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# Holistic Health: Where the natural products industry and health care intersect

# Holistic Health: Where the natural products industry and health care intersect



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# Survey Overview

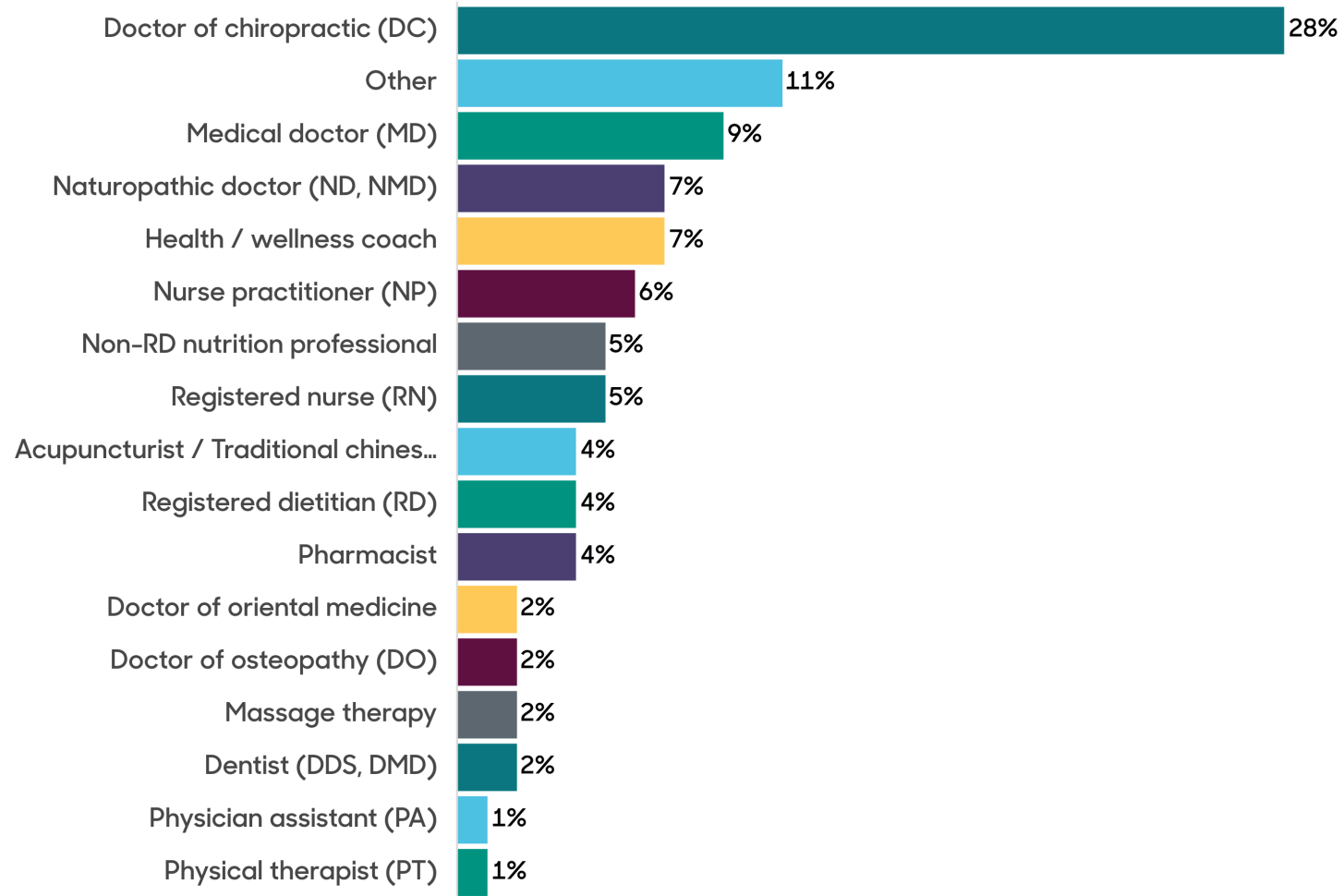


# Research methodology

- Partnership between NBJ and HPC with fielding help from several leading brands.
- We interviewed 1,115 active practitioners
- 89% were in small practices
  - 70% solo independent
  - 19% small group (2-10 practitioners)
- 78% have been in practice >10 years
  - 24% 10 to <20
  - 25% 20 to <30
  - 29% 30+

# Research methodology

## Practitioner types



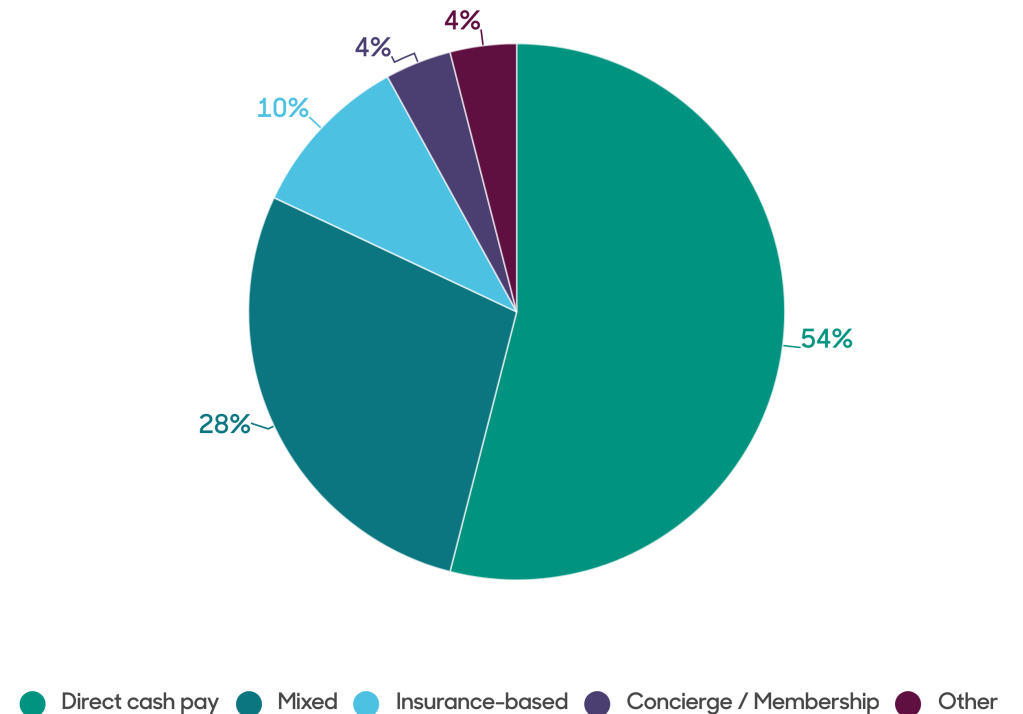
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.

Question: "Which type of practitioner are you"

# Research methodology

- Practitioner type:
  - 48% integrative/mixed
  - 22% functional
  - 15% conventional allopathic
  - 11% Holistic
- Training & background:
  - 77% alternatively trained
  - 23% conventionally trained
- 99% take supplements for their own health

Practitioner business model types



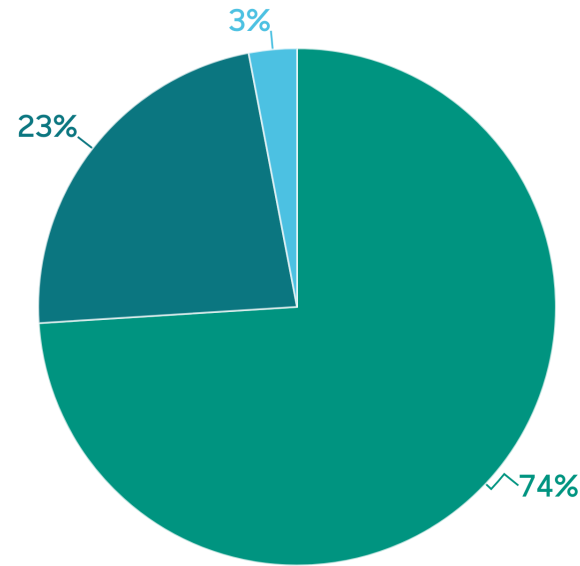
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "What is your current relationship with dietary/nutrition supplements (e.g. vitamins, minerals, probiotics, herbs & botanicals, sports nutrition)?"

