

**Dynamic Chiropractic's
VIBRATION EQUIPMENT
SURVEY**

Executive Summary

A RESEARCH REPORT BY



METHODOLOGY:

This survey was initiated on March 24, 2010 and completed on March 31, 2010 by MPA Media, publishers of *Dynamic Chiropractic*, *Nutritional Wellness*, *To Your Health* and *DC Practice Insights*. The survey was sent to 16,878 doctors of chiropractic. The response rate was just under 2.2%. 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 their use of vibration equipment in their clinic. This includes their interactions with patients as well as vendors. Of those surveyed only one-third (33%) currently use vibration equipment in their practice. This places the current use of vibration equipment far below that of other adjunctive care, particularly those that have been incorporated into chiropractic practice for many years.

The results of the first question show that 59% of those DCs surveyed have tried some kind of vibration equipment. This is in contrast to 41% who have not even tried vibration equipment. Of the total, 11% would like to try it. Interestingly enough, the response to question two reveals that almost two-thirds (64%) of DCs have considered including vibration equipment in their practice. This is 5% higher than the percentage of doctors that have actually tried the equipment.

Question three asks if DCs are currently using vibration equipment in their practice. Again, one-third is currently using the equipment. Of the remainder, 55% are not using it, 3% used to use it and another 10% are planning to use vibration equipment in the future. This presents vendors with a potential of approximately 6,000 doctors who are planning to make purchases of vibration equipment.

The answers to question three directs respondents to different questions based on whether they are currently using vibration equipment or not. Those who are using the equipment are directed to question five and the remaining questions in the survey. Those respondents who are not currently using vibration equipment in their practice are directed to ques-



tion four and then skip to question nine. This is because questions five through eight are only for those who are currently using the equipment.

Question four asks for a reason why those who aren't using vibration equipment in their practice aren't using it. The answer with the highest response rate is "Other" (35%). Of those, more than 60% of the fill-in answers relate to a lack of information or understanding about the benefits of vibration equipment. Answers ranged from "I have no idea what it is" to "Questions about applications and effectiveness." Many respondents remarked "Don't know enough about it." The remaining responses were lead by "Doesn't fit my practice style." (23%) and Too Expensive (17%). Fifteen percent reiterated that they "Just haven't added it yet, but are planning to."

Questions five through eight (only answered by those currently using vibration equipment) focus in on the benefits of utilizing vibration equipment in chiropractic practice and why those who use it would recommend it. At 87%, musculoskeletal complaints are the leading type of patient complaint that DCs address successfully using vibration equipment (question five). This is followed by muscular strengthening/relaxation at 55%. Question six asked how the practice has benefitted from the addition of vibration equipment. Two-thirds say that "patient satisfaction with care has increased," with 10% reporting increased referrals.

Question seven reveals that 93% of respondents would "recommend other DCs add vibration equipment to their practice." The responses to question eight show that 66% of those who use vibration equipment would recommend it because "it has been very effective as part of a treatment strategy" with almost half (47%) reporting that "patients enjoy the experience and have referred others as a result."

Questions nine through fourteen were answered by all respondents.

Questions nine and ten focus on how well doctors understand the science and the patient benefits related to vibration equipment. There is clearly a lack of understanding on the part of those who are not currently using vibration equipment as revealed in question four. Only 31% understand "very well" the benefits to patients (question nine) with another 36% who "somewhat" understand. Regarding understanding the science behind vibration equipment (Question ten), only 26% understand



“very well” the science (question nine) with another 39% who “some-what” understand. Lack of information and understanding are clearly implementation barriers.

Question 11 asks why DCS have added or are considering adding vibration equipment to their practice. At 41%, the leading answer is “increase circulation and blood flow” followed by “improve the overall fitness of my patients” (36%), “provide an exercise adjunct for my patients” (32%) and “increase bone density of my patients” (30%).

Question 12 examines how aware DCs are of several companies that sell vibration equipment. The percentage of customers is very small, four percent or less. More than half of those surveyed have never even heard of these companies, with the exception of Power Plate where 47% have never heard of them.

