

RAB Instant Background - Health Care Practitioners

Consumer Insights

Who Buys

Profiling adults 18+ who visited a general/family practitioner three or more times in the last year, along with those consumers who visited a chiropractor at least once in the last 12 months:

	Saw a GP 3+ times in last 12 months	Saw a chiropractor in the last 12 months
Male	42.7%	42.8%
Female	57.3%	57.2%
18-24	6.9%	8.4%
25-34	12.8%	17.3%
35-44	11.2%	17.6%
45-54	18.6%	20.9%
55-64	21.1%	16.4%
65+	29.4%	19.5%
Household Income: \$100K+	29.2%	43.6%
Household Income: \$75,000-\$99,999	12.4%	16.1%
Household Income: \$60,000-\$74,999	10.1%	10.6%
Household Income: \$50,000-\$59,999	8.2%	7.3%
Household Income: \$40,000-\$49,999	8.3%	6.6%
Household Income: \$30,000-\$39,999	9.4%	6.4%
Household Income: \$20,000-\$29,999	8.8%	4.6%
Household Income: Under \$20,000	13.5%	4.9%
Race: White	78.6%	85.4%
Race: Black/African American	9.2%	5.3%
Race: Other Race/Multiple Classifications	12.2%	9.3%
Hispanic, Latino or Spanish Origin	14.5%	9.8%
Census Region: North East	16.9%	17.5%
Census Region: South	40.0%	28.9%
Census Region: Midwest	21.4%	28.0%
Census Region: West	21.8%	25.7%
Single	22.4%	22.7%
Married	54.9%	61.4%
Divorced/Separated/Widowed	22.7%	15.9%
Total Radio Weekly Dayparts Cume: Monday - Sunday 24- Hour	84.0%	87.5%

(Source: GR MRI Doubébase, 2019)

Profiling adults 18+ who made an appointment to visit a doctor in the previous year as a result of seeing or hearing a healthcare advertisement:

	Made an appointment to see a doctor after hearing or seeing advertisement
Male	36.8%
Female	63.2%
18-24	10.6%
25-34	19.6%
35-44	15.3%
45-54	17.4%
55-64	14.6%
65+	22.5%
Household Income: \$100K+	28.7%
Household Income: \$75,000-\$99,999	13.4%
Household Income: \$60,000-\$74,999	9.1%
Household Income: \$50,000-\$59,999	7.8%
Household Income: \$40,000-\$49,999	7.6%
Household Income: \$30,000-\$39,999	9.4%
Household Income: \$20,000-\$29,999	9.5%
Household Income: Under \$20,000	14.6%
Race: White	67.7%
Race: Black/African American	15.4%
Race: Other Race/Multiple Classifications	16.9%
Hispanic, Latino or Spanish Origin	18.8%
Census Region: North East	18.8%
Census Region: South	37.8%
Census Region: Midwest	18.8%
Census Region: West	24.7%
Single	29.1%
Married	49.0%
Divorced/Separated/Widowed	21.9%
Total Radio Weekly Dayparts Cume: Monday - Sunday 24- Hour	85.8%

(Source: GR MRI Doubébase, 2019)

Market segmentation for primary care physicians in 2019: Patients under age 18, 24.7%; patients aged 18-44, 26.6%; patients aged 45-54, 12.4%; patients aged 55-64, 13.8%; patients aged 65-74, 11.7%; patients aged 75+, 10.8%.

(Source: IBISWorld, 2019)

The major market segmentation for specialist doctors in the U.S.: Individuals under the age of 18: 8.3%; adults ages 18-44, 22.1%; adults ages 45-64, 34.8%; adults ages 65-74, 18.8%; adults ages 75+, 16.0%.

(Source: IBISWorld, 2019)

Specialist doctors experience strong and growing demand for their services, due to demographic trends in the U.S. An aging population leads to a greater number of people requiring geriatric services and more healthcare overall. Chronic conditions are also on the rise, which increases demand for cardiovascular specialists and endocrinologists, among other specialists. Innovations in technologies are enabling specialist doctors to treat more illnesses that were previously untreatable.

