely. These are DCs who “don’t like” the company in question. Each percentage point represents approximately 600 doctors who are highly unlikely to do business with that company. Compared to survey results for other products, these are surprisingly low with none higher than 3%.

Question four asks which companies are the doctor’s primary vendor. Similar to Question 2a, the results are Medi-Herb/Standard Process at 61%, Nordic Naturals at 12% and Emerson Ecologics at 10%. Interesting enough, the results for Medi-Herb/Standard Process for this question (61%) are markedly higher than the results of the “I’m a customer” in Question 2a. This suggests that some respondents may have misread the question and included their nutritional supplement purchasing as well.

Question five asks for agreement on positive statements regarding the primary vendor’s product quality, nutritional philosophy, customer service and pricing. These two questions can be cross tabulated for specific vendors.

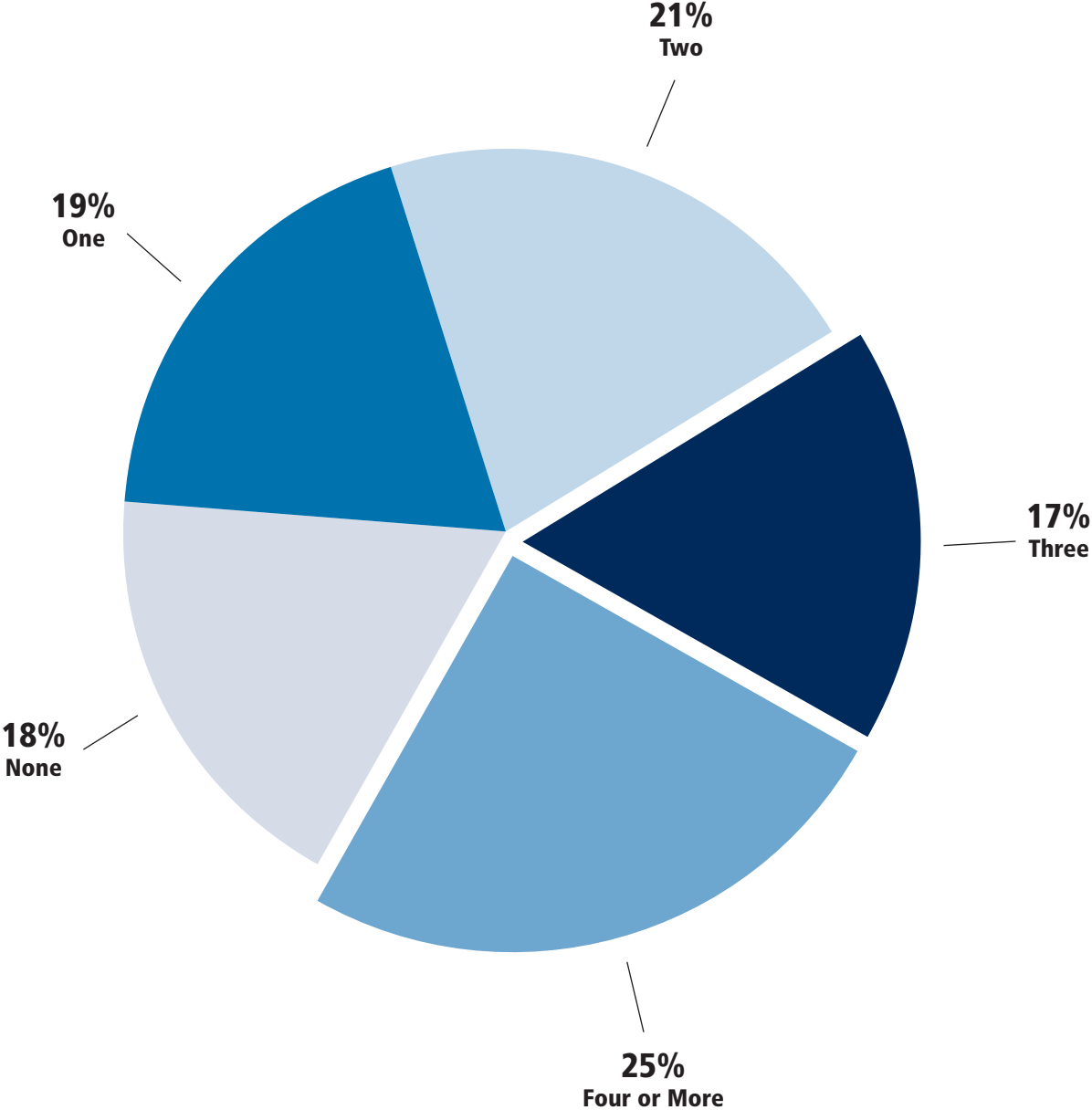
Question six is an initial effort to understand why doctors of chiropractic recommend and sell herbal products. These questions are focused on a specific health benefit. Approximately one-third of respondents (32% - 38%) “sell” herbal products for these health concerns, while an additional half (46% - 55%) recommend herbs to their patients for the specific concerns.