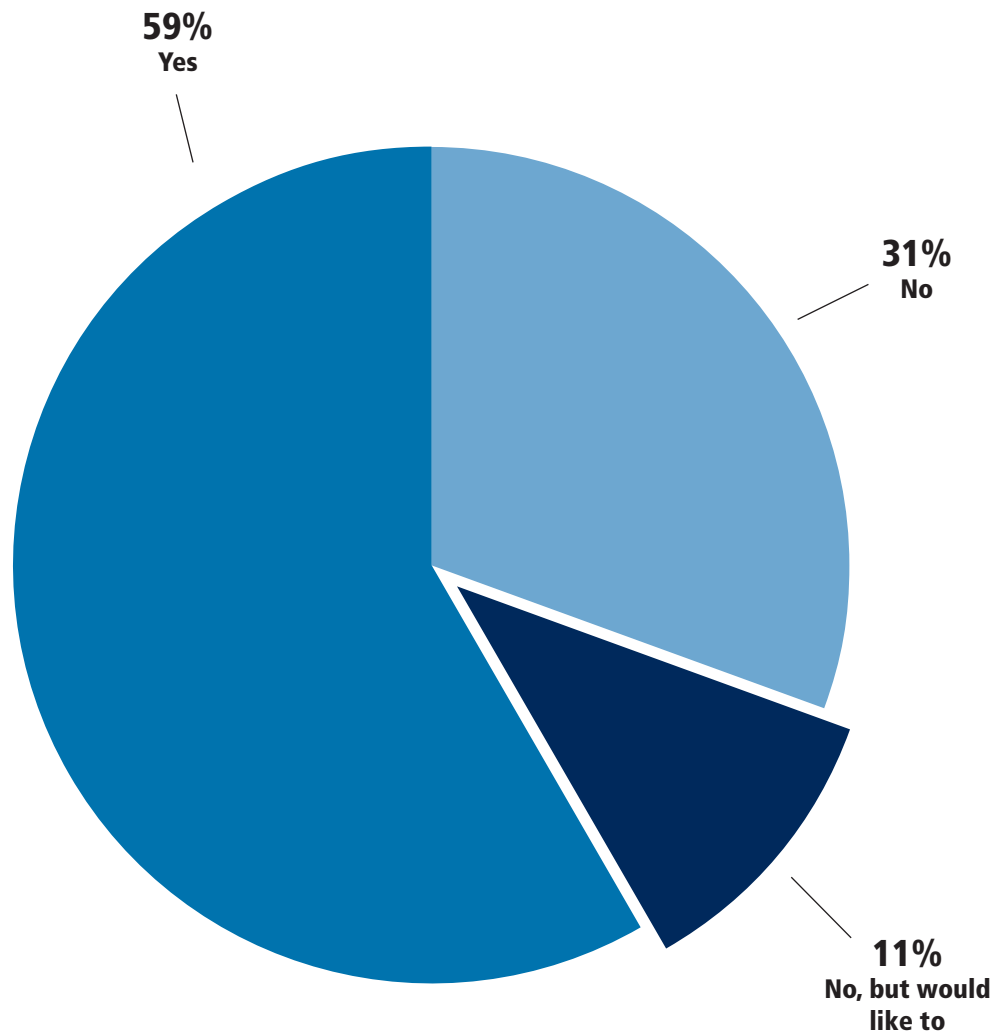
Question 13 asked which companies the respondents have seen advertisements for. Power Plate again leads, with 48%, followed by Wave at 43%. The rest are unknown to almost 60% of the profession.

Question 14 explores the likelihood of doctors purchasing from the company based upon what they currently know about them. At least 73% of DCs “don’t know enough about them to buy from them.” In addition, the percentages that “don’t like them” range from 6% to 9%. When compared to the percentage of the profession that is aware of these companies, these “hard negative” numbers are much higher than they are for other product types. The reasons for this should be explored in a follow up survey.

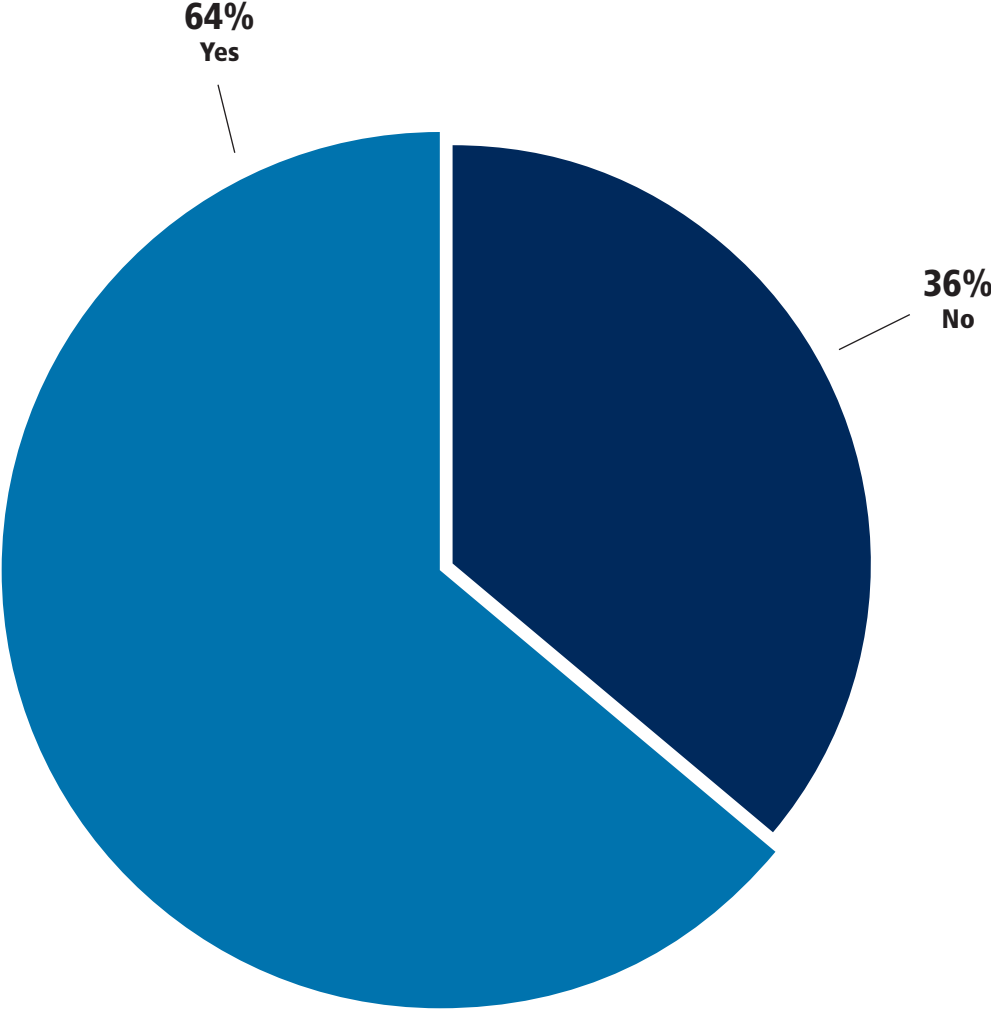
This information should be used to better understand the purchasing, usage and patient response to vibration equipment in chiropractic practice. A follow up survey should be conducted in a year or so in order to see if there is a progression in the rate of understanding and utilization.