(Source: IBISWorld, 2019)

A 2019 survey by Accenture found that Gen Z and Millennials are least likely to have a primary care physician, compared to Gen X, Baby Boomers and the Silent Generation. Some younger generations say they would like to have a PCP but have not found one that meets their preferences for affordability and convenience.

(Source: Accenture, 2019)

Some physicians are opting out of accepting Medicare patients or restricting the number of these patients they treat; in fact, one in three primary care physicians set restrictions on Medicare patients, according to the American Medical Association.

(Source: IBISWorld, 2019)

A 2019 survey conducted by Chiropractic Economics offered a profile of those chiropractors who most actively market their practices: Average age of 47.7 years; have been in practice 17.5 years; 76.7% are male; 55.0% are solo practitioners.

(Source: Chiropractic Economics, 2019)

What They Buy

There are four defining features of primary care services: first-contact care; continuity of care over time; comprehensiveness; or concern for the entire patient rather than one organ system; and coordination with other parts of the health system. Primary care doctors are the first line of defense against health ailments and are viewed as preventive-care providers.

(Source: IBISWorld, 2019)

The products and services segmentation for primary care doctors in 2019: Family medicine and general practice doctors, 39.0%; internal medicine practitioners, 37.9%; pediatric medicine, 21.3%; geriatric medicine, 1.8%.

(Source: IBISWorld, 2019)

The 10 physician specialties that generate the highest average annual net revenue for hospitals: 1. Cardiovascular surgery; 2. Cardiology (invasive); 3. Neurosurgery; 4. Orthopedic surgery; 5. Gastroenterology; 6. Hematology/Oncology; 7. General surgery; 8. Internal medicine; 9. Pulmonology; 10. Cardiology (non-invasive).

(Source: Merritt Hawkins, 2019)

A 2018 Deloitte survey found that the use of technology to monitor health and measure fitness levels has increased noticeably since 2013. Sixty percent of surveyed consumers say they are willing to share personal health data (generated from wearable devices) with their doctor to improve their health. The use of tools for measuring fitness and health improvement goals (such as smartphone/tablet apps, personal medical devices and fitness monitors) jumped from 17% in 2013 to 42% in 2018.

(Source: Deloitte, 2018)

In addition to spinal adjustment/treatment, other services frequently offered by chiropractors (either by themselves or through on-site specialists): Instrument adjusting, 61.5%; electrotherapy, 61.1%; exercise programs, 56.3%; nutrition, 52.2%; kinesiology taping, 49.1%; physical therapy/rehabilitation, 48.2%; massage therapy, 42.3%; laser therapy, 31.6%; instrument-aided soft tissue manipulation, 30.4%; decompression, 29.0%; acupuncture, 21.6%; weight-loss programs, 21.6%; homeopathy, 9.7%; medical services, 8.8%; other, 7.8%; none, 0.2%.

(Source: Chiropractic Economics, 2019)

Based on a study by Chiropractic Economics magazine, 56.5% of chiropractors employ some type of specialist to work in their offices. Categories of additional specialists employed most often: Licensed massage therapist, 38.8%; acupuncturist, 11.3%; MD/DO, 8.5%; physical therapist, 6.7%; nutritionist, 7.3%; fitness trainer, 5.6%; other, 8.1%.

(Source: Chiropractic Economics, 2019)

Some 91% of chiropractors receive additional income from the sale of retail products in their offices. Types of merchandise sold most often: Nutritional products/supplements, 59.3%; hot/cold compresses, 48.5%; pillows, 48.4%; topicals, 46.7%; durable medical equipment, 46.4%; educational materials, 44.3%; 46.7%; orthotics, 41.1%; kinesiology tape, 38.9%; exercise products, 38.1%; herbals, 32.3%; TENS back pain treatment units, 30.7%; CBD products, 23.5%; rehab products, 23.2%; laser, 22.6%; weight management, 18.6%; homeopathic, 17.5%; anti-aging, 10.0%; massage chairs, 6.8%; mattresses, 4.2%; skin care, 2.6%; other, 4.8%.

(Source: Chiropractic Economics, 2019)

When They Buy

A 2018 survey by Vitals found that patients spent an average of 18 minutes and 13 seconds waiting for an appointment with their doctor, down 22 seconds from the previous year and the fourth consecutive decrease in wait time.