The last two questions, seven and eight, examine the recommendation habits of DCs and how successful they are. Question seven shows that 41% recommend herbal products to 50% or more of their patient base. Question eight shows that almost two thirds (63%) of those DCs who offer herbs to at least 50% of their patients are successful in that 50% or more of their patients purchase herbal products from them.

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



1. How many different herb companies do you currently purchase herbal products from for your patients?



Expanding Your Reach
in Alternative Healthcare

2a. How aware are you of the following herb companies?

	I'm A Customer	Very Aware	Somewhat Aware	Never Heard of Them
Medi-Herb/Standard Process	49%	23%	11%	18%
Nordic Naturals	17%	21%	21%	42%
Emerson Ecologics	10%	6%	14%	70%
Lhasa OMS	8%	4%	8%	79%
Blue Poppy	5%	0%	5%	89%
Gaia Herbs	4%	12%	11%	74%
Kan Herb	4%	3%	6%	87%
Mayway Corp.	4%	1%	1%	94%
Brion Herbs/Sunten	2%	4%	12%	82%
Crane Herbs	2%	4%	4%	90%
Evergreen Herbs	2%	3%	8%	86%
Golden Flower Chinese Herbs	2%	5%	14%	79%
Ayush Herbs	1%	4%	13%	82%
Bio Essence Corporation	1%	7%	24%	68%
Carbo Trading Company	1%	2%	4%	93%
Honso USA	1%	2%	4%	93%
KPC Herbs	1%	2%	4%	93%
San Francisco Herb Company	1%	1%	11%	87%
Nuherbs	0%	2%	7%	91%
Prime Herb	0%	2%	3%	95%



2b. How aware are you of the following herb companies?

	I'm A Customer	Very Aware	Somewhat Aware	Never Heard of Them
Medi-Herb/Standard Process	49%	23%	11%	18%
Nordic Naturals	17%	21%	21%	42%
Bio Essence Corporation	1%	7%	24%	68%
Emerson Ecologics	10%	6%	14%	70%
Gaia Herbs	4%	12%	11%	74%
Golden Flower Chinese Herbs	2%	5%	14%	79%
Lhasa OMS	8%	4%	8%	79%
Ayush Herbs	1%	4%	13%	82%
Brion Herbs/Sunten	2%	4%	12%	82%
Evergreen Herbs	2%	3%	8%	86%
Kan Herb	4%	3%	6%	87%
San Francisco Herb Company	1%	1%	11%	87%
Blue Poppy	5%	0%	5%	89%
Crane Herbs	2%	4%	4%	90%
Nuherbs	0%	2%	7%	91%
Carbo Trading Company	1%	2%	4%	93%
Honso USA	1%	2%	4%	93%
KPC Herbs	1%	2%	4%	93%
Mayway Corp.	4%	1%	1%	94%
Prime Herb	0%	2%	3%	95%



