



## Chiropractic Tenants

- Consumer Demand for Chiropractic Increases
  - ❖ Chiropractic profession is projected to grow “faster than average” compared with other professions from 2002 to 2012.
  - ❖ Projected employment increase of 21-35%
  
- US Department of labor Statistics
  - ❖ More visits to alternative providers than MD’s
  - ❖ In 1990, research shows Americans made 338 million visits to primary care MD’s
  - ❖ In 1990, research shows Americans made 435 million visits to alternative health care providers
  - ❖ “The chiropractic profession is growing and becoming more established with every year.”
  - ❖ “The profession is now considered by many to be part of the mainstream of health care and no longer an ‘alternative therapy’.”
  - ❖ “Indeed to thousands of people, Chiropractic care is necessary and an indispensable part of their lives.”
  
- Consumers demand for chiropractic increases as the:
  1. Consumers see that chiropractors emphasize the importance of healthy lifestyles, they do not prescribe drugs or perform surgery
  2. As a result, chiropractic care is appealing to many health-conscious Americans.
  3. The older population of Americans is growing and so are their mechanical and structural problems that will increase their demand for chiropractic.
  4. The chiropractic profession is more researched and documented and this is changing attitudes towards this non-invasive health care practice.
  5. The American population has an increased ability to pay for chiropractic services with surplus money available after their basic needs are met.

“Increasingly, Chiropractors must educate communities about the benefits of chiropractic care in order to establish a successful practice.” – U.S. Department of Labor