# Good News on Practitioner Engagement



# Majority of respondents dispense supplements

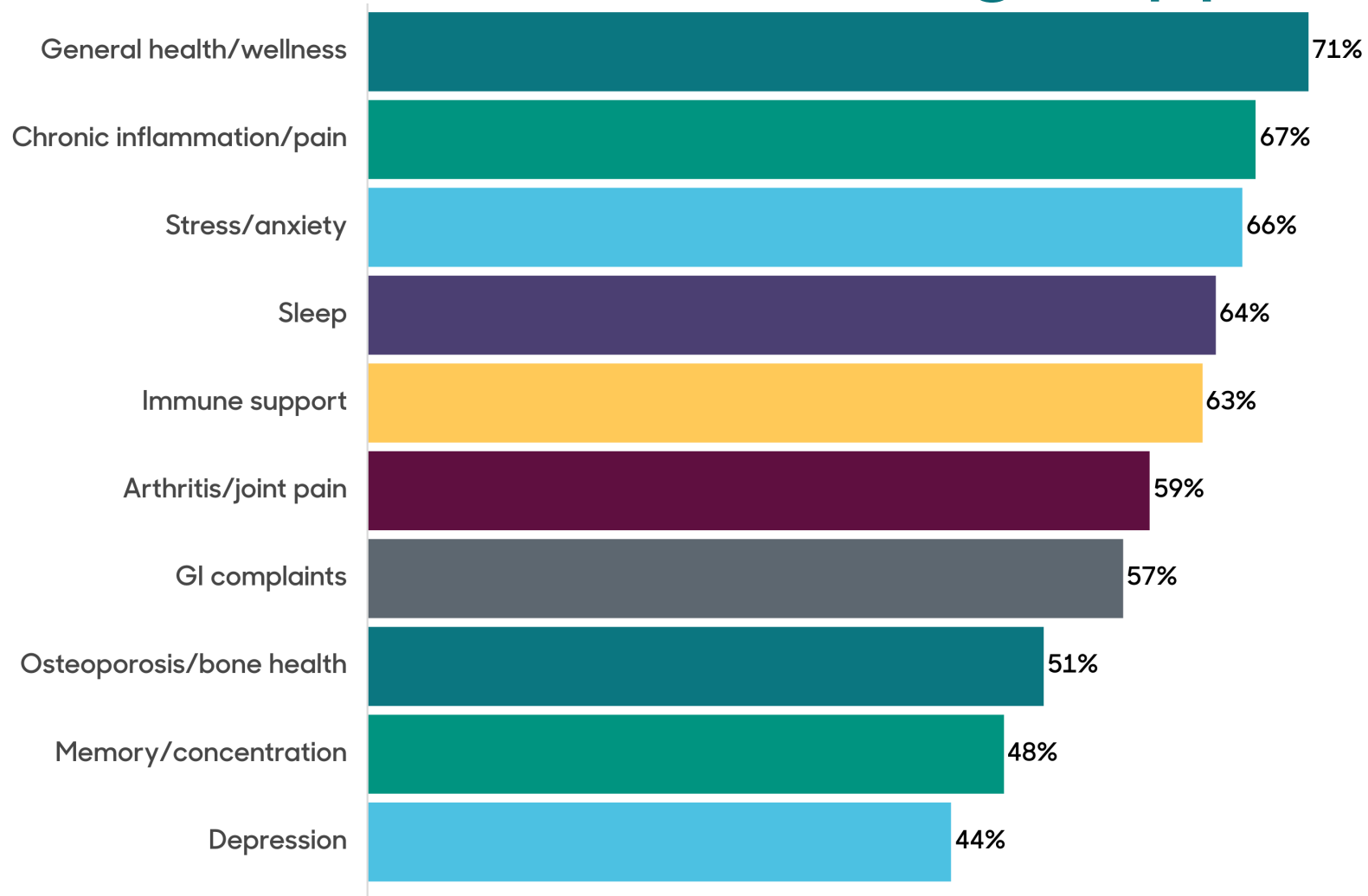
## Practitioner relationship with supplements



- I dispense/sell dietary supplements, either online or from my office
- I recommend dietary supplements but do not dispense/sell them
- I do not recommend or dispense/sell dietary supplements



# Top reasons for recommending supplements

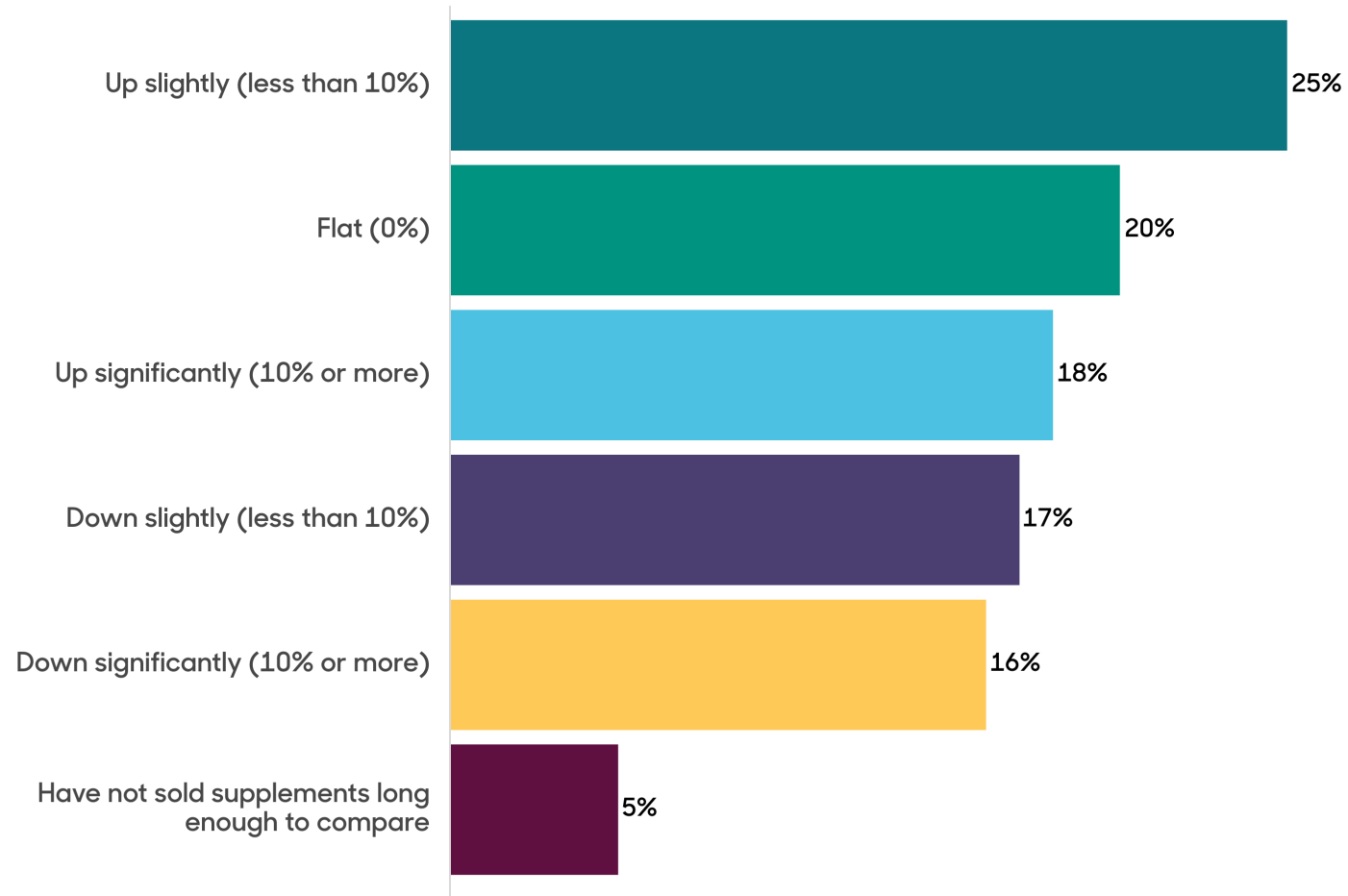


Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.