3a. 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
Medi-Herb/ Standard Process	43%	10%	14%	3%	29%
Nordic Naturals	16%	10%	16%	0%	59%
Emerson Ecologics	11%	5%	5%	0%	79%
Gaia Herbs	2%	7%	7%	3%	81%
Bio Essence Corporation	0%	3%	10%	2%	85%
Ayush Herbs	1%	4%	7%	2%	87%
Brion Herbs/Sunten	2%	3%	6%	2%	87%
Golden Flower Chinese Herbs	2%	4%	4%	1%	87%
Lhasa OMS	7%	1%	4%	0%	87%
Blue Poppy	4%	1%	4%	0%	90%
Kan Herb	2%	2%	4%	2%	90%
Carbo Trading Company	1%	2%	5%	0%	91%
Crane Herbs	1%	1%	6%	2%	91%
Mayway Corp.	4%	0%	4%	0%	92%
Evergreen Herbs	2%	0%	5%	0%	93%
Honso USA	1%	1%	5%	0%	93%
KPC Herbs	0%	2%	2%	2%	94%
Nuherbs	0%	2%	3%	2%	94%
San Francisco Herb Company	0%	0%	4%	2%	94%
Prime Herb	0%	0%	4%	0%	96%

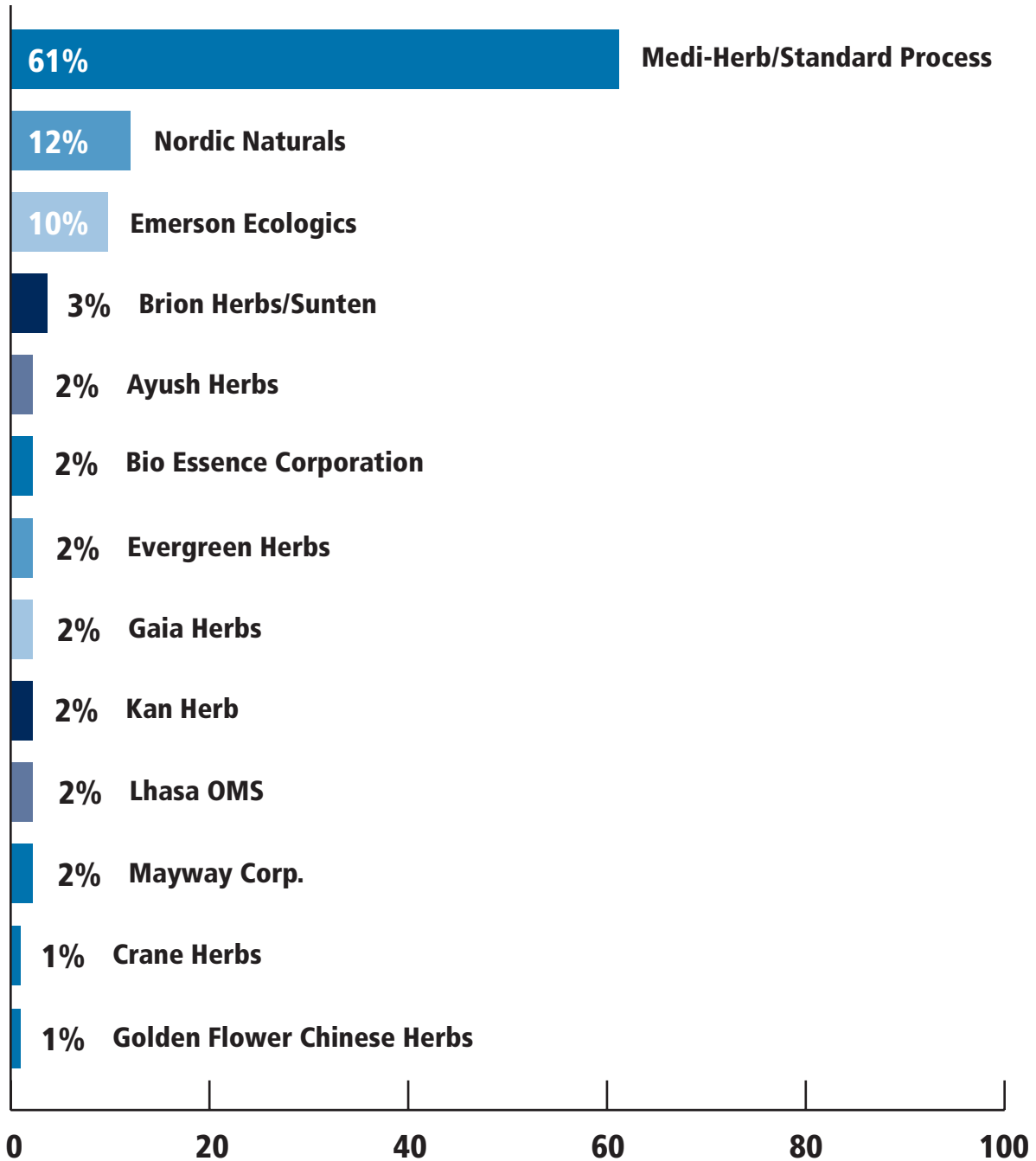


3b. Based upon what you know about these companies, how likely are you to purchase products from them?

	I'm Already A Customer	Very Likely	Somewhat Likely	Don't Like Them	Don't Know Enough About Them To Buy From Them