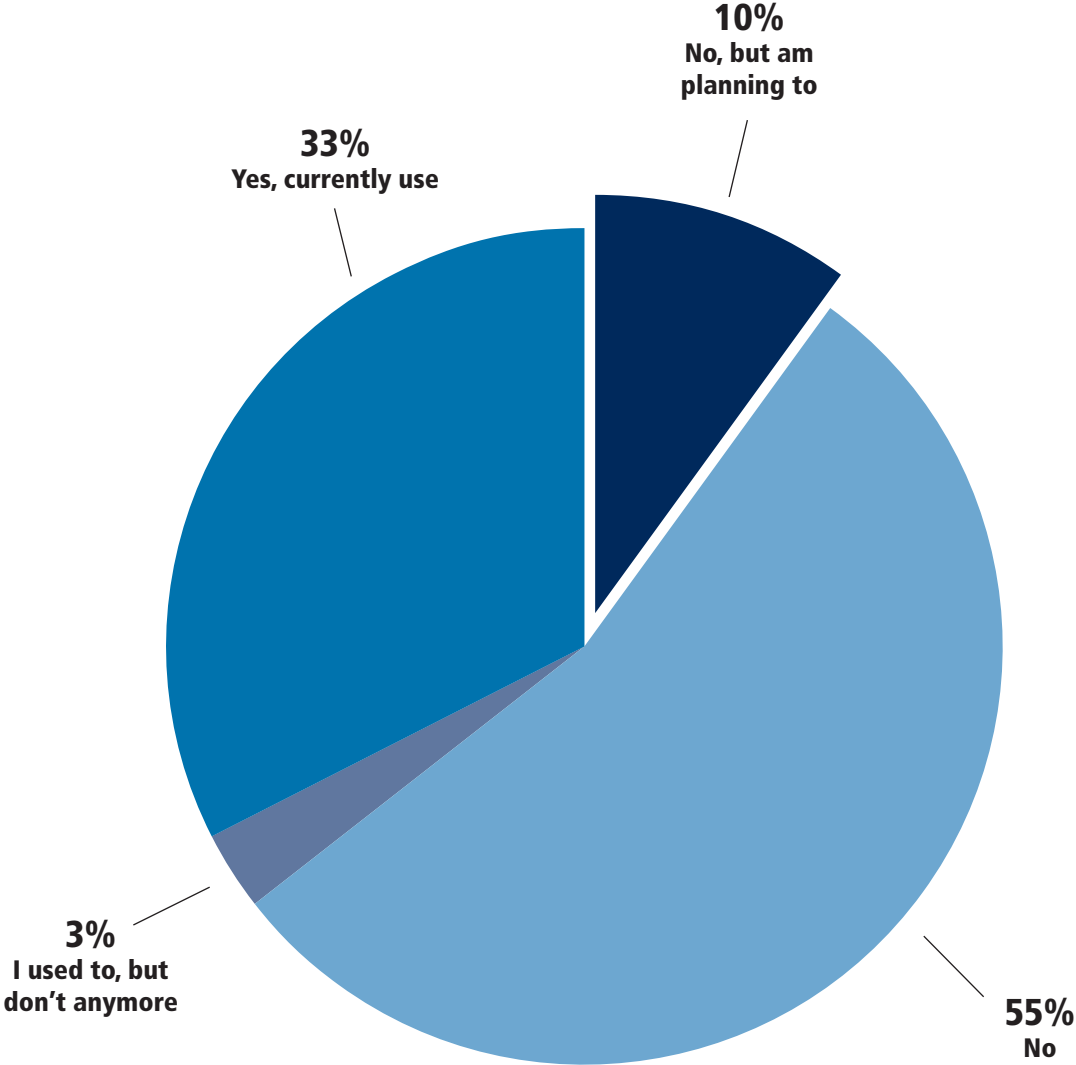
1. Have you personally tried vibration equipment yourself?