(Source: Vitals, 2018)

According to a 2018 survey by Vitals, states with the shortest wait times during doctors' visits: 1. Wisconsin, 13 minutes, 23 seconds; 2. New Hampshire, 14 minutes, 17 seconds; 3. Washington, 15 minutes, 2 seconds; 4. Maine, 15 minutes, 8 seconds; 5. Minnesota, 15 minutes, 10 seconds.

(Source: Vitals, 2018)

According to a 2018 survey by Vitals, states with the longest average wait times for doctors' visits: 1. Alabama, 22 minutes, 19 seconds; 2. Mississippi, 22 minutes, 13 seconds; 3. West Virginia, 21 minutes, 23 seconds; 4. Louisiana, 20 minutes, 35 seconds; 5. Nevada, 20 minutes, 19 seconds.

(Source: Vitals, 2018)

Based on a 2018 survey by Vitals, major U.S. cities with the shortest wait times during doctors' visits: 1. Milwaukee, 14 minutes, 35 seconds; 2. Seattle, 14 minutes, 38 seconds; 3. St. Paul, 14 minutes, 43 seconds; 4. Minneapolis, 14 minutes, 55 seconds; 5. Portland, 15 minutes, 6 seconds.

(Source: Vitals, 2018)

Based on a 2018 Vitals survey, major U.S. cities with the longest average wait times during doctors' visits: 1. El Paso, 26 minutes, 50 seconds; 2. Memphis, 23 minutes, 44 seconds; 3. Miami, 22 minutes, 29 seconds; 4. Las Vegas, 21 minutes, 19 seconds; 5. Fort Worth, 21 minutes, 1 second.

(Source: Vitals, 2018)

The period from Memorial Day to Labor Day is widely known as the time of the year when accidents, injuries and their respective liabilities all spike.

(Source: Physicians Practice, 2019)

A 2019 survey by American Well asked approximately 800 physicians how often they had conducted video visits with patients in the past year: 2+ times per week, 15%; 1-2 times per week, 16%; 1-2 times per month, 48%; never, 20%; don't know, 2%. The respondents also indicated that within three years, the "2+ times per week" percentage would increase to 52%.

(Source: American Well, 2019)

Where They Buy

Although primary care is regarded as a cost-effective way to promote good health, the number of specialists has risen more quickly than the number of primary care doctors over the past five years. On average, there are now two specialists for every primary care physician.

(Source: IBISWorld, 2019)

The medical group practice management industry is composed of healthcare provider groups, such as primary care physicians and specialist doctors that share business management, facilities, records and personnel. The fastest-growing services in the industry are those in which physicians typically earn a lower average income. For example, family practitioners and pediatricians earn a lower average income than cardiologists or oncologists. To maximize productivity, such physicians are increasingly entering into managed group practices.

(Source: IBISWorld, 2019)

The bi-annual Physician Practice Benchmark Survey, conducted by the American Medical Association, showed that while the distribution of physicians has been shifting toward large practices and practices that are hospital-owned, in 2018 40% of physicians still worked in practices that were both small (10 or fewer physicians) and physician-owned.

(Source: American Medical Association, 2019)

According to a 2019 survey by Chiropractic Economics magazine, how solo chiropractors have named their clinics: Chiropractic clinic, 69.1%; wellness center, 25.6%; rehabilitation center, 5.0%; medical spa, 0.2%.

(Source: Chiropractic Economics, 2019)

How They Buy

Based on data from the U.S. Census' Annual Survey of Services, private health insurance constitutes an estimated 45.3% of payments to primary care doctors, with Medicare, Medicaid and out-of-pocket payments accounting for the majority of the remaining expenditures.

(Source: IBISWorld, 2018)

The type of specialty doctor affects the main type of payer. For instance, doctors who provide geriatric-focused services receive proportionately more payments from Medicare. Obstetrician-gynecologists and pediatricians derive more of their income from Medicaid than other specialists, while cardiologists, geriatricians, hematologist-oncologists, nephrologists, rheumatologists and urologists each derive more than one-third of their income from Medicare alone. Four specialties (geriatrics, hematology-oncology, nephrology and rheumatology) derive more than half of outpatient income from public sources.

