

Acupuncture Today's **Evolving Practice Survey**

Executive Summary

February 7, 2025

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on January 6, 2025, by MPA Media, publishers of Acupuncture Today, Dynamic Chiropractic, and To Your Health. The survey was sent to 33,713 acupuncturists via email. The total number of respondents was 487.

Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

DISCUSSION

Q1 In Question #1, regarding products and services offered to patients, 54% of acupuncturists said they offer products to at least half their patients (21% offer products to almost all, 13% offer products to three-quarters and 20% offer products to about half). This is a significant increase from the 2022 The Evolving Acupuncture Practice Survey, in which only 42% offered products and services to their patients.

Q2 Just over a third (34%) expect to increase the products and services they offer to their patients, with 62% expecting to offer about the same and only 5% expecting to offer fewer products and services. This is almost identical to the responses in the 2022 survey. A greater percentage of those who have been in practice less than five years (76%) and 5-9 years (70%) expect to increase the products and services they offer their patients.

Q3 Isolating non-herb products in Question #3, a third of respondents offer these products to at least half their patients (13% to almost all patients, 6% to about three-quarters and 14% to about half). Another 19% offer non-herb products to about a quarter of their patients, with 48% offering these products to 10% or less. Over 50% of acupuncturists who have been in practice less than five years expect to offer non-herb products to at least half their patients (12% to almost all patients, 12% to about three-quarters and 30% to about half).

Q4 Looking at EHR systems, 43% of acupuncturists don't currently use EHR software and are not interested in using it in the future. Jane is the most popular of the brands listed, with 10% of practitioners using their EHR software, followed by Unified Practice (5%) and Holistic Billing (1%). Over a quarter (27%) are using an EHR software not listed, the most popular of which are Office Ally (2.9%), AcuSimple (2.7%) and Client Tracker (1.6%). One in eight (13%) acupuncturists are thinking about adding EHR software to their practice this year. Jane is also the most popular EHR program with newer practitioners, with almost half (48%) of those in practice less than five years using Jane and 46% of those in practice 5-9 years using them.

Question #5 asked about the various additional products acupuncturists are using and thinking about using. More than half currently offer e-stim/TENS (70%), topical analgesics/pain relievers (69%) and nutritional

supplements (55%). Around a third offer light therapy (37%), anti-aging products/services (34%) and cosmetic acupuncture (30%). Around a fifth offer low-level laser (22%), outside lab services (21%) and weight-loss products (20%).

Q5 The most popular products and services acupuncturists are thinking about adding to their practice this year include anti-aging (9%), cosmetic acupuncture (8%), low-level laser (7%) and weight-loss products (7%). The most popular products and services practitioners would like to offer someday include low-level laser (26%), light therapy (22%), outside lab services (21%), anti-aging (15%) and weight-loss products (15%).

A greater percentage of newer practitioners (those practicing less than five years or 5-9 years) are thinking about offering anti-aging products (24%, 22% respectively) and cosmetic acupuncture (27%, 13%) this year. More acupuncturists practicing less than five years are considering also adding low-level laser (15%), nutritional supplements (21%), outside lab services (21%) and weight loss products (15%).

Almost three quarters (74%) currently use credit-card processing services in their clinic, with another 5% thinking about adding it this year (2%) or someday (3%). Almost a third (31%) utilize marketing/patient education services, with 28% thinking about adding it this year (13%) or someday (15%). Over a quarter (26%) use business/practice management services, with a third (33%) thinking about using it this year (8%) or someday (15%).

More newer practitioners are thinking about using marketing/patient education services, with 39% of those in practice five years or less thinking about using these services this year (15%) or someday (24%); 52% of those in practice 5-9 years thinking about using these services this year (26%) or someday (26%); and 43% of those in practice 10-14 years thinking about using these services this year (19%) or someday (24%).

Likewise, more of these same newer practitioners groups are thinking about using business/practice management services, with 45% of those in practice five years or less thinking about using these services this year (12%) or someday (33%); 39% of those in practice 5-9 years thinking about using these services this year (22%) or someday (17%); and 36% of those in practice 10-14 years thinking about using these services this year (10%) or someday (26%).

The respondents tended to be in practice longer, with over a third (34%) practicing for 25 years or more and almost three quarters (74%) practicing 15 years or more. Three quarters of acupuncturists primarily serve the general population, with 13% primarily seeing women.

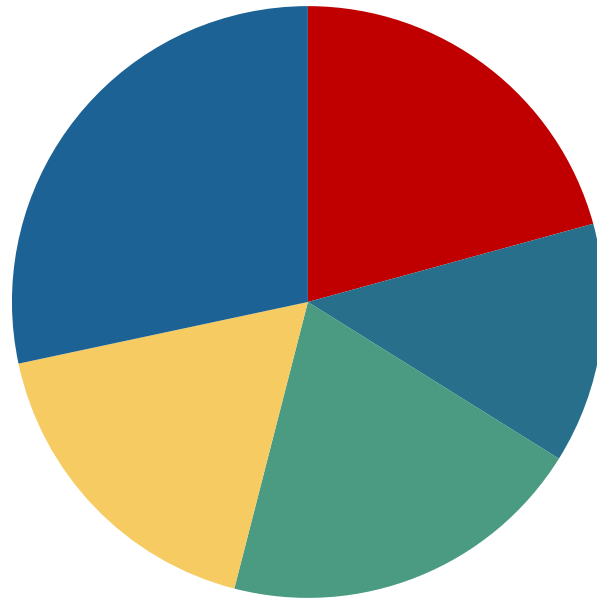
CONCLUSION

In addition to traditional care like herbs and needling, most acupuncturists are looking at additional services and products to help maintain the health of their patients, with over half (54%) now offering products to their patients vs. 42% in 2022.

Product categories with the greatest potential for growth in the coming year include anti-aging, cosmetic acupuncture, low-level laser and weight loss. EHR software, marketing/patient education services and business/practice management services also have excellent opportunities for growth this year. A greater percentage of newer practitioners will lead in adding these and other products/services to their practices.

While the traditions date back centuries, the acupuncture profession in the U.S. is still very young. Like other “alternative” professions, acupuncturists are expanding their focus into products and services that meet patient demand and provide increased profitability.

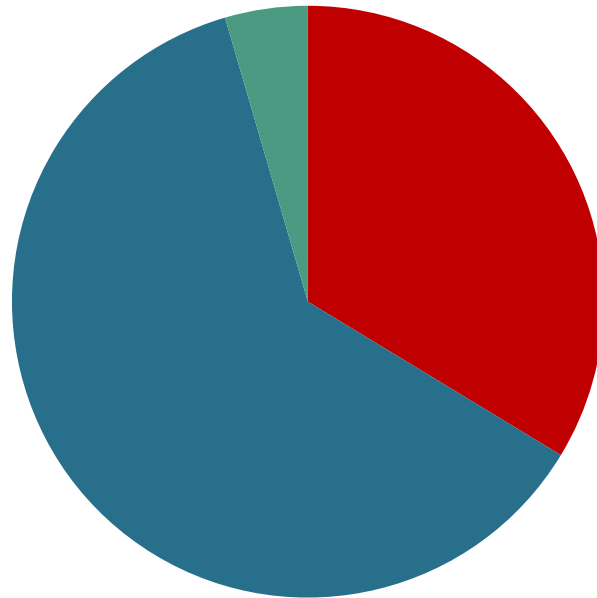
Q1 What percentage of your patients do you offer any products and/or herbs to?