Question: "For which of the following conditions do you recommend supplements as part of routine patient care? (Select all that apply)"

# Since 2022, sales rose for 43%, but dropped for 33%

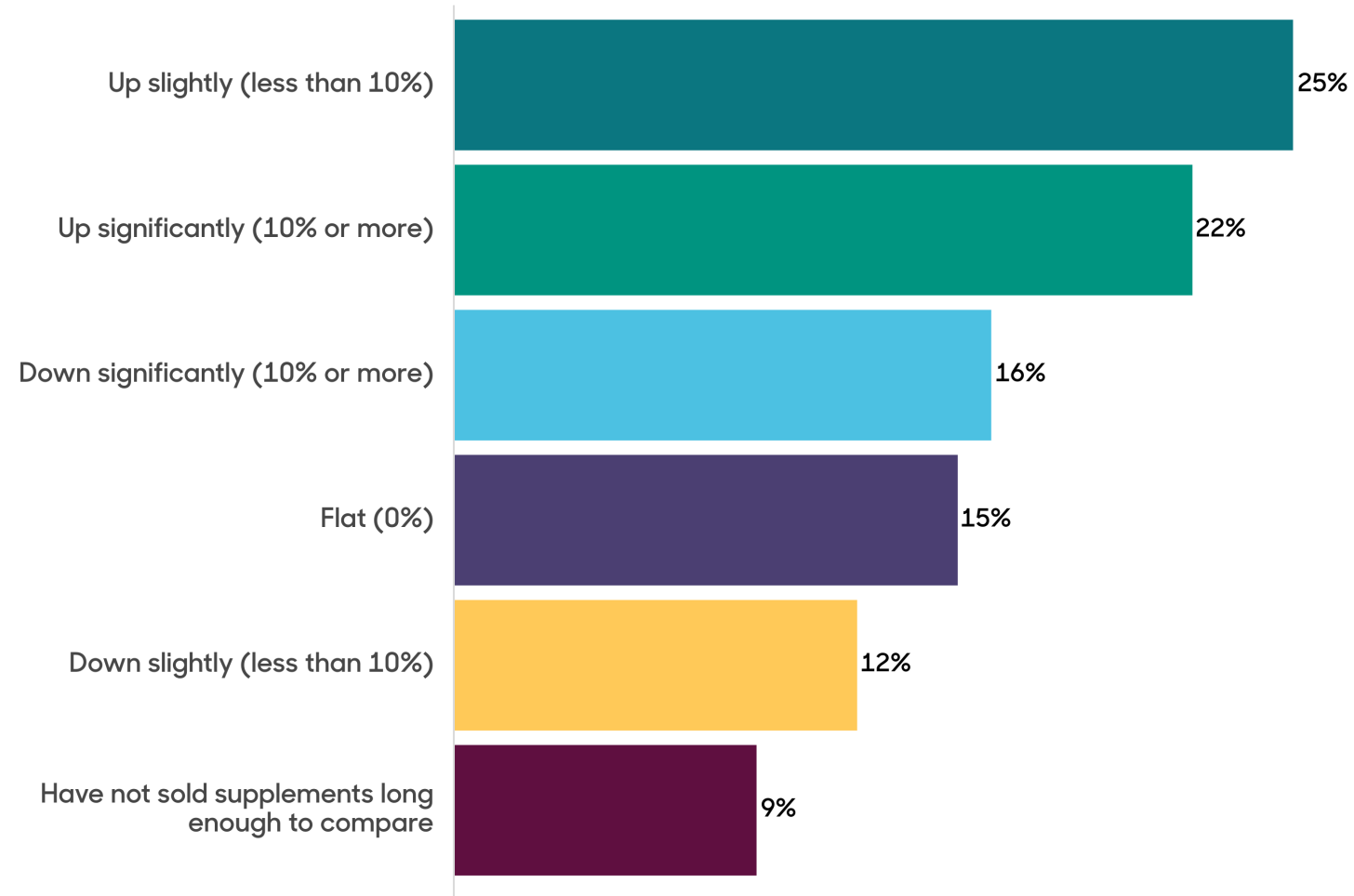
2023 sales compared to 2022



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "Approximately how have your sales of supplements in 2023 compared to sales in 2022?"

# Even greater growth since pre-covid

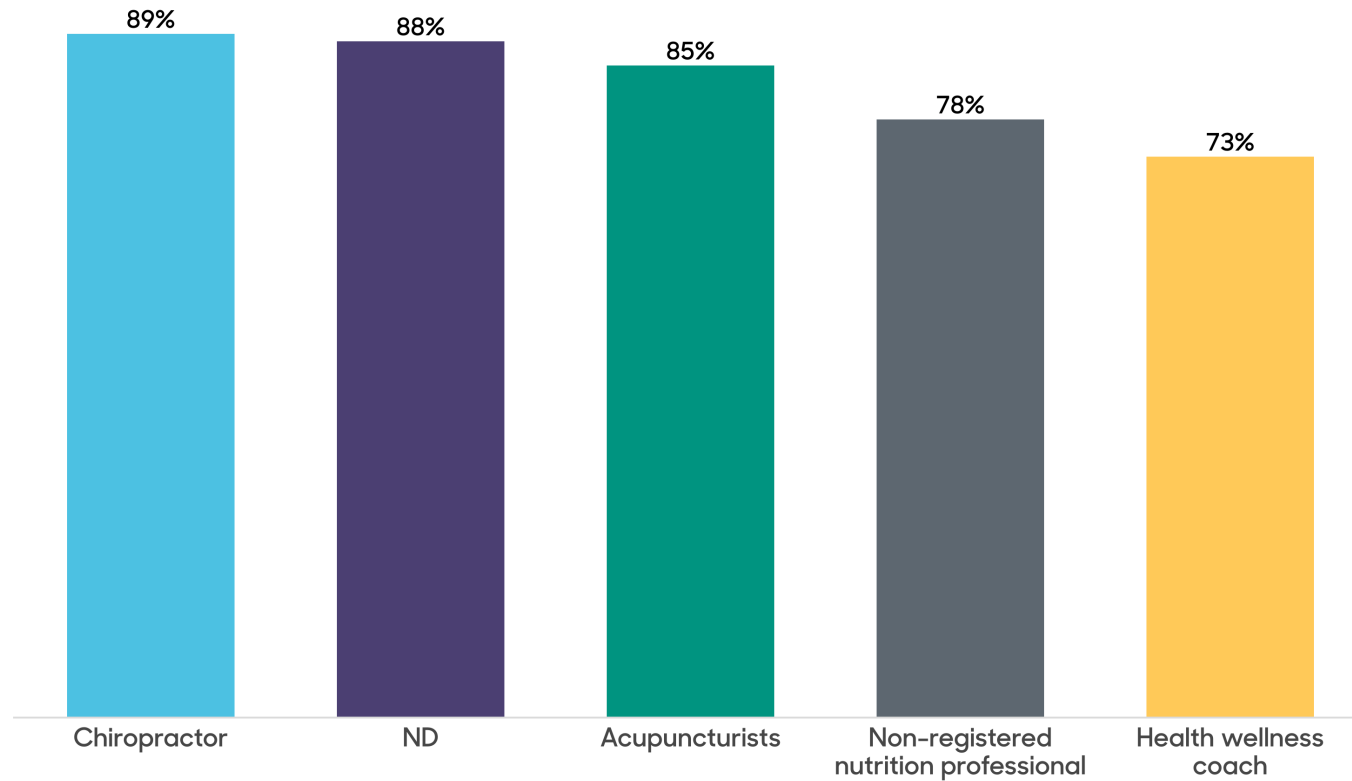
2023 sales compared to pre-COVID levels (2019)



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "Approximately how do your sales of supplements in 2023 compare to pre-COVID levels (2019)?"