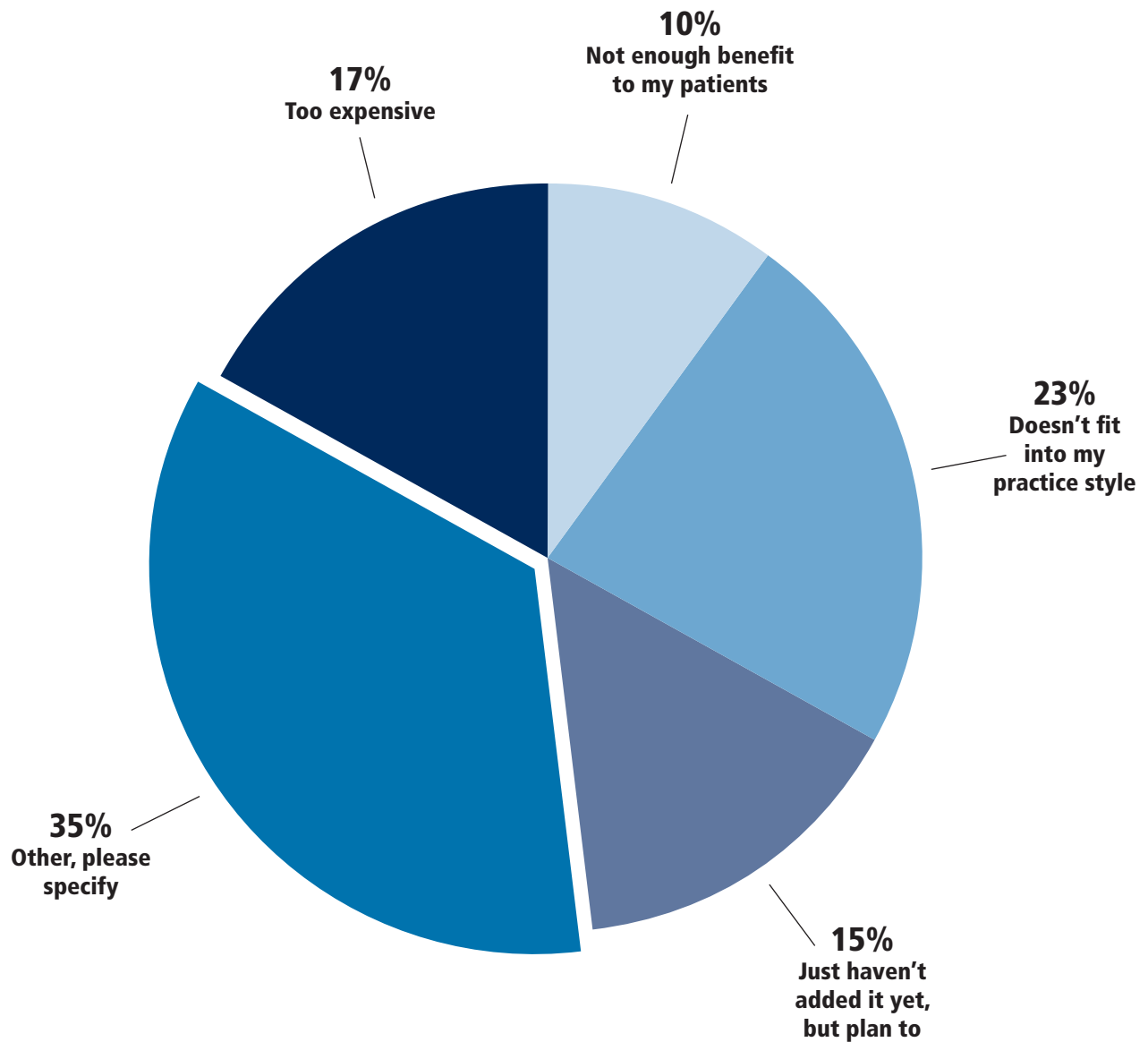
2. Have you considered including vibration equipment in your practice?



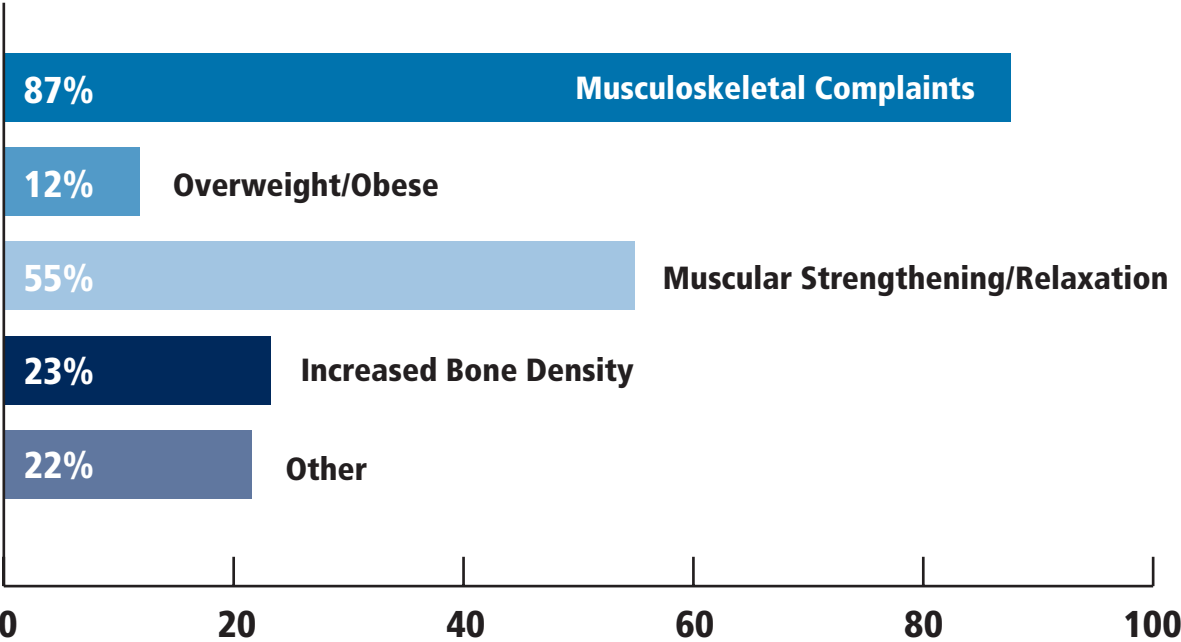
3. Do you currently use vibration equipment in your practice?