■ Almost All ■ About 75% ■ About 50% ■ About 25% ■ Less than 10%

ANSWER CHOICES	RESPONSES
Almost All	21%
About 75%	13%
About 50%	20%
About 25%	18%
Less than 10%	28%

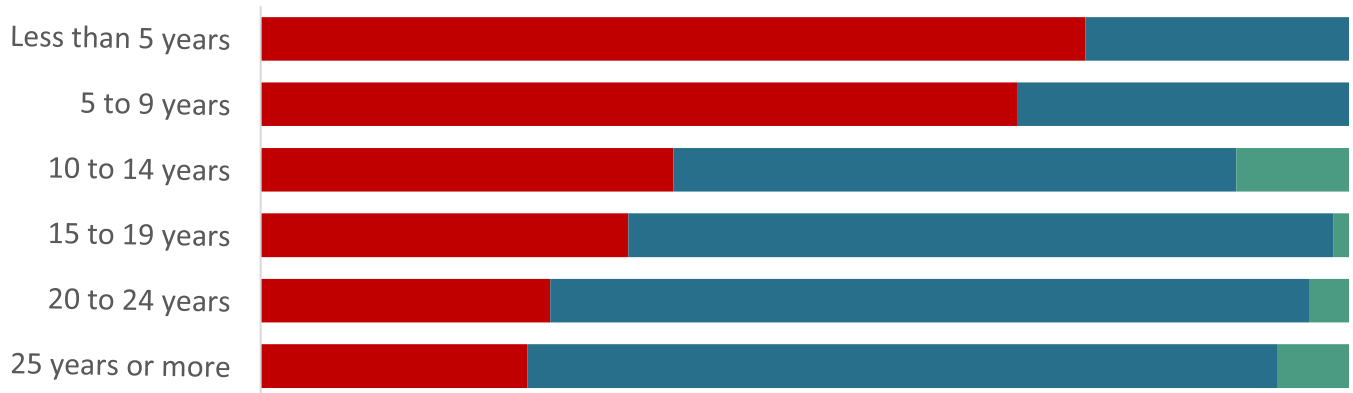
Q2 In general, what is your future expectation about what you will offer your patients?



- Increase products and services I offer my patients
- Stay about the same
- Decrease products and services I offer my patients

ANSWER CHOICES	RESPONSES
Increase products and services I offer my patients	34%
Stay about the same	62%
Decrease products and services I offer my patients	5%

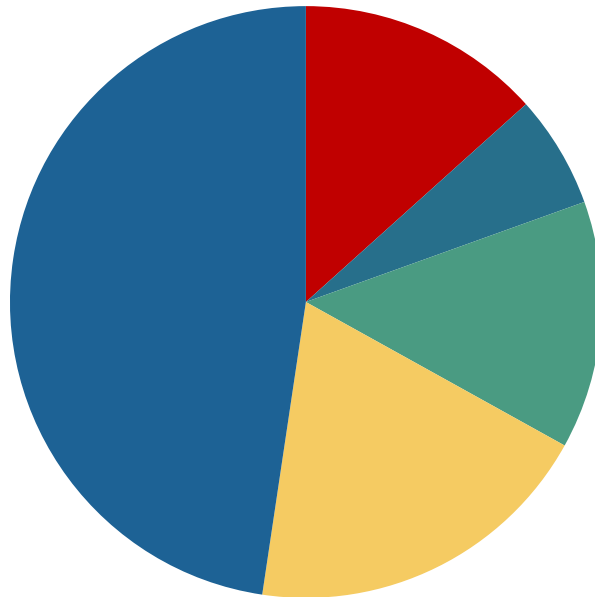
How long have you been in practice? (vs) In general, what is your future expectation about what you will offer your patients?



- Increase products and services I offer my patients
- Stay about the same
- Decrease products and services I offer my patients

	Increase products and services I offer my patients	Stay about the same	Decrease products and services I offer my patients
Less than 5 years	76%	24%	0%
5 to 9 years	70%	30%	0%
10 to 14 years	38%	52%	10%
15 to 19 years	34%	65%	1%
20 to 24 years	27%	70%	4%
25 years or more	25%	69%	7%

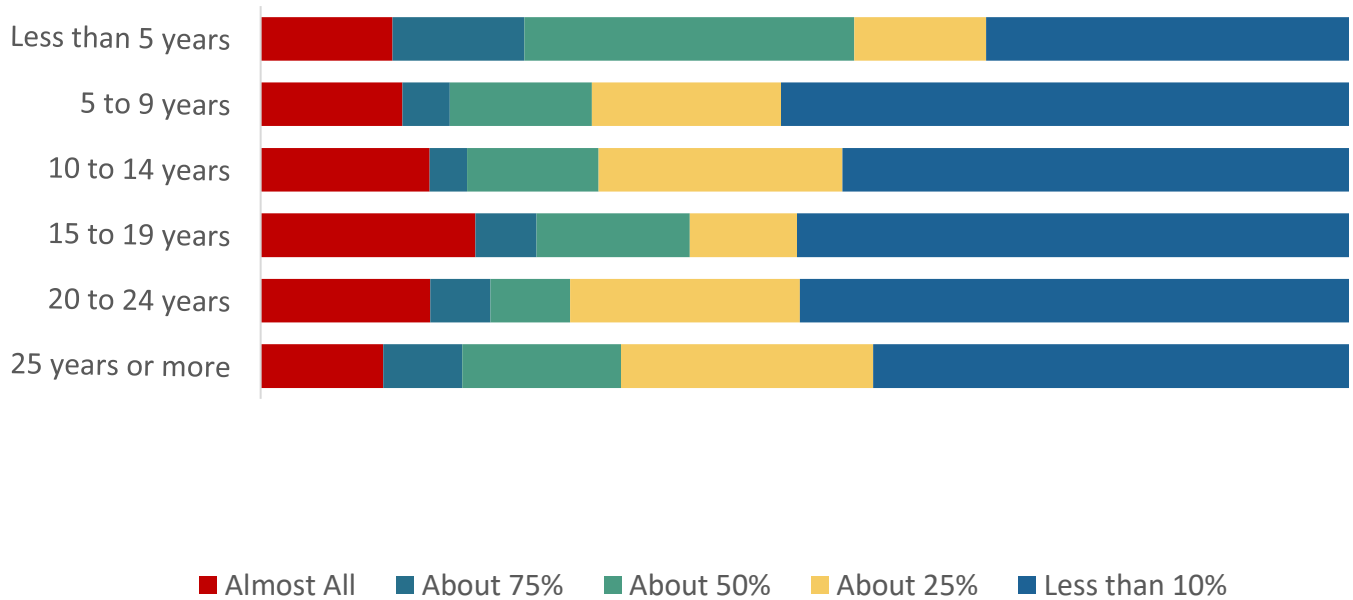
Q3 What percentage of your patients do you offer non-herb products to?