# Percentage of practitioners that dispense supps

## Top supplement dispensers

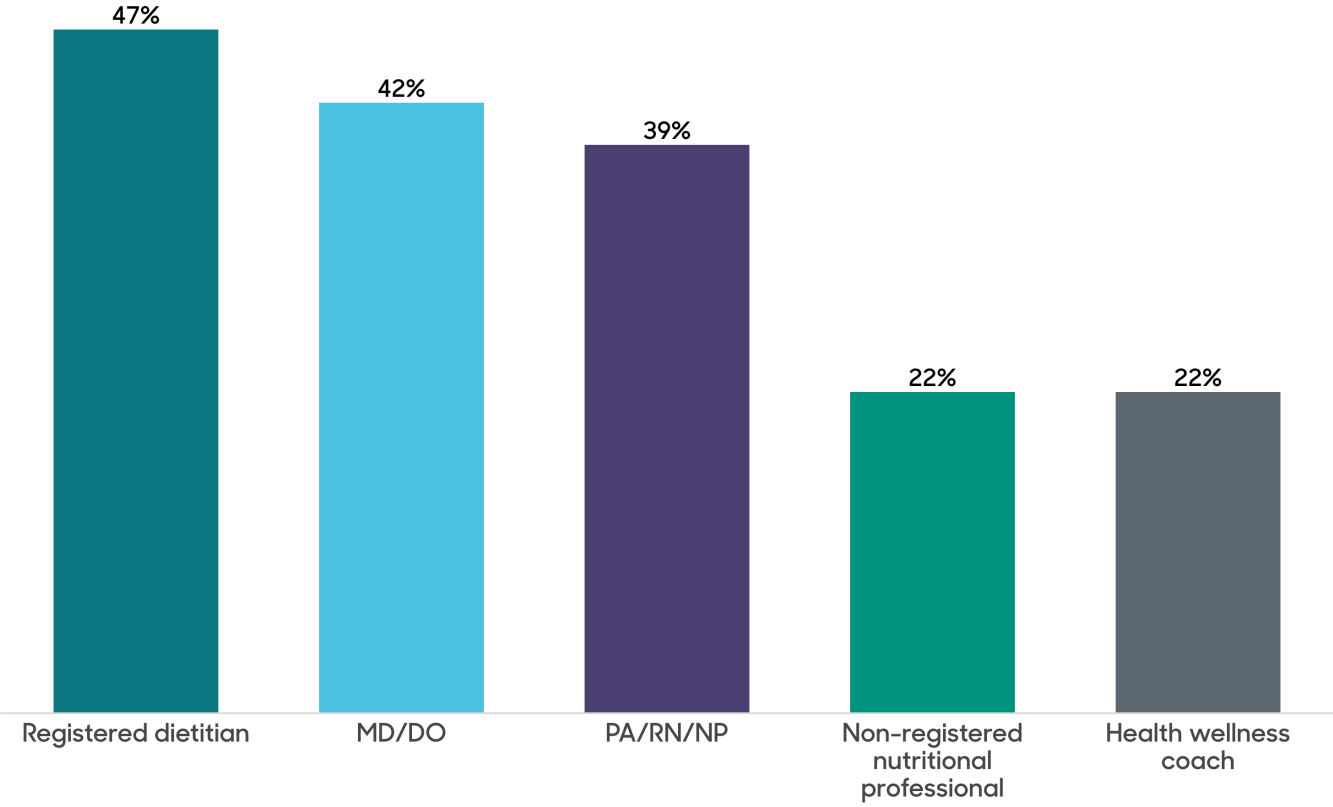


Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.

Question: "What is your current relationship with dietary/nutrition supplements (e.g. vitamins, minerals, probiotics, herbs & botanicals, sports nutrition)?"

# MDs top list of recommenders

Top supplement recommenders



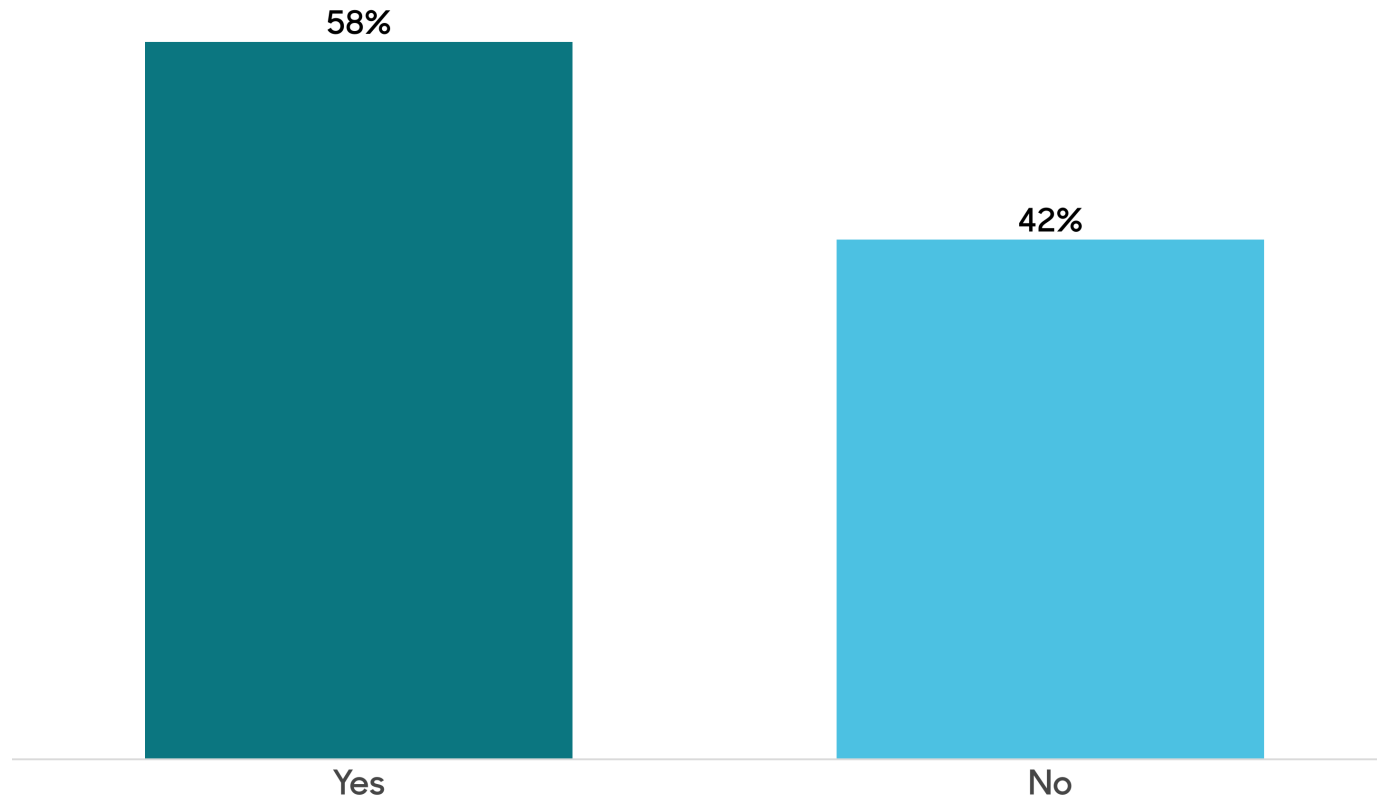
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "How often do you recommend supplements to patients?"