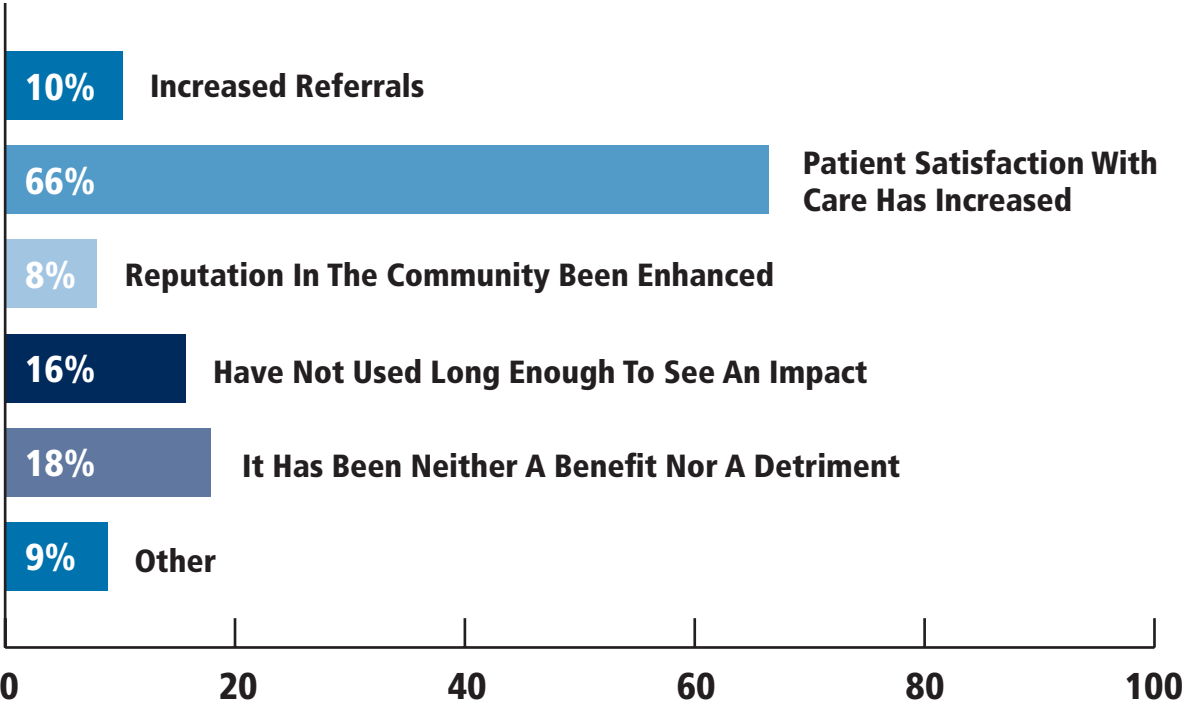
4. Why don't you currently use vibration equipment in your practice?



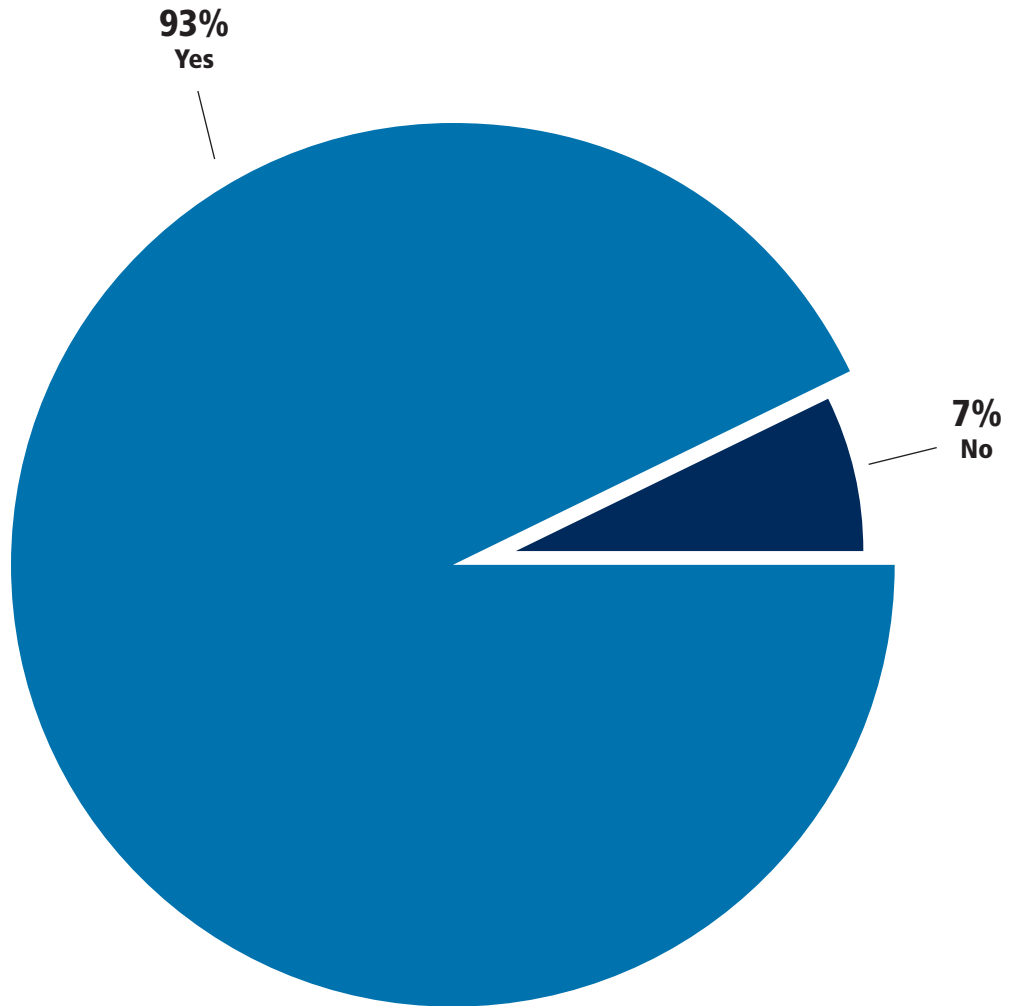
5. What types of patient complaints have you had the most success with using vibration equipment?