■ Almost All ■ About 75% ■ About 50% ■ About 25% ■ Less than 10%

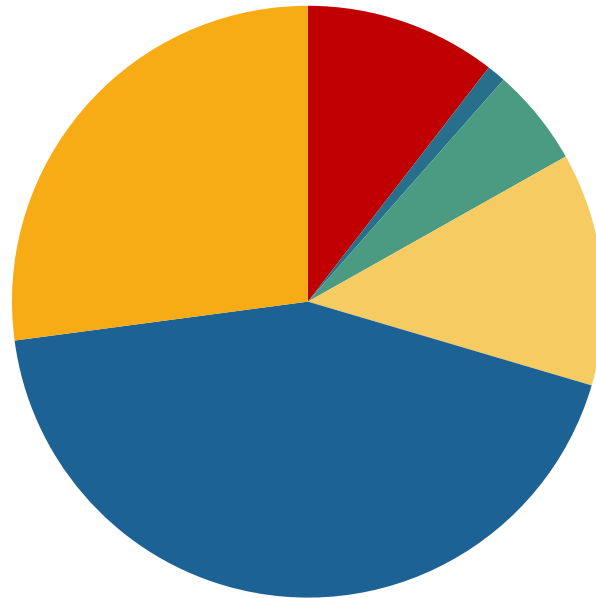
ANSWER CHOICES	RESPONSES
Almost All	13%
About 75%	6%
About 50%	14%
About 25%	19%
Less than 10%	48%

How long have you been in practice? (vs) What percentage of your patients do you offer non-herb products to?



	Almost All	About 75%	About 50%	About 25%	Less than 10%
Less than 5 years	12%	12%	30%	12%	33%
5 to 9 years	13%	4%	13%	17%	52%
10 to 14 years	16%	3%	12%	22%	47%
15 to 19 years	20%	6%	14%	10%	51%
20 to 24 years	16%	5%	7%	21%	50%
25 years or more	11%	7%	15%	23%	44%

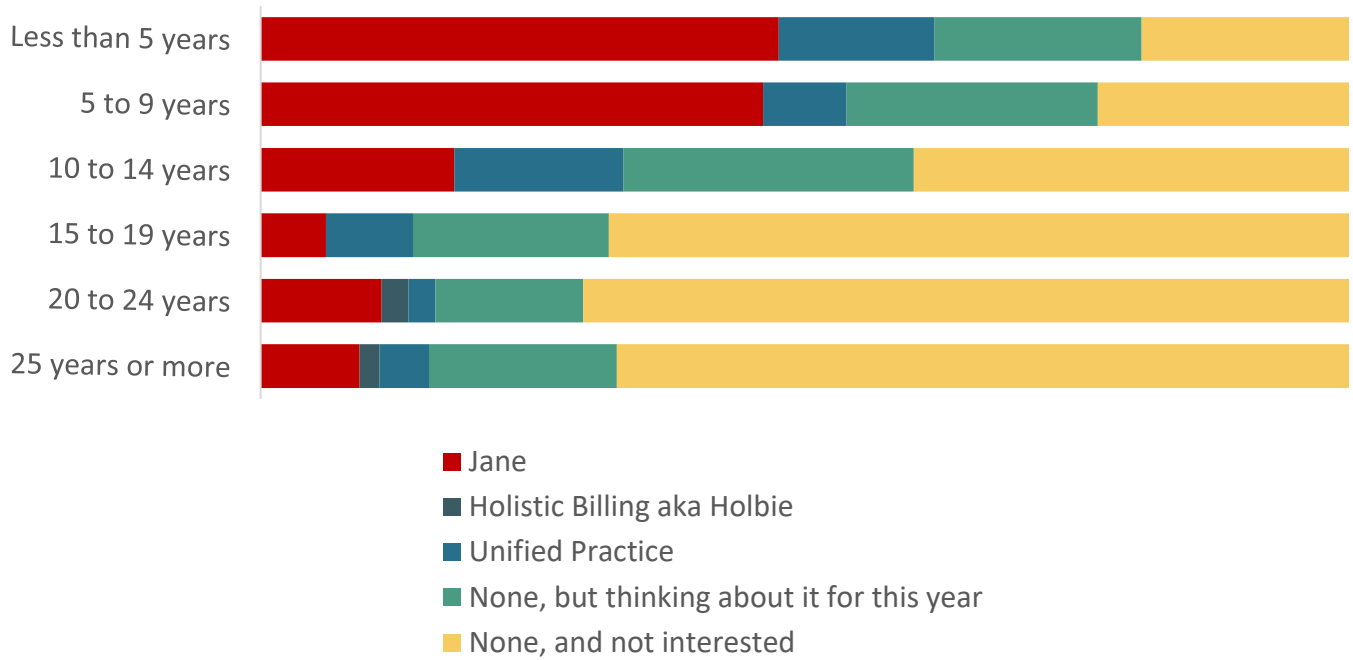
Q4 What EHR system do you use in your office?



- Jane
- Unified Practice
- None, and not interested
- Holistic Billing aka Holbie
- None, but thinking about it for this year
- Other (Please specify)