Telemedicine is a game-changer



# Most practitioners are using it...

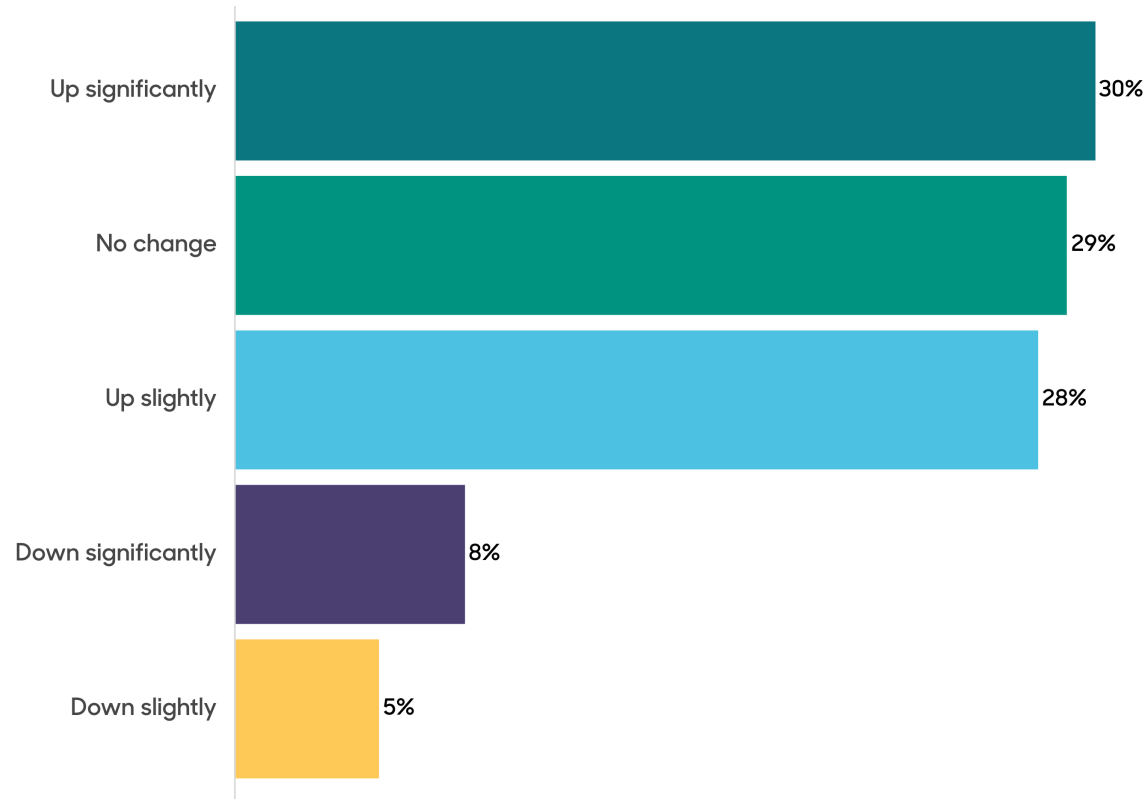
## Offering of virtual visits



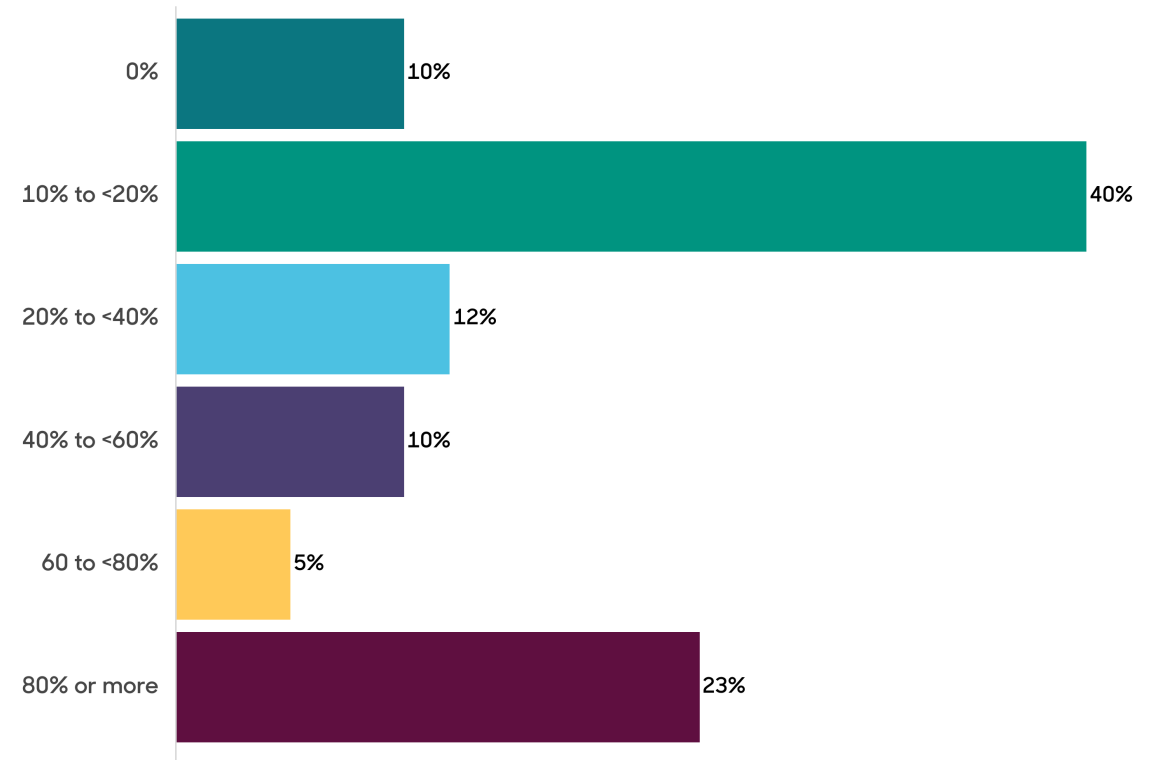
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "Do you offer tele-consults / virtual visits in your practice?"

# Most practitioners are using it...

## How virtual visits changed since pre-COVID (2019)



## Virtual visits as percentage of total visits



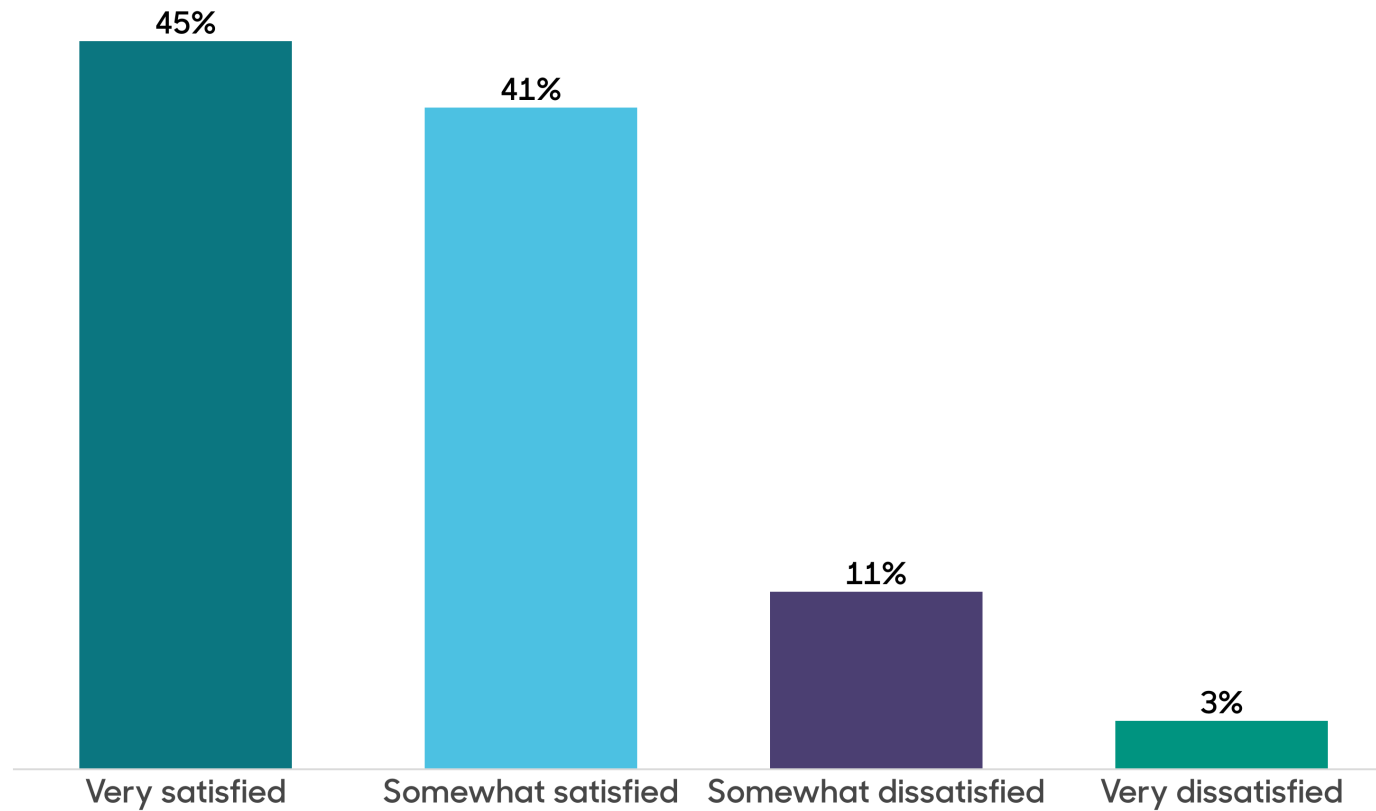
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "How has your number of tele-consults / virtual visits changed since 2019 (pre-COVID)?"

Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "Approximately what percentage of your current patient encounters are done via tele-consult / virtual visit?"