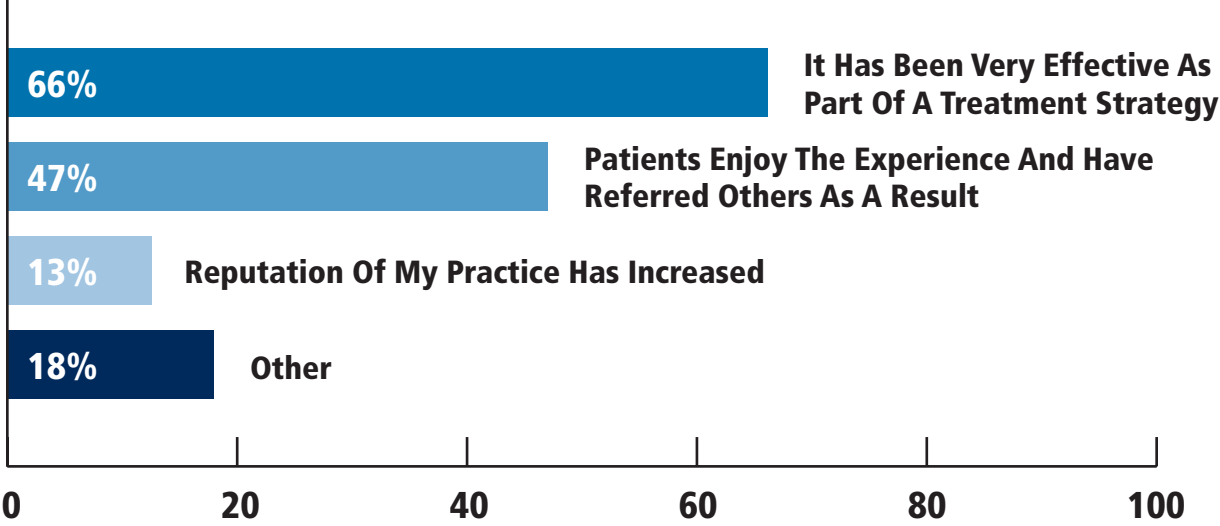
6. How has your practice benefited?



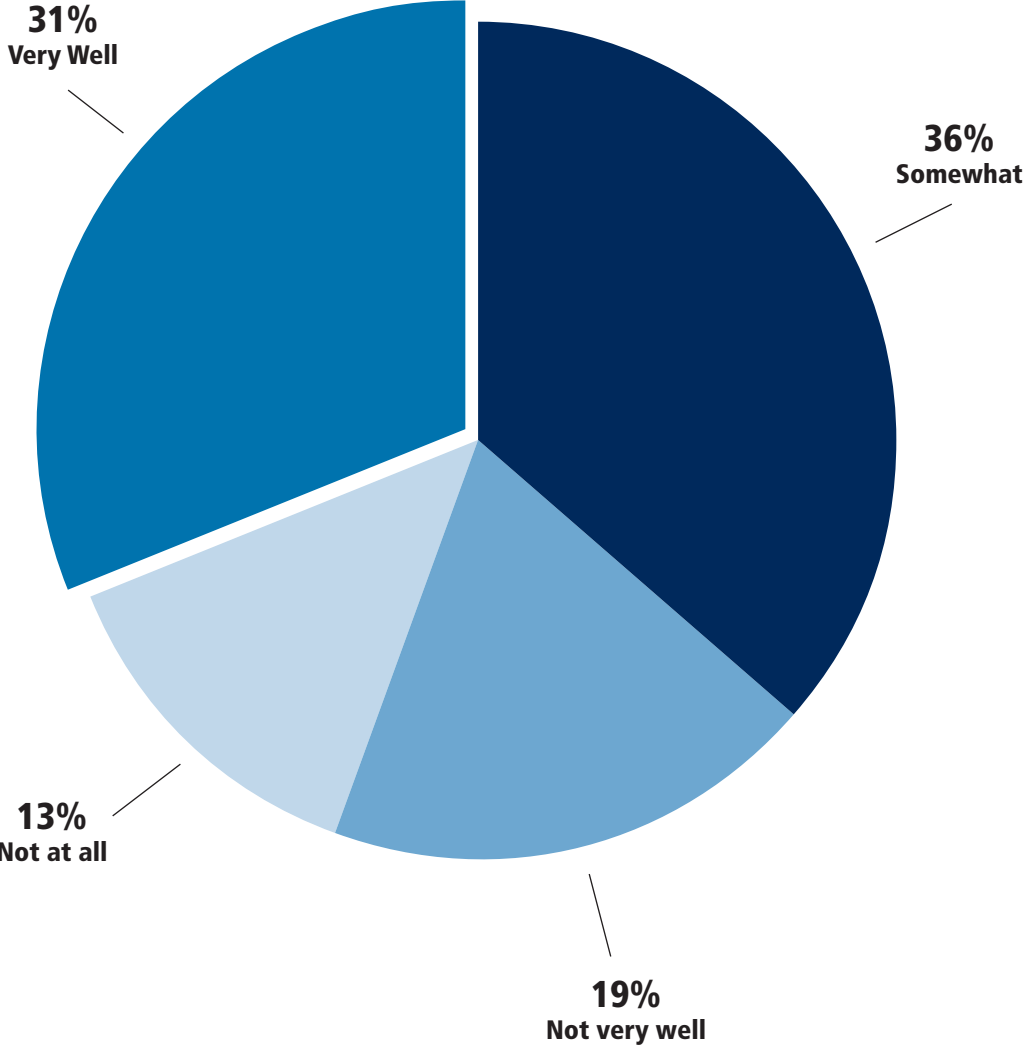
7. Would you recommend other DCs add vibration equipment to their practice?