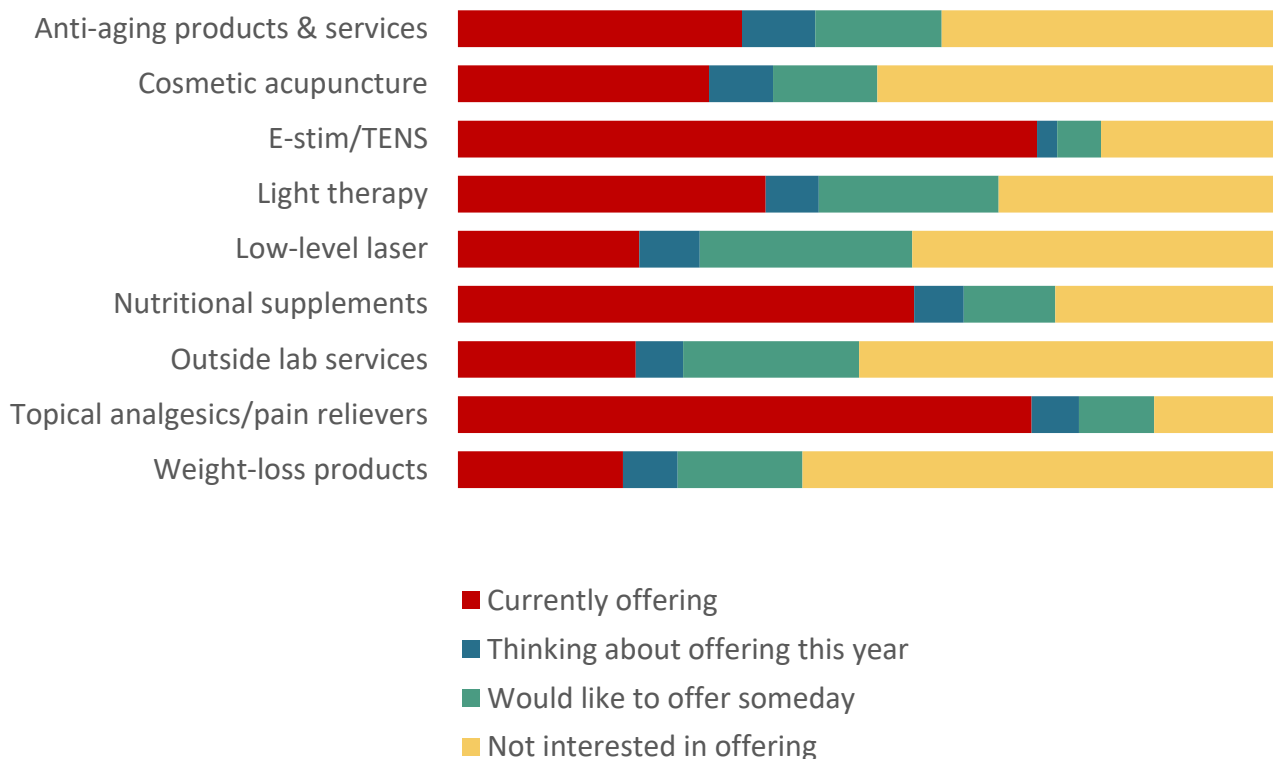
ANSWER CHOICES	RESPONSES
Jane	10%
Holistic Billing aka Holbie	1%
Unified Practice	5%
None, but thinking about it for this year	13%
None, and not interested	43%
Other (Please specify)	27%

How long have you been in practice? (vs) What EHR system do you use in your office?



	Jane	Holistic Billing aka Holbie	Unified Practice	None, but thinking about it for this year	None, and not interested
Less than 5 years	48%	0%	14%	19%	19%
5 to 9 years	46%	0%	8%	23%	23%
10 to 14 years	18%	0%	16%	27%	40%
15 to 19 years	6%	0%	8%	18%	68%
20 to 24 years	11%	2%	2%	14%	70%
25 years or more	9%	2%	5%	17%	67%

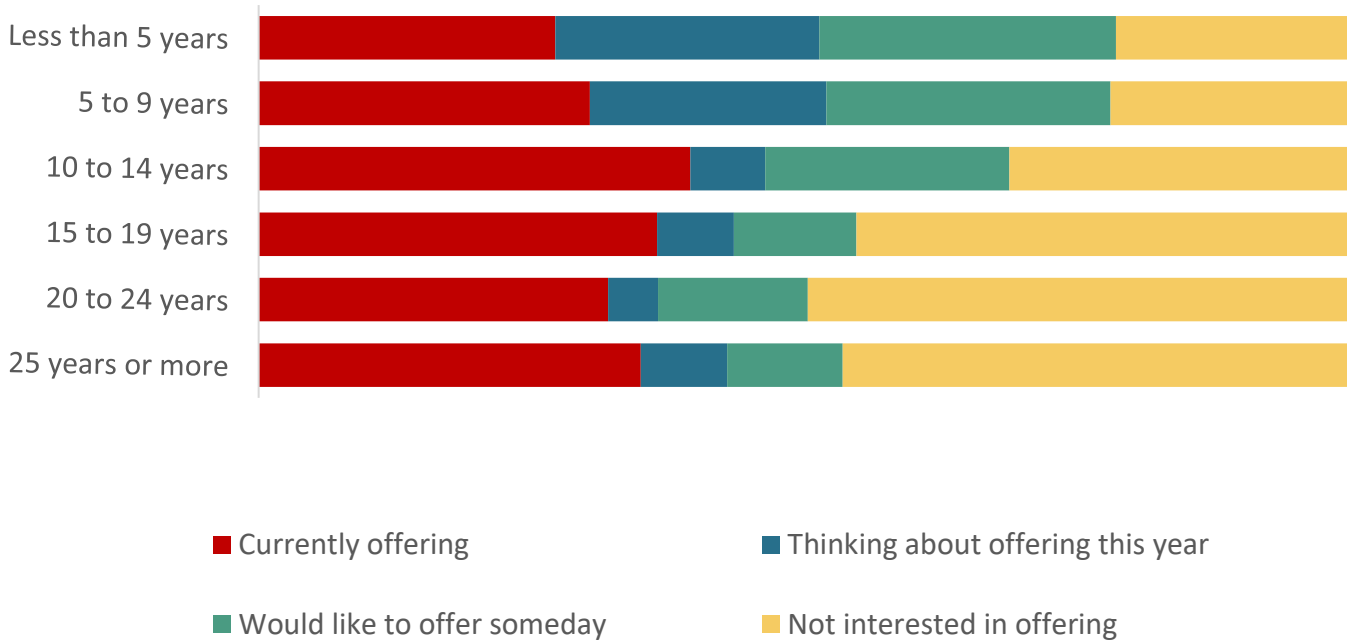
Q5 Which of the following products and services do you offer to your patients?



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Anti-aging products & services	34%	9%	15%	42%
Cosmetic acupuncture	30%	8%	13%	49%
E-stim/TENS	70%	2%	5%	22%
Light therapy	37%	6%	22%	35%
Low-level laser	22%	7%	26%	45%
Nutritional supplements	55%	6%	11%	28%
Outside lab services	21%	6%	21%	52%
Topical analgesics/pain relievers	69%	6%	9%	16%
Weight-loss products	20%	7%	15%	58%

How long have you been in practice? (vs)
Which of the following products and services do you offer to your patients?