# ...and they're happy with it

## Practitioner satisfaction of virtual visits



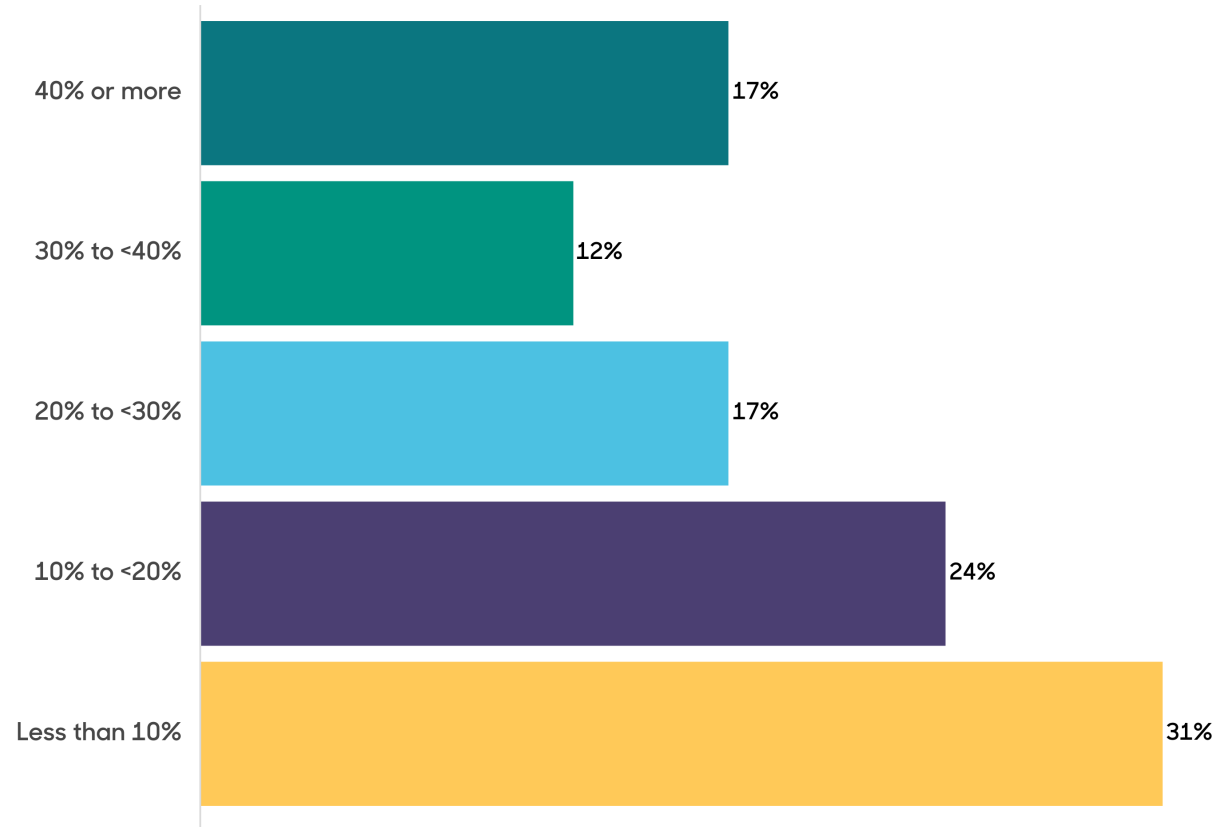
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "Overall how satisfied are you with your tele-consults / virtual visits?"

# Big implications for practitioner-patient relationships



# How important is revenue from DS sales?

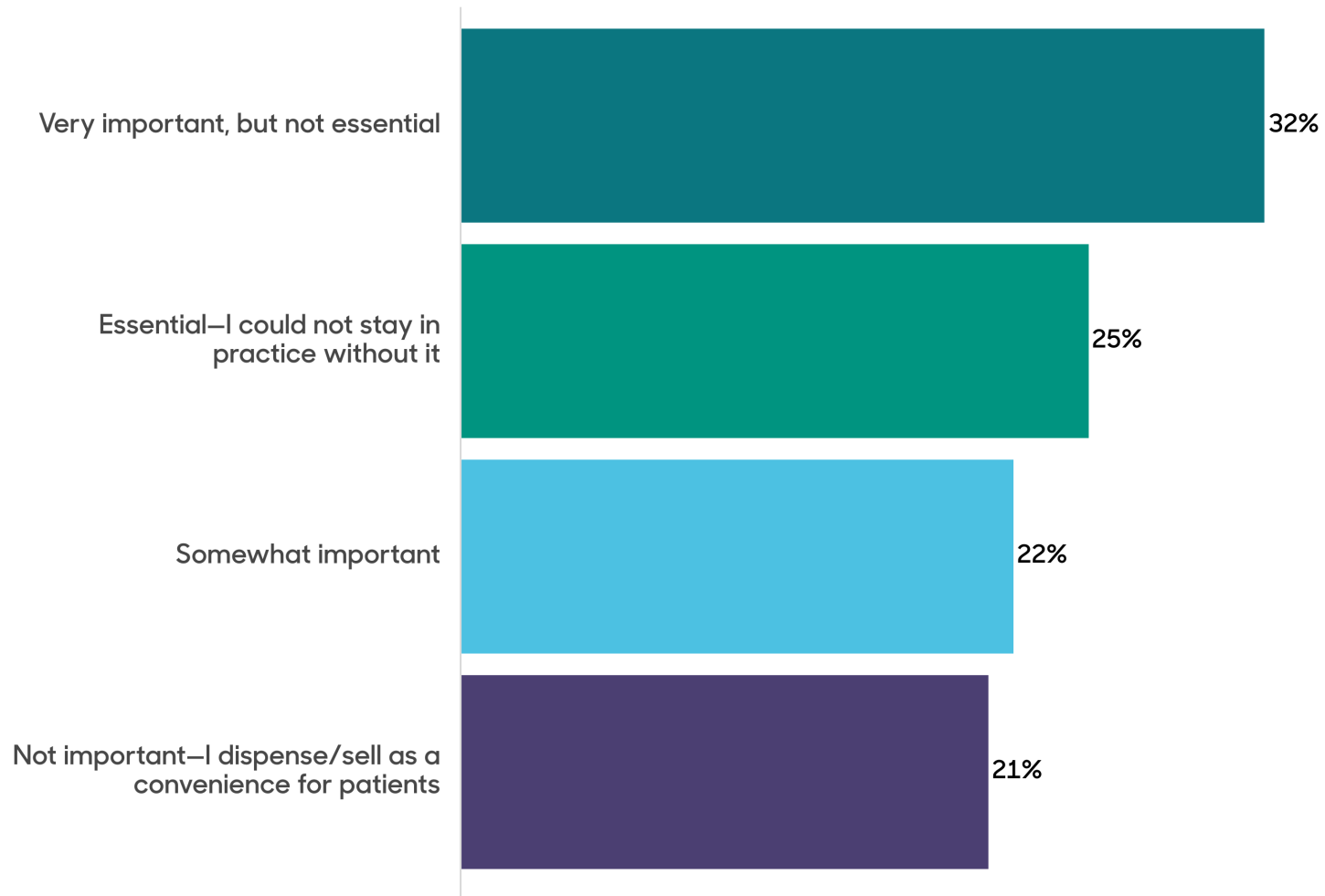
DS sales as percent of total practice revenue



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "In your best estimation, what percent of your total practice revenue comes from sales of dietary supplements?"