Blue Poppy	4%	1%	4%	0%	90%
Carbo Trading Company	1%	2%	5%	0%	91%
Emerson Ecologics	11%	5%	5%	0%	79%
Evergreen Herbs	2%	0%	5%	0%	93%
Honso USA	1%	1%	5%	0%	93%
Lhasa OMS	7%	1%	4%	0%	87%
Mayway Corp.	4%	0%	4%	0%	92%
Nordic Naturals	16%	10%	16%	0%	59%
Prime Herb	0%	0%	4%	0%	96%
Golden Flower Chinese Herbs	2%	4%	4%	1%	87%
Ayush Herbs	1%	4%	7%	2%	87%
Bio Essence Corporation	0%	3%	10%	2%	85%
Brion Herbs/Sunten	2%	3%	6%	2%	87%
Crane Herbs	1%	1%	6%	2%	91%
Kan Herb	2%	2%	4%	2%	90%
KPC Herbs	0%	2%	2%	2%	94%
Nuherbs	0%	2%	3%	2%	94%
San Francisco Herb Company	0%	0%	4%	2%	94%
Gaia Herbs	2%	7%	7%	3%	81%
Medi-Herb/ Standard Process	43%	10%	14%	3%	29%



4. Which of the following companies do you purchase the majority of your herbal products from?



5. How well do you agree with the following statements regarding the herb company you currently purchase the majority of your herbal products from?