(Source: IBISWorld, 2019)

There has been prolific growth in telehealth as a mode of healthcare delivery thanks to the rise of smartphones and tablets, which can store and send information easily to healthcare professionals without a trip to a doctor's office. Additionally, many physicians and clinicians are expected to increasingly use technology to communicate with patients online, reducing costs. Already, many healthcare professionals now provide digital doctors' visits, with some clinics offering live online visits.

(Source: IBISWorld, 2019)

A 2019 nationwide survey of some 800 physicians, done by American Well, found that 69% of the doctors were willing to conduct video visits with their patients, up from 57% in 2015. In the 2019 study, just 11% of physicians were unwilling to see a patient over video, while 20% remained uncertain.

(Source: American Well, 2019)

Based on the 2019 Salary and Expense Survey, conducted by Chiropractic Economics magazine, sources of income for the typical chiropractic office (more than one answer possible): Patient treatment, 76.0%; physical therapy, 13.0%; retail, 7.0%; massage therapy, 7.0%; diagnostics, 6.0%; retail, 7.8%; consulting, 1.0%; other, 3.0%. Regarding patient treatment, share of payment sources (more than one answer possible): Cash, 42.0%; insurance, 35.0%; personal injury, 15.0%; Medicare, 12.0%; Medicaid, 5.0%; workers' comp, 4.0%; barter/trade, 2.0%; other, 3.0%.

(Source: Chiropractic Economics, 2019)

Why They Buy

A 2018 Deloitte survey of just over 4,500 adults asked the respondents which factors they think is important when searching for a new doctor or medical professional: Making sure the doctor was part of their health insurance plan's network, 50%; a convenient location, 46%; reputation, 39%; personality/beside manner, 34%; convenient hours and accessibility, 32%; amount of out-of-pocket expenses they are liable for, 31%; affiliation with their local hospital(s), 27%; recommendation from a friend/family member, 25%; positive user reviews from other patients, 20%; medical school/training of the physician, 16%; high ratings from a magazine or ranking website, 10%.

(Source: Deloitte, 2018)

Competition between primary care doctors is principally based on doctor-patient relationships, out-of-pocket cost of services to patients, accessibility of services and the public reputation of physicians and their practices. Differentiation of doctor services can be based on training and training experience, the location and quality of accommodation and staff competence and friendliness. Doctors can also compete based on equipment, the range of services offered and other resources.

(Source: IBISWorld, 2019)

Americans visit specialists more readily than primary care physicians, and because specialists are progressively accessible, they are increasingly providing routine and preventive services that have traditionally been handled by primary care physicians. The National Ambulatory Medical Care Survey reported that about one-half of all visits for specialized care are for routine and preventive care.

(Source: IBISWorld, 2019)

According to a 2018 survey by Vitals, 84% of people believe wait time is either "somewhat important" or "very important" to the overall experience at a doctor's office. In fact, 30% of people reported they've walked out of an appointment due to long waits. What's more, 1 in 5 said they've changed doctors because of long wait times.

(Source: Vitals, 2018)

Doctors of Chiropractic (DCs) care for patients of all ages, with a variety of health conditions. DCs are especially well known for their expertise in caring for patients with back pain, neck pain and headaches. They also care for patients with a wide range of injuries and disorders of the musculoskeletal system, involving the muscles, ligaments and joints.

(Source: American Chiropractic Association, 2019)

Business Information

According to IBISWorld research, revenue generated by primary care doctors was projected to increase 2.6% annually from 2019-2024, to \$297.5 billion, while revenue produced by specialist physicians was predicted to grow 2.0% to \$328.8 billion for the same time period.

(Source: IBISWorld, 2019)

The increasing use of managed care programs has tampered down the reimbursement rates for basic physician visits. As a result, many physicians are now seeing a greater number of patients than ever before, as they try to make up for the loss in patient revenue through seeing a higher number of patients per day.