# How important is revenue from DS sales?

## Importance of revenue from dietary supplement sales



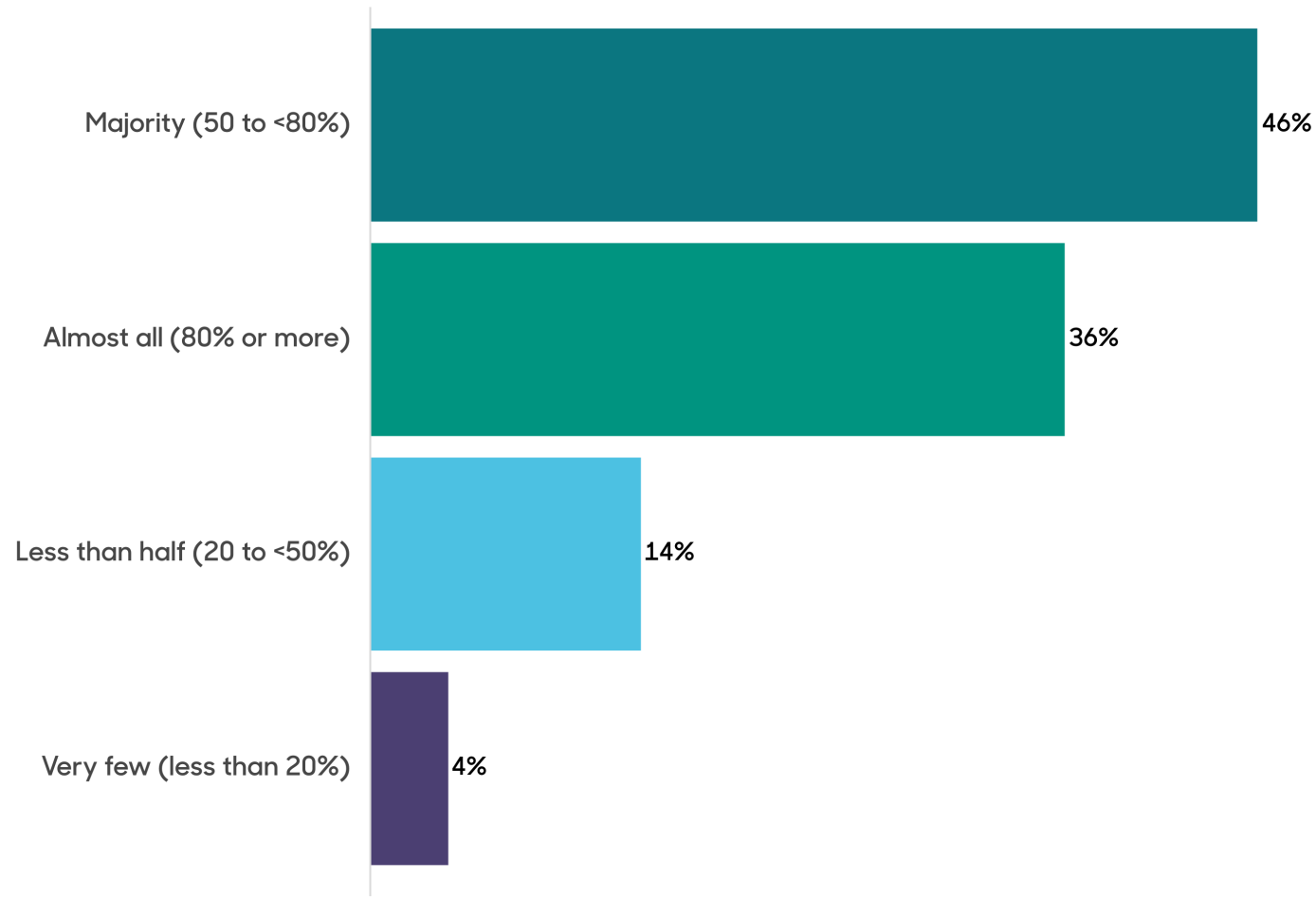
Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "How important is the revenue from dispensing to the overall economics of your practice?"

# Repeat Purchasing & the Enduring Value of Practitioner Exclusivity



# Repeat purchases are strong

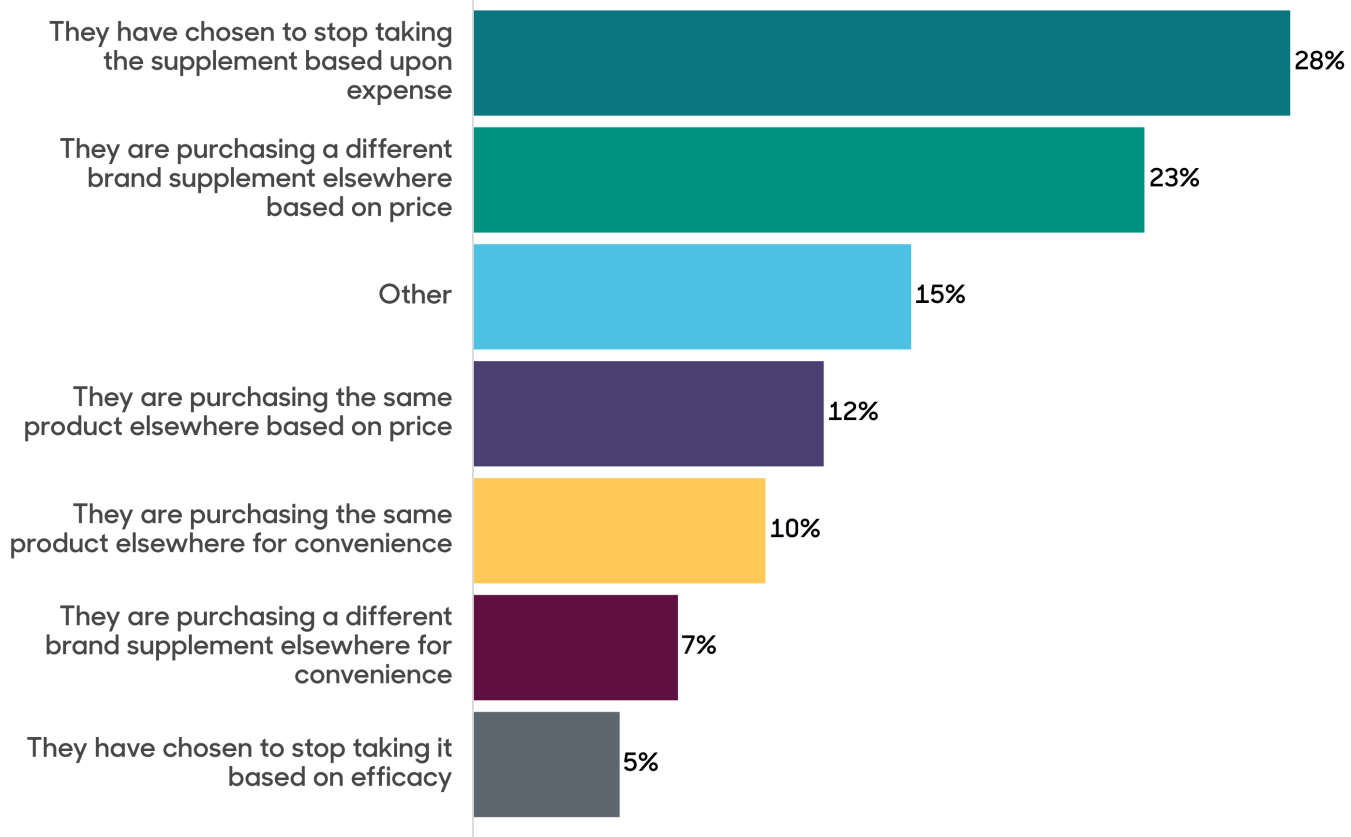
## Repeat of patient supplement purchases



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.

Question: "What percentage of your patients who initially purchase a supplement from you make repeat supplement purchases from you?"

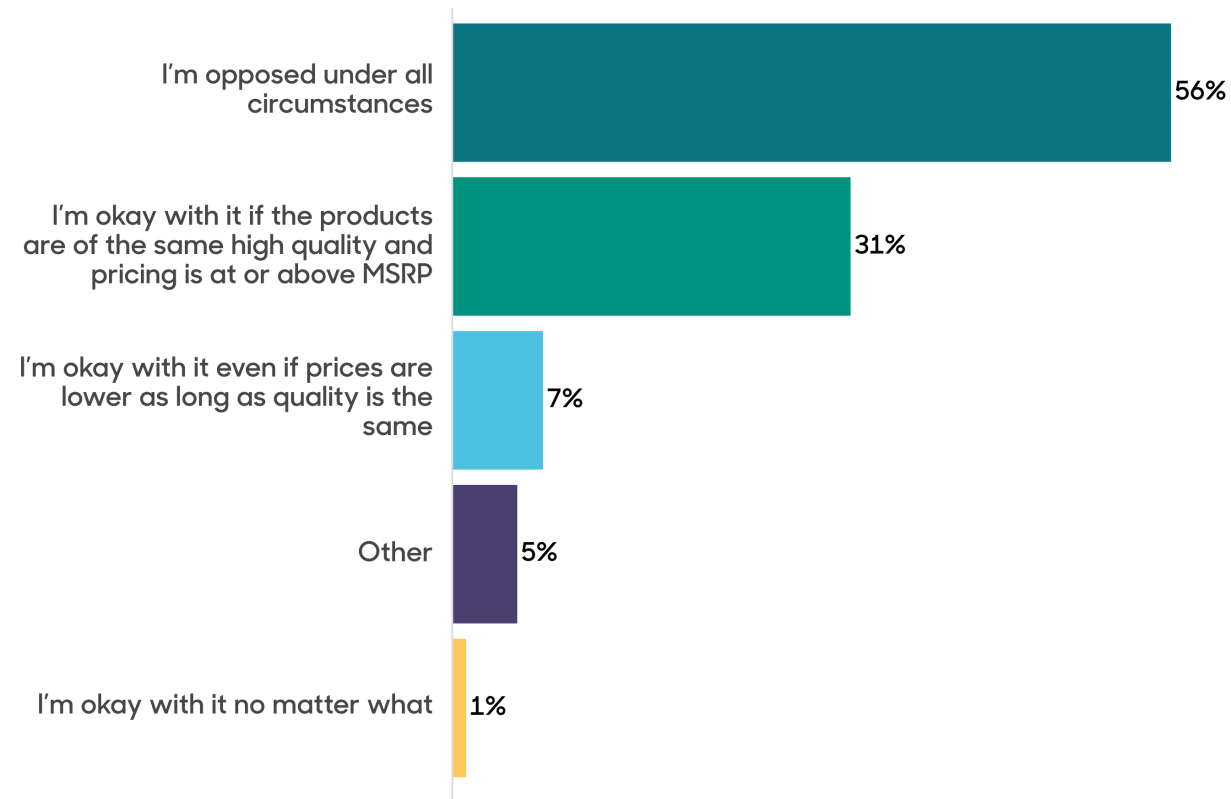
# Leading hypotheses on why patients don't make repeat purchases



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "For those who don't, what is your leading hypothesis for why they are not making repeat purchases?"