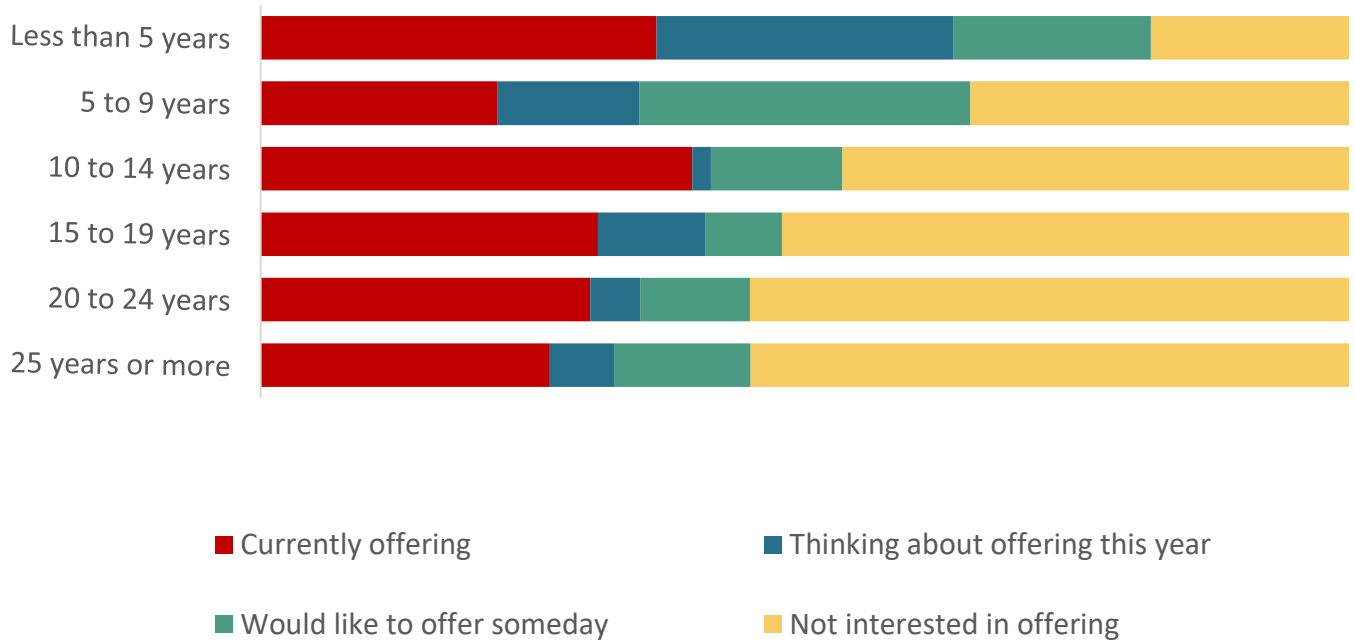
Anti Aging Products & Services



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Less than 5 years	27%	24%	27%	21%
5 to 9 years	30%	22%	26%	22%
10 to 14 years	40%	7%	22%	31%
15 to 19 years	37%	7%	11%	45%
20 to 24 years	32%	5%	14%	50%
25 years or more	35%	8%	11%	46%

How long have you been in practice? (vs)
 Which of the following products and services do you offer to your patients?

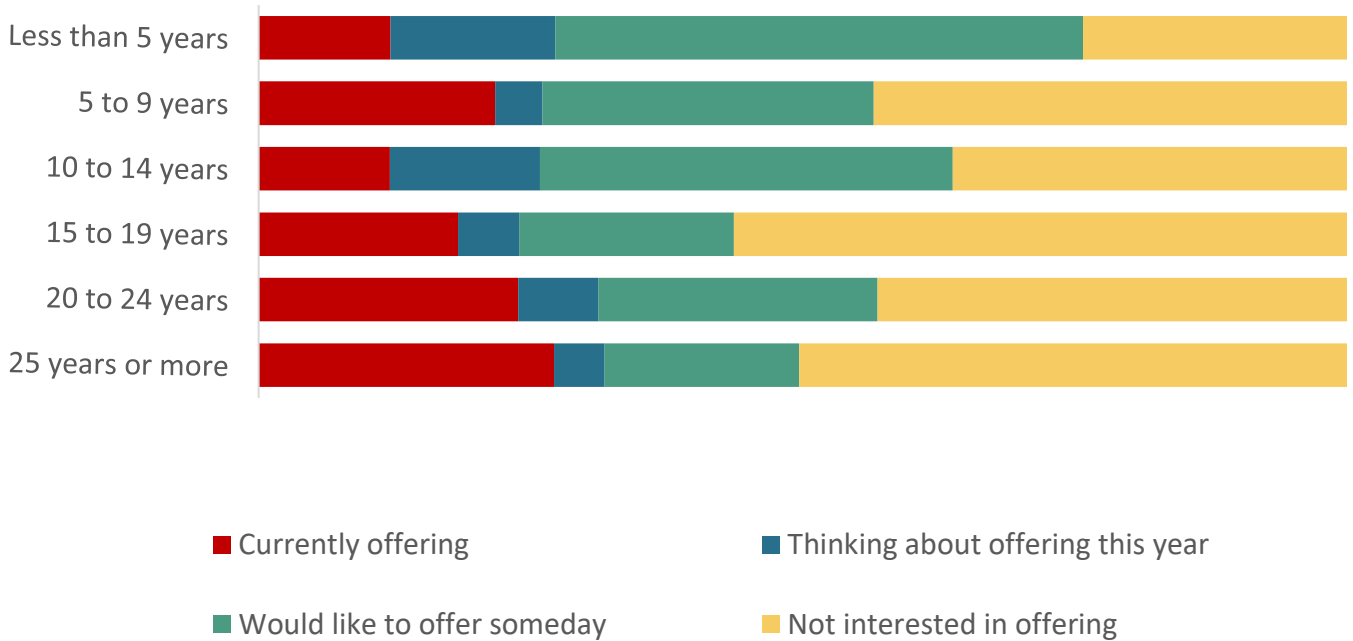
Cosmetic Acupuncture



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Less than 5 years	36%	27%	18%	18%
5 to 9 years	22%	13%	30%	35%
10 to 14 years	40%	2%	12%	47%
15 to 19 years	31%	10%	7%	52%
20 to 24 years	30%	5%	10%	55%
25 years or more	26%	6%	13%	55%

How long have you been in practice? (vs) Which of the following products and services do you offer to your patients?