(Source: Hoover's, 2019)

Medical malpractice lawsuits are increasing in both volume and size, which has driven the cost of medical malpractice insurance ever higher, even forcing some physicians to relocate to states where malpractice insurance premiums are lower. Furthermore, this has led some physicians to focus on a few specific services, and take a volume approach to patients to increase revenues and ensure profitability. Other physicians are also taking a more conservative approach to treatment, in order to minimize the likelihood of litigation.

(Source: Hoover's, 2019)

According to a 2019 survey conducted by physician search firm Merritt Hawkins, 69% of primary care final-year medical residents said they received 51 or more recruiting offers during their training, as did 69% of internal medicine sub-specialists and 64% of surgical specialists.

(Source: Merritt Hawkins, 2019)

According to the 2019 Salary & Expense Survey, conducted by Chiropractic Economics magazine, the average gross billings for the responding chiropractors were \$546,489 in 2019, compared to \$619,530 in 2018 and \$608,564 in 2017.

(Source: Chiropractic Economics, 2019)

Based on the 2019 Salary & Expense Survey, conducted by Chiropractic Economics magazine, chiropractor clinics attracted an average of 7.5 new patients per week. Overall, chiropractic clinics saw an average of 129 patients per week in 2019 (compared to 139 in 2018 and 131 in 2017).

(Source: Chiropractic Economics, 2019)

A survey by Chiropractic Economics determined that chiropractors spent an average of \$11,617 on advertising in 2019, down from \$13,442 in 2018 and \$15,455 in 2017. Average amounts spent on advertising in 2019, by region: East, \$10,235; Midwest, \$9,411; South, \$15,090; West, \$17,320.

(Source: Chiropractic Economics, 2019)

Why Radio

Radio has established itself as an excellent vehicle for advertisers to deliver their messages to an increasing number of potential buyers. Each week, radio reaches 90% of persons ages 18+, and 63% of these consumers on a daily basis. In all, more than 227 million Americans ages 18-and-older listen to radio every week.

(Source: Nielsen Audio, 2019)

Each week, radio reaches 84.0% of adults 18+ who visited a general/family practitioner three or more times in the last year, along with 87.5% of those consumers who went to a chiropractor at least once in the prior 12 months. Radio's weekly reach also includes 85.8% of adults who made an appointment to visit a doctor in the previous year as a result of seeing or hearing a healthcare advertisement.

(Source: GR MRI Doubébase, 2019)

Miscellaneous Industry Facts or Category Trivia

There are 179 medical schools in the United States; of these, 143 teach allopathic medicine and award doctor of medicine (MD) degrees and 36 teach osteopathic medicine and award the Doctor of osteopathic medicine (DO) degree.

(Source: IBISWorld, 2019)

Physicians practicing invasive cardiology had the highest average starting salaries tracked in Merritt Hawkins' 2018 report at \$590,000, followed by orthopedic surgeons at \$533,000, gastroenterologists at \$487,000, dermatologists at \$425,000 and pulmonologists at \$418,000. Starting salaries for family physicians reached an all-time high of \$241,000, according to the report, while the average physician signing bonus also reached an all-time high of \$33,707.

(Source: Merritt Hawkins, 2018)

A 2019 Medscape survey of more than 15,000 physicians representing 29 specialties found that 44% of the respondents had experienced some form of burnout. The specialties in which physicians are more likely to work 51 or more hours a week: General surgery, 77%; Urology, 76%; Cardiology, 72%; Pulmonary medicine, 68%; Nephrology, 68%. Medical specialties who are more likely to work shorter workweeks include: Pediatrics, 27%; Public health and preventive medicine, 25%; Allergy and Immunology, 25%; Dermatology, 24%; Emergency medicine, 13%.

(Source: American Medical Association, 2019)

Relevant Links

American Medical Association:
www.ama-assn.org
American Chiropractic Association:
www.acatoday.org
National Center for Health Statistics:
www.cdc.gov/nchs
Chiropractic Economics:
www.chiroeco.com
Merritt Hawkins:
www.merrithawkins.com
Health Care Cost Institute:
www.healthcostinstitute.org
Centers for Medicare & Medicaid Services:
www.cms.gov
(Source: RAB, 2020)