# The notion of “practitioner exclusivity” still holds appeal...to practitioners

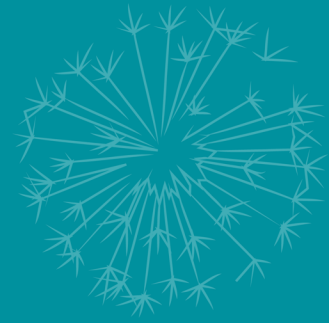
Opinion on previously exclusive practitioner supplement brands now being sold through direct-to-consumer online



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "What is your opinion of supplement brands previously sold exclusively through healthcare practitioners also being sold through Amazon?"

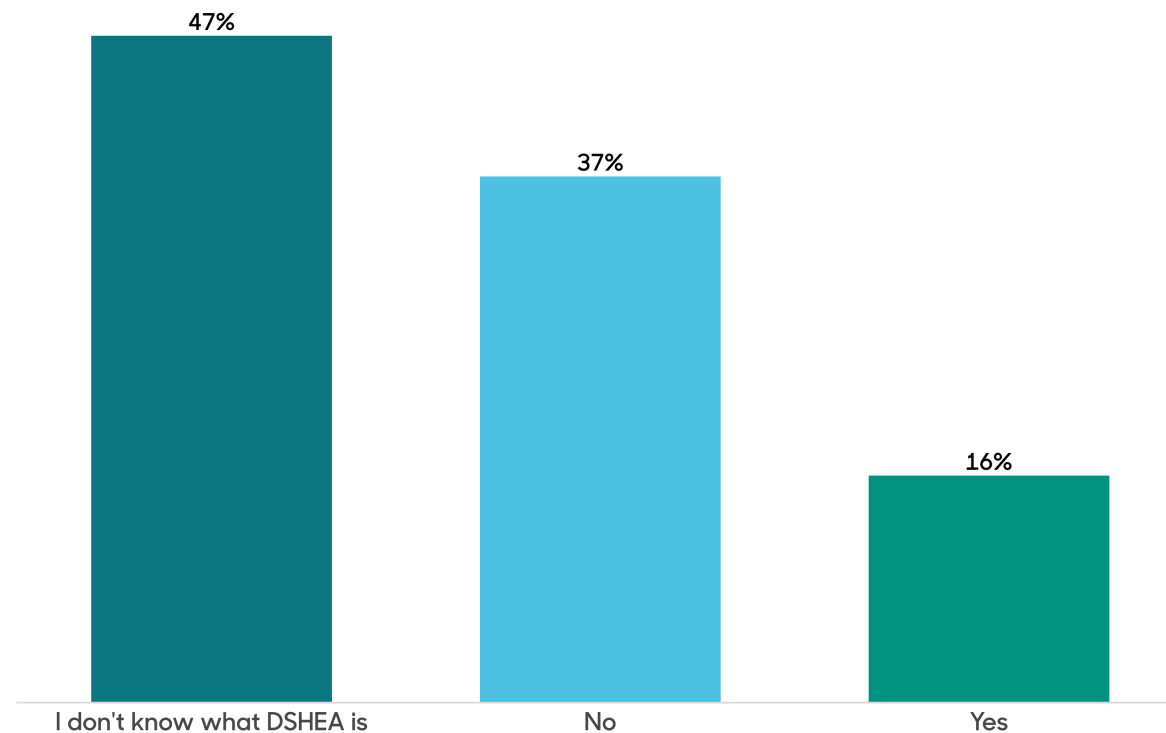


# The Regulatory Knowledge Gap & Industry's Failure to Tell a Good Story



# Practitioner views on DSHEA—A Wake-Up Call

Do you believe DSHEA is adequate to ensure the safety, efficacy, and quality of dietary supplements?

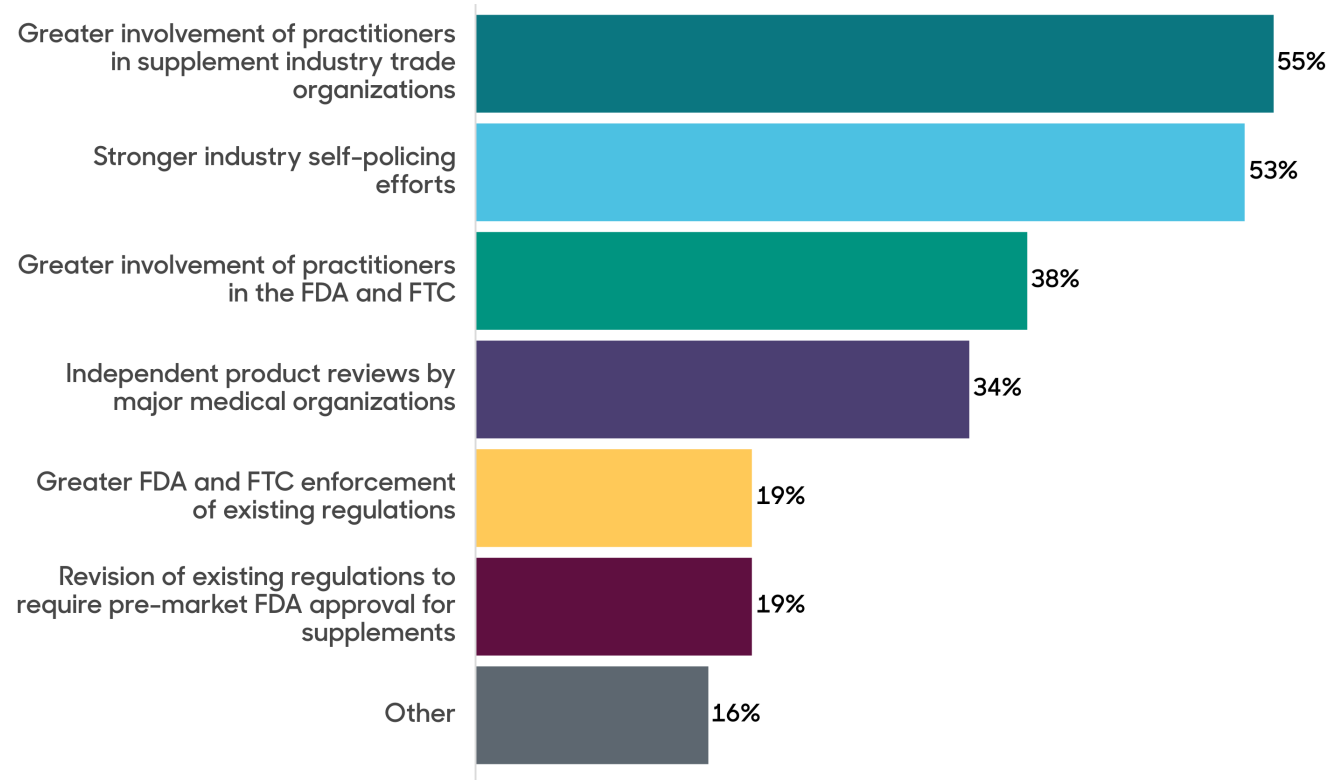


Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.

Question: "Do you believe DSHEA [the Dietary Supplement Health and Education Act (DSHEA)] is adequate to ensure the safety, efficacy, and quality of dietary supplement products?"

# Practitioner views on improving safety & quality

What could improve the safety, efficacy, and quality of dietary supplements



Source: *Nutrition Business Journal* survey targeting 1,115 active U.S. practitioners, completed in October 2023.  
Question: "What do you think would improve the safety, efficacy and quality of dietary supplements? (select all that apply)"

# THANK YOU!



See NBJ at  
Booth  
#7076!

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