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## Modernizing an Ancient Practice: A Q&A With Chad Everts of Modern Acupuncture

Editorial Staff

They're the new kids on the block, but not everyone's a fan of their concept—so we're playing devil's advocate.

*AT:* What was your response when Dr. Stephen Gubernick came to you with his idea of *The Point*?

Chad: My initial response was, "Interesting, I think you may have something here, give me a couple of days to do some research and get back to you." After consulting with my partner, Matt Hale (who was the VP of Operations at *The Joint*), we contacted Dr. Gubernick and said, "we are going to build hundreds of acupuncture clinics."

*AT:* Even though *The Joint* is a success, were you (or your partners) nervous to take on a new venture that could potentially flop?

Chad: Every new venture poses an element of risk. However, after digging deep into the history, research, and proven results of acupuncture; our confidence in the viability of delivering acupuncture to the masses grew stronger and stronger. The external facts and longevity (3,000+ years) of acupuncture supported our vision that it was time for the benefits of this ancient Eastern medicine to be realized in the U.S. In addition, our experience and success delivering chiropractic to the masses aided in our confidence to repeat the same results in acupuncture.

*AT:* Why did the name change from *The Point* to *Modern Acupuncture*?

Chad: The original name was *The Point* with the tagline *Modern Acupuncture*. However, due to potential trademark issues and concerns, we decided to drop *The Point* and use *Modern Acupuncture* as the principal mark. In our opinion, this name change actually yields more clarity to the consumer about what we do.

*AT:* When did the first location open, and how many locations are up and running?



Chad: The first Modern Acupuncture clinic opened in Scottsdale, Ariz. on January 23rd of 2017. As of August 21st 2018, there are 24 clinics open in 11 states. In addition, 488 RD licenses/137 franchise licenses are sold/in development in 28 states.

AT: How many new locations are in the works as we speak?

Chad: Forty-five to fifty *Modern Acupuncture* clinics will be open and operating by Dec. 31, 2018. We expect an additional 55-65 new clinics to open in 2019, bringing the total number of clinics in operation to 100-115 by Dec. 31, 2019.

AT: Can you explain how the regional developer (RD) model works?

Chad: In an effort to scale franchise models, many franchisers choose to leverage "Regional Developers" (RDs) to facilitate rapid growth while maintaining brand integrity/consistency. RDs act as the franchiser's agent and facilitator of franchise growth in a specific geographical area (typically defined by state). Our carefully selected RDs have vast experience, success, and local market knowledge that in most cases is superior to the franchiser. In exchange for their value, and at no expense to the franchisee, the franchiser compensates the RDs with a portion of the initial franchise fees and ongoing royalties.

AT: What is some of the positive feedback you have received?

Chad: We have been welcomed by the acupuncture profession (overall) in a manner that has warmed our hearts and validated that what we are doing is of value for the profession and the practitioners. Positive feedback from patient's perspective is evident on various online reviews, most of which average five stars in each market where *Modern Acupuncture* operates.

AT: The *Modern Acupuncture* model is groundbreaking for the profession, but not everyone is on board. We (*Acupuncture Today*) have even received some negative feedback, how do you respond

to naysayers?

Chad: When you do something groundbreaking, there are always naysayers. The truth is our goal is to elevate the profession. We are working with acupuncture schools across the country and they are grateful that we are providing viable career opportunities to their students. As we continue to grow, our message about the positive health benefits of acupuncture is more impactful and that benefits everyone in the profession.

AT: Do you think the *Modern Acupuncture* concept will affect the traditional model of acupuncture in the long-run?

Chad: It affects the model in a positive way because we make the treatments accessible to everyone. We have convenient hours and most clinics are open seven days a week which breaks down the barriers of treatment for those who don't have a flexible schedule. Most people are juggling very busy work and home lives and need the health benefits of acupuncture more than ever. We've modeled *Modern Acupuncture* after many successful membership-based spa, chiropractic, and massage concepts because we realized that is the way to appeal and accommodate the people who need us most.

AT: Do you believe there is room in the marketplace for both?

Chad: Of course there is room for both, and our goal is that our ability to market to masses will drive more people to discover the benefits of acupuncture. Our mission is to make your life better. If that means a patient sees an acupuncturist down the street from a *Modern Acupuncture* clinic - that's wonderful because they are making their life better. There are enough people in this country who should experience acupuncture, so our hope is that as an acupuncture community - we all grow together.

AT: What does *Modern Acupuncture* want to bring to the public and how will it help the profession?

Chad: Modern Acupuncture is more than just health, more than the feeling of relief, and more than the rejuvenation of beauty. It's a state of happiness and well-being. We want to bring that to the public. We are helping the profession by creating jobs. Many of our acupuncturist are grateful to that they have an opportunity to deliver their calling without being bogged down by operating a center and needing to do the laundry, accounting, marketing. We create a gateway to a long-lasting, fulfilling career with time off for vacation. We also provide on-going training and opportunities to further develop their skill set as our model requires them to be a well-trained in our methods of delivery. We work with experts in the field who teach all over the world and are pioneers in the industry because we will only deliver the highest level of care to our patients. We are also working with the NCCAOM and schools across the country to elevate the profession. All our acupuncturists are certified by the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) .

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