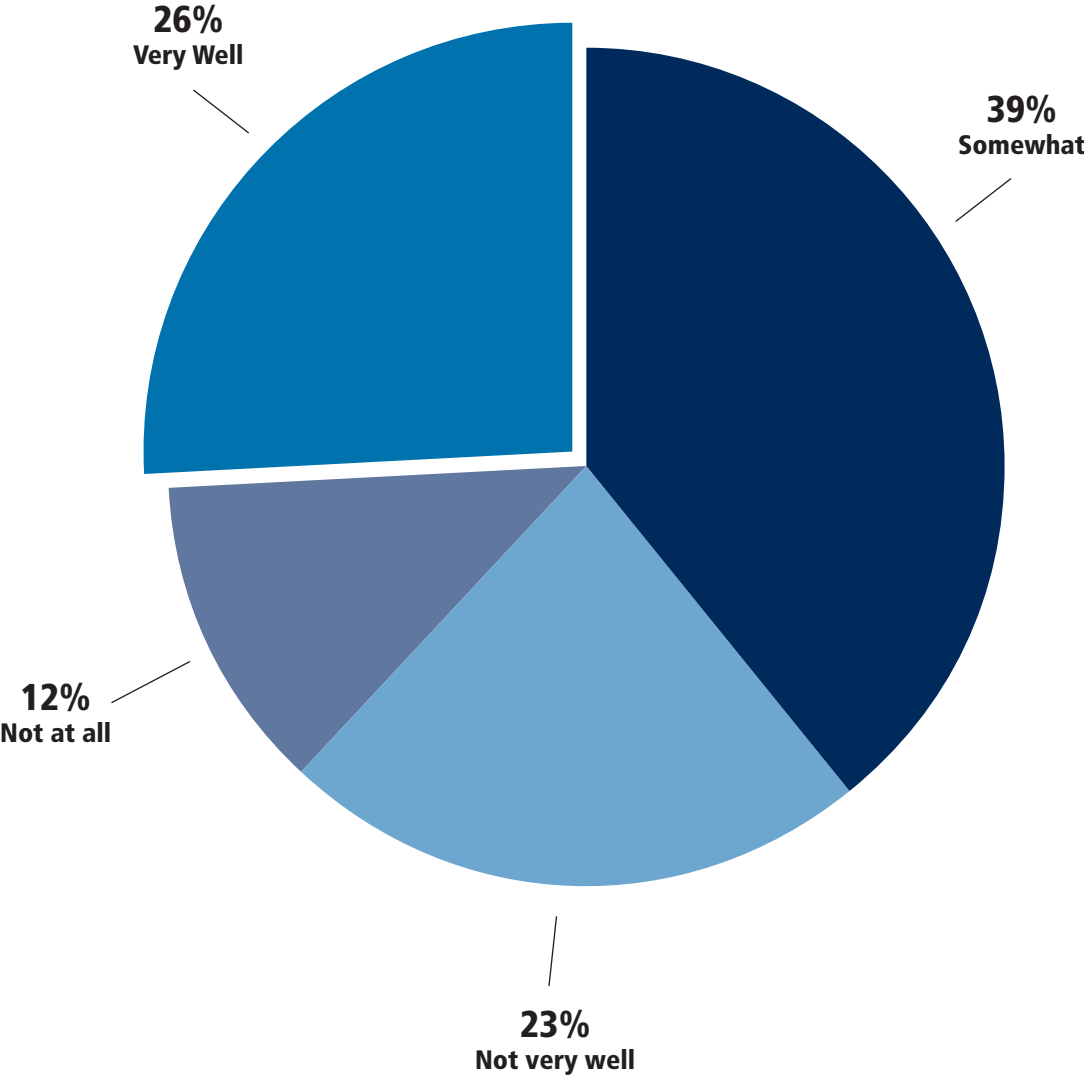
8. Why would you recommend it to other DCs?



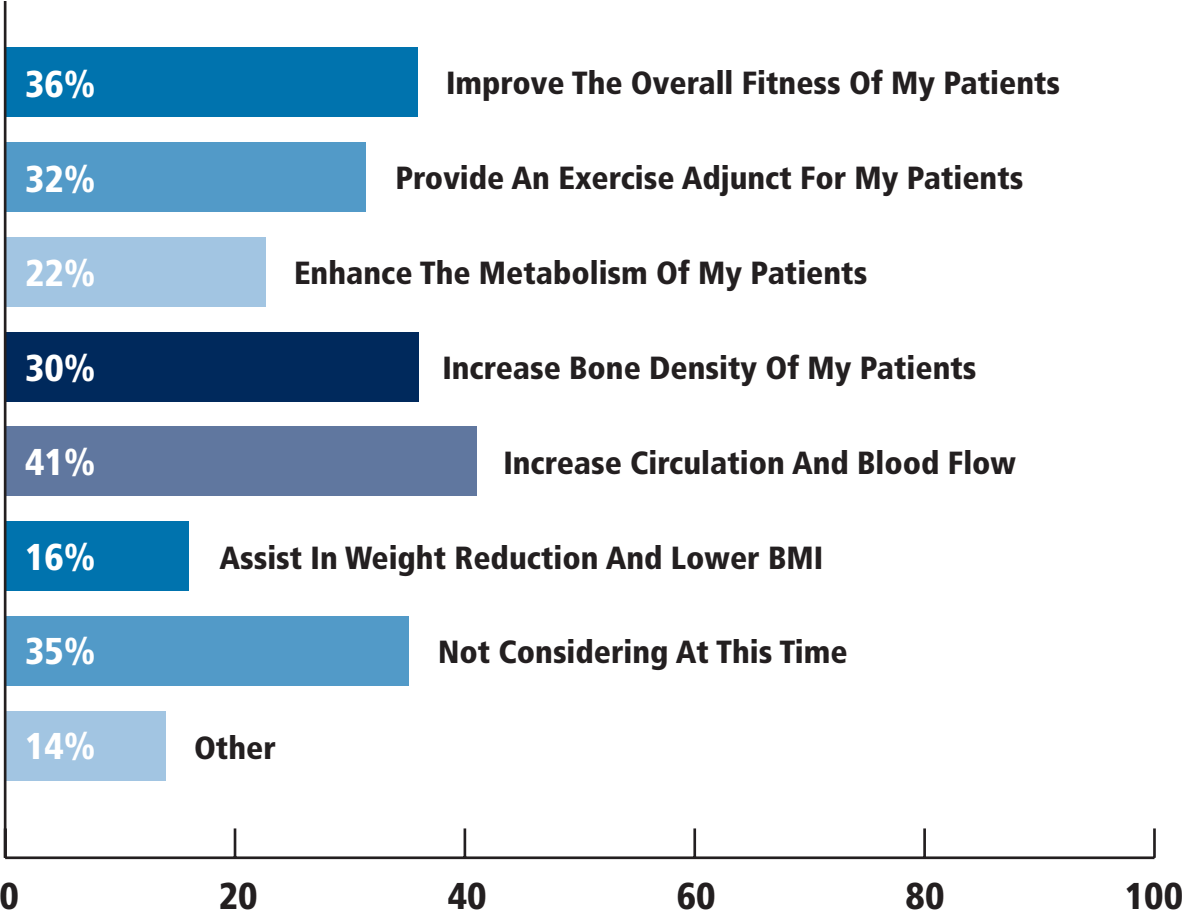
9. How well do you understand the benefit of vibration equipment to your patients?