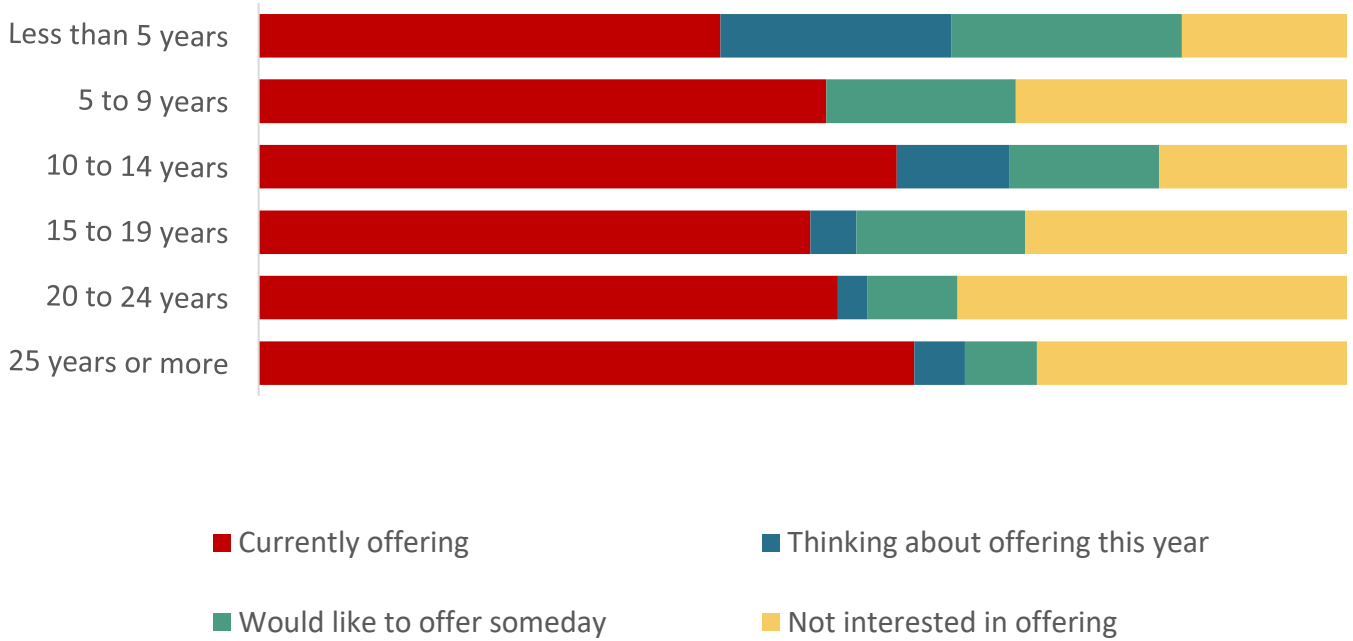
Low-Level Laser



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Less than 5 years	12%	15%	48%	24%
5 to 9 years	22%	4%	30%	43%
10 to 14 years	12%	14%	38%	36%
15 to 19 years	18%	6%	20%	56%
20 to 24 years	24%	7%	26%	43%
25 years or more	27%	5%	18%	50%

How long have you been in practice? (vs)
 Which of the following products and services do you offer to your patients?

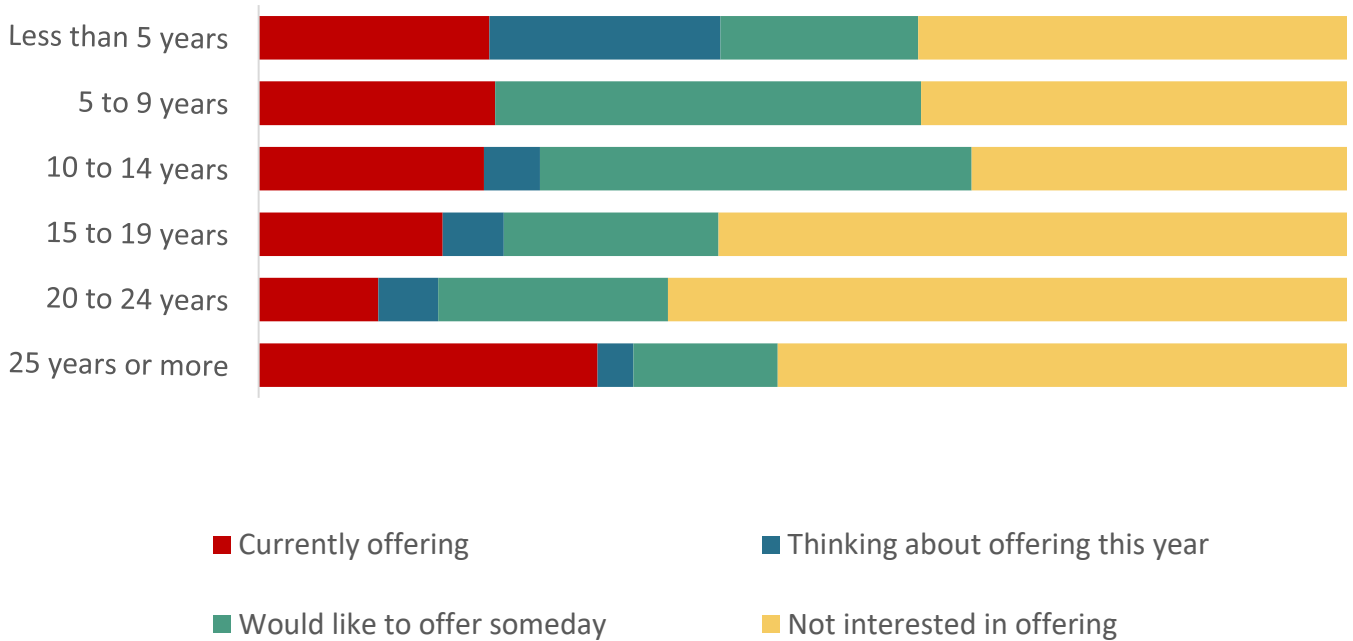
Nutritional Supplements



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Less than 5 years	42%	21%	21%	15%
5 to 9 years	52%	0%	17%	30%
10 to 14 years	59%	10%	14%	17%
15 to 19 years	51%	4%	15%	30%
20 to 24 years	53%	3%	8%	36%
25 years or more	60%	5%	7%	28%

How long have you been in practice? (vs)
 Which of the following products and services do you offer to your patients?

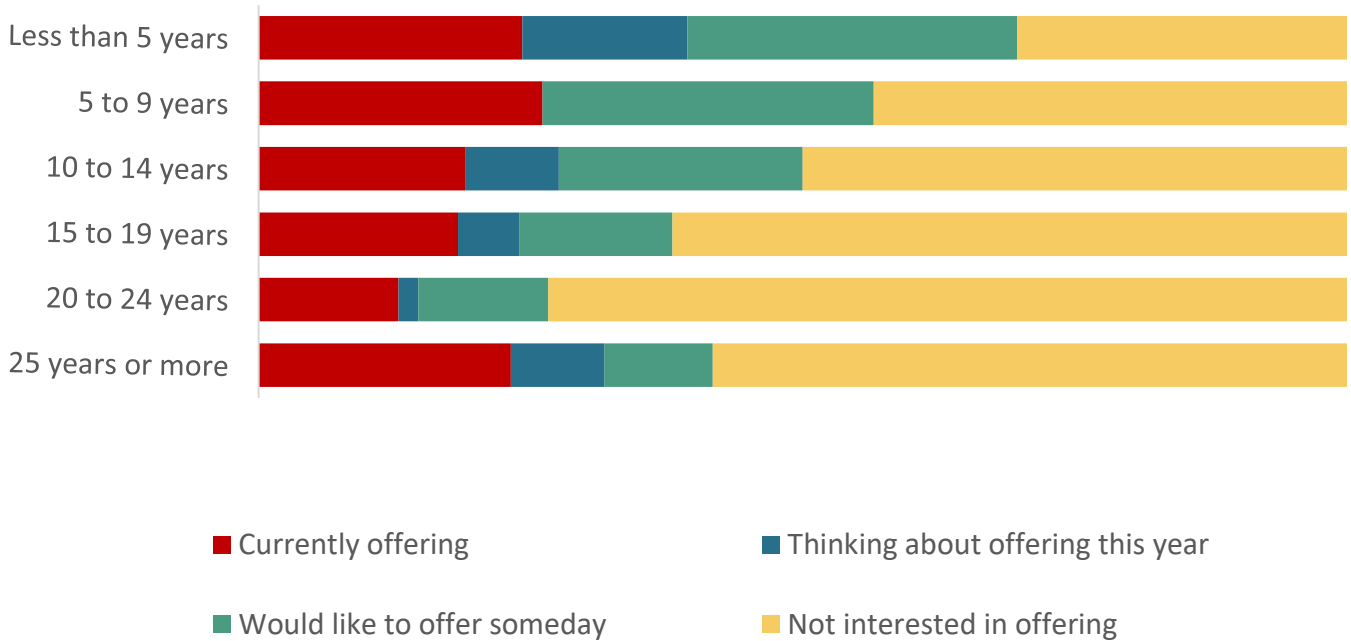
Outside Lab Services



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Less than 5 years	21%	21%	18%	39%
5 to 9 years	22%	0%	39%	39%
10 to 14 years	21%	5%	40%	34%
15 to 19 years	17%	6%	20%	58%
20 to 24 years	11%	5%	21%	62%
25 years or more	31%	3%	13%	52%