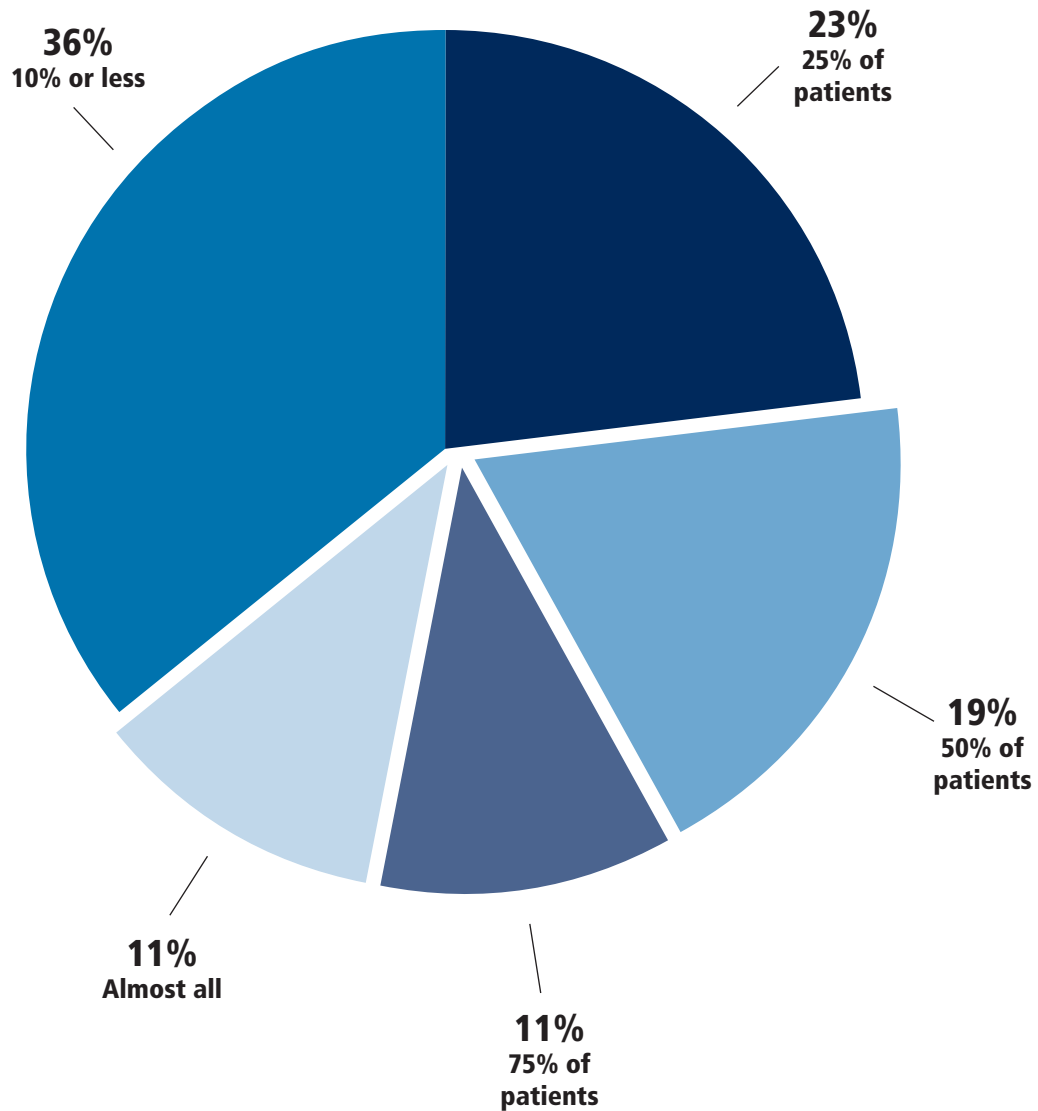
	Totally Agree	Somewhat Agree	Somewhat Disagree	Totally Disagree
I am confident in the quality of their products	79%	18%	2%	2%
I believe in their herbal philosophy	64%	32%	2%	3%
Their pricing represents a great value for the money	36%	49%	10%	5%
They have excellent customer service	56%	38%	3%	3%
I don't offer herbal products	12%	8%	13%	68%

6. What types of conditions do you recommend/sell herbs for?

	Recommend	Sell	Thinking About	Neither
Immune system, colds, etc.	55%	35%	3%	7%
Stress, anxiety, sleep	53%	34%	6%	8%
Musculoskeletal health	46%	38%	9%	6%
Women's health	50%	32%	9%	9%
Functional support for a specific organ (bowel, gallbladder, etc.)	48%	34%	6%	12%



7. Approximately what percentage of your patients do you recommend herbal products to?



8. Approximately what percentage of your patients buy herbal products from you?