10. How well do you understand the science behind vibration equipment?



11. If you have added or are considering adding vibration equipment to your practice, what is/would be your reason?



12a. How aware are you of the following Vibration Equipment companies?

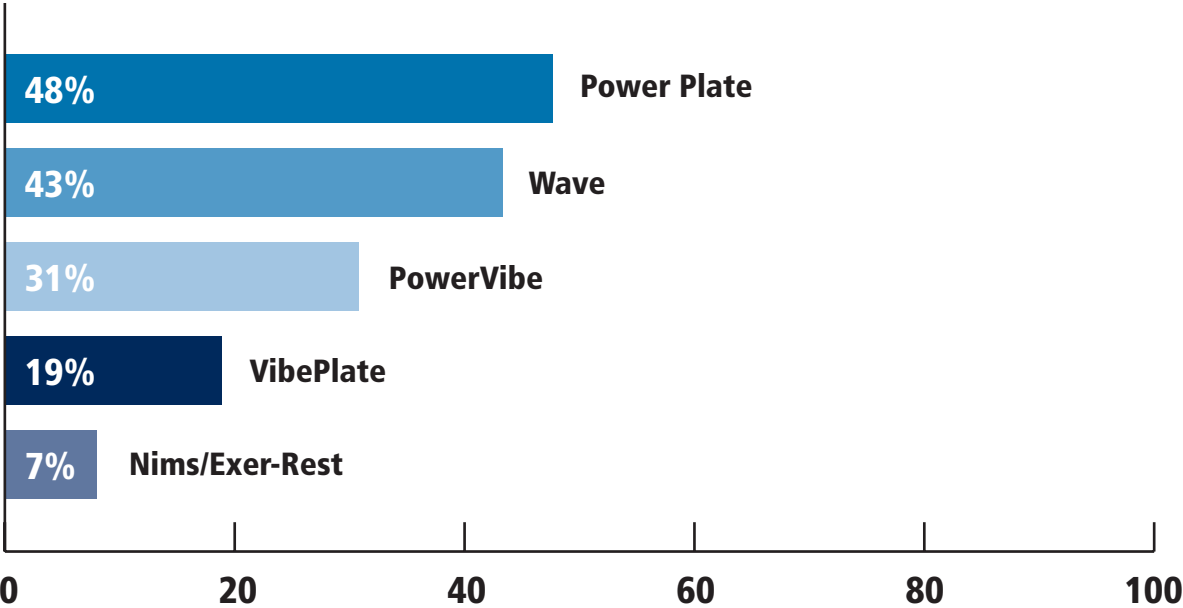
| | I'm A Customer | Very Aware | Somewhat Aware | Never Heard of Them |
|-----------------------|-----------------------|-------------------|-----------------------|----------------------------|
| Power Plate | 3% | 20% | 30% | 47% |
| Wave | 1% | 15% | 27% | 57% |
| PowerVibe | 4% | 11% | 27% | 59% |
| VibePlate | 4% | 9% | 26% | 61% |
| Nims/Exer-Rest | 1% | 2% | 10% | 86% |

12b. How aware are you of the following Vibration Equipment companies?

| | I'm A Customer | Very Aware | Somewhat Aware | Never Heard of Them |
|-----------------------|-----------------------|-------------------|-----------------------|----------------------------|
| Power Plate | 3% | 20% | 30% | 47% |
| Wave | 1% | 15% | 27% | 57% |
| PowerVibe | 4% | 11% | 27% | 59% |
| VibePlate | 4% | 9% | 26% | 61% |
| Nims/Exer-Rest | 1% | 2% | 10% | 86% |



13. Which of the following companies have you distinctly seen an advertisement for in the last year?



14a. 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 |
|-----------------------|---------------------------------------|------------------------|----------------------------|----------------------------|--|
| Power Plate | 3% | 3% | 13% | 9% | 73% |
| Wave | 0% | 2% | 11% | 8% | 79% |
| PowerVibe | 2% | 2% | 10% | 7% | 78% |
| VibePlate | 2% | 2% | 8% | 8% | 81% |
| Nims/Exer-Rest | 0% | 0% | 4% | 6% | 89% |

14b. 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 |
|-----------------------|---------------------------------------|------------------------|----------------------------|----------------------------|--|
| Power Plate | 3% | 3% | 13% | 9% | 73% |
| Wave | 0% | 2% | 11% | 8% | 79% |
| PowerVibe | 2% | 2% | 10% | 7% | 78% |
| VibePlate | 2% | 2% | 8% | 8% | 81% |
| Nims/Exer-Rest | 0% | 0% | 4% | 6% | 89% |