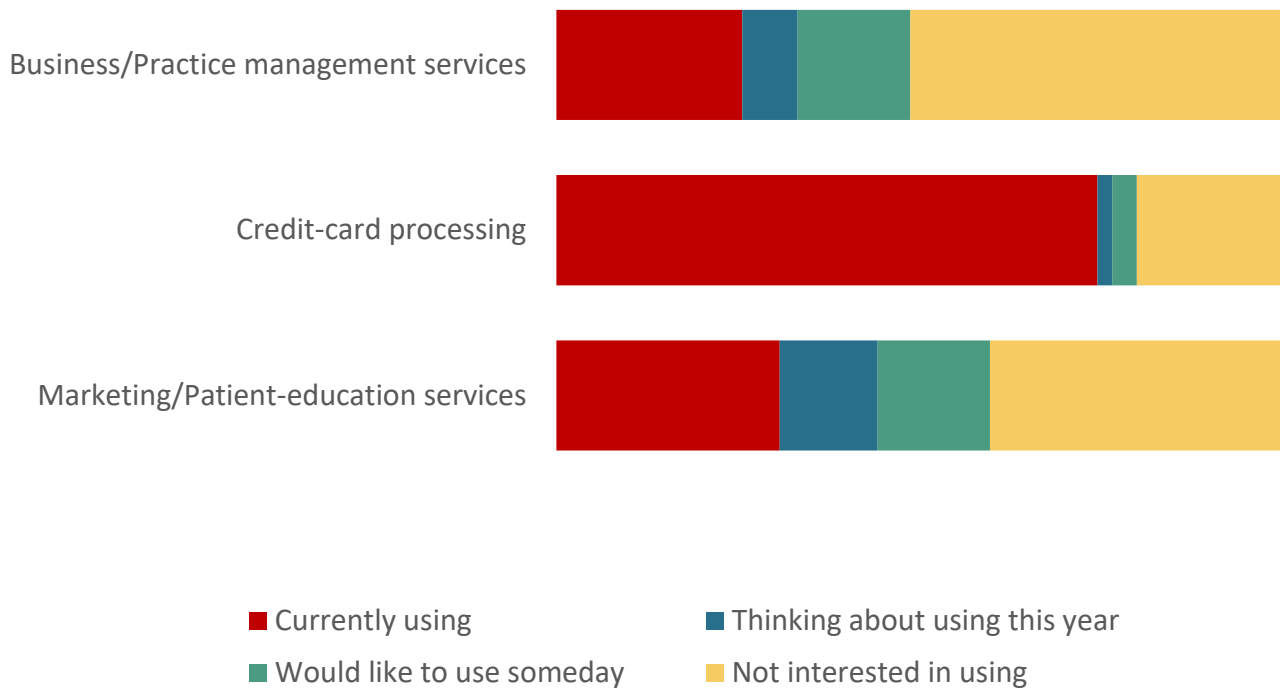
How long have you been in practice? (vs)
 Which of the following products and services do you offer to your patients?

Weight-Loss Products



	Currently offering	Thinking about offering this year	Would like to offer someday	Not interested in offering
Less than 5 years	24%	15%	30%	30%
5 to 9 years	26%	0%	30%	43%
10 to 14 years	19%	9%	22%	50%
15 to 19 years	18%	6%	14%	62%
20 to 24 years	13%	2%	12%	73%
25 years or more	23%	9%	10%	58%

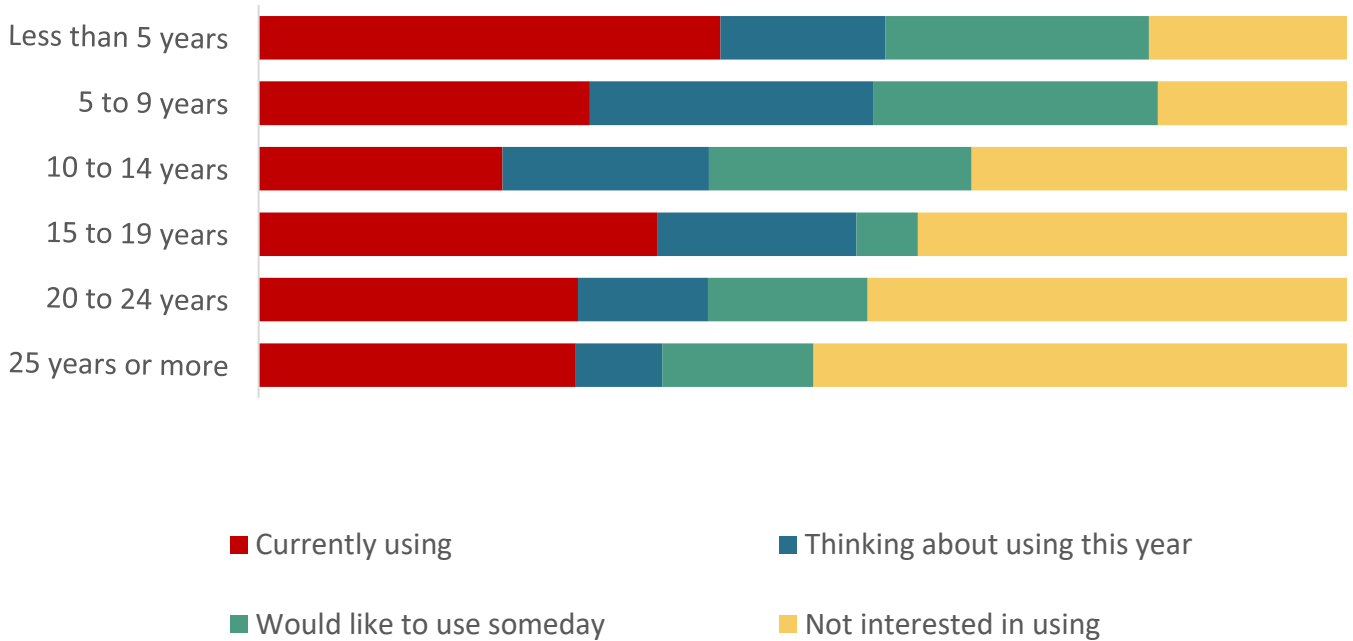
Q6 Which of the following services do you use in your practice?



