

Popularity of specialty practices increases

It is not unusual for doctors of medicine to specialize, but specialization within chiropractic is still a relatively new phenomenon.

This year's survey showed a slight decline in general practices (59.4 percent, compared to 62.8 percent in 2006). Growth occurred

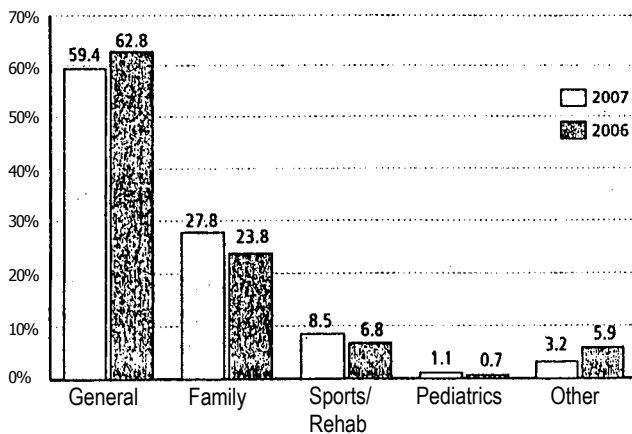
in family practices (27.8 percent, up from 23.8 percent) and sports/rehab practices (8.5 percent, up from 6.8 percent).

Somewhat akin to specialization are the names DCs give their clinics. "Clinic" is still the most popular (73.3 percent, compared to

74.7 percent in 2006), but "wellness" is increasing in use (20.2 percent this year, 17.6 percent in 2006).

"Rehab" experienced a decline in popularity, with only 5.6 percent claiming that name, compared to 7.0 percent in 2006.

Chiropractic Specializations



Clinic Labels