	Currently using	Thinking about using this year	Would like to use someday	Not interested in using
Business/Practice management services	25%	8%	15%	51%
Credit-card processing	74%	2%	3%	20%
Marketing/Patient-education services	31%	13%	15%	40%

How long have you been in practice? (vs)
 Which of the following products and services do you offer to your patients?

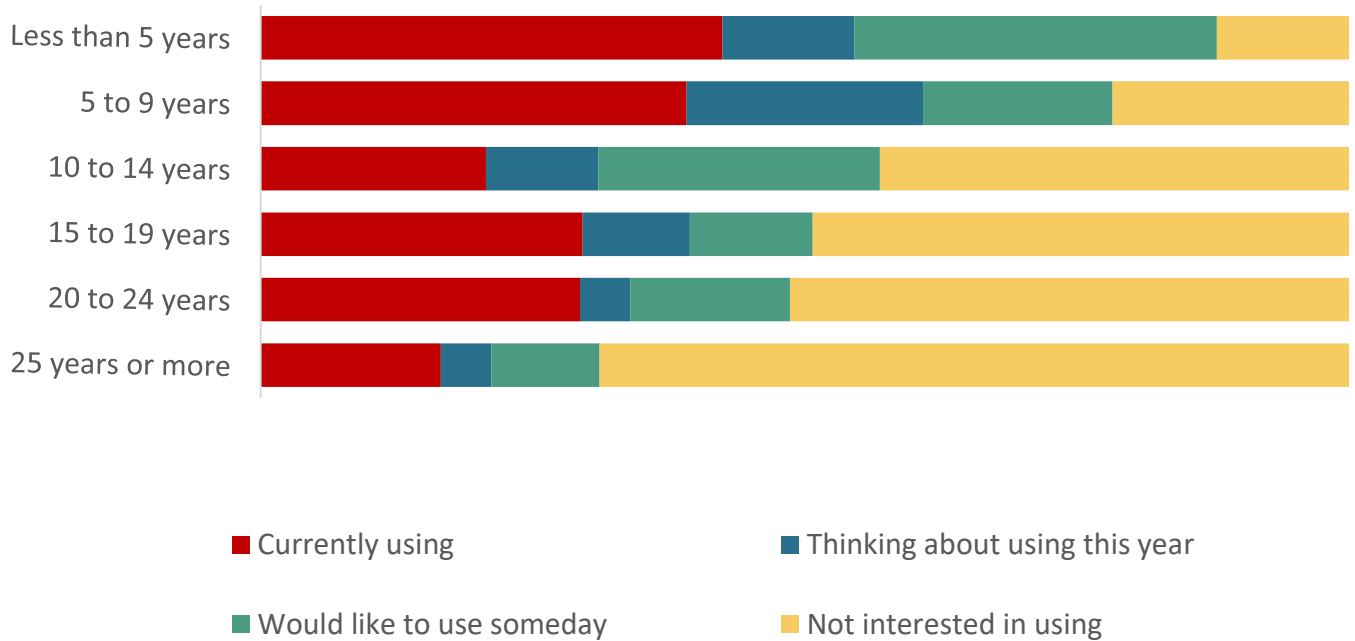
Marketing/Patient-Educations Services



	Currently using	Thinking about using this year	Would like to use someday	Not interested in using
Less than 5 years	42%	15%	24%	18%
5 to 9 years	30%	26%	26%	17%
10 to 14 years	22%	19%	24%	34%
15 to 19 years	37%	18%	6%	39%
20 to 24 years	29%	12%	15%	44%
25 years or more	29%	8%	14%	49%

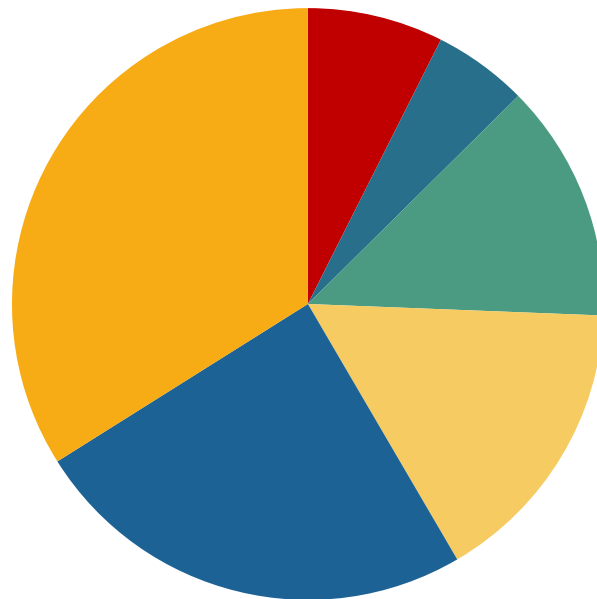
How long have you been in practice? (vs)
 Which of the following products and services do you offer to your patients?

Business/Practice Management Services



	Currently using	Thinking about using this year	Would like to use someday	Not interested in using
Less than 5 years	42%	12%	33%	12%
5 to 9 years	39%	22%	17%	22%
10 to 14 years	21%	10%	26%	43%
15 to 19 years	30%	10%	11%	49%
20 to 24 years	29%	5%	15%	51%
25 years or more	17%	5%	10%	69%

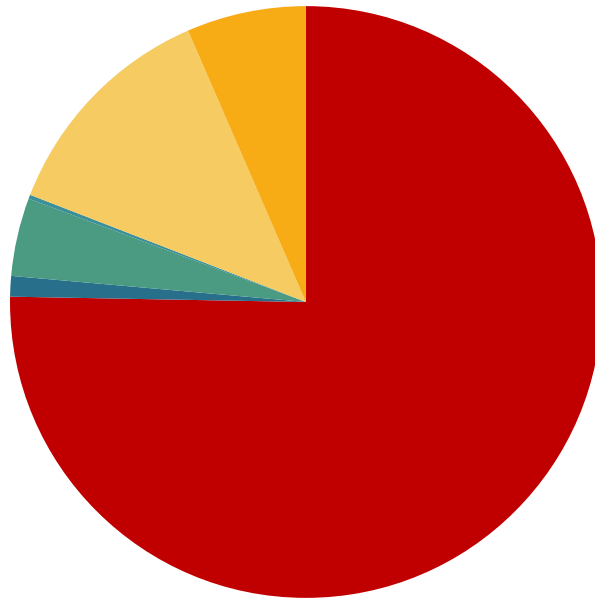
Q7 How long have you been in practice?



■ Less than 5 years ■ 5 to 9 years ■ 10 to 14 years
■ 15 to 19 years ■ 20 to 24 years ■ 25 years or more

ANSWER CHOICES	RESPONSES
Less than 5 years	7%
5 to 9 years	5%
10 to 14 years	13%
15 to 19 years	16%
20 to 24 years	24%
25 years or more	34%

Q8 What type of patients do you primarily serve?



■ General population ■ Athletes ■ Seniors ■ Children ■ Women ■ Other (Please specify)

ANSWER CHOICES	RESPONSES
General population	75%
Athletes	1%
Seniors	4%
Children	0%
Women	13%
Other (Please specify)	7%

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