



Competitor Software Comparison Report

2022



Methodology



Type

A combination of virtual focus groups with live demonstrations of OCA Aspire software, as well as pre-recorded demonstration videos of OCA Aspire, were shown to respondents. All participants **compared 23 demonstrated features** of OCA Aspire to their current software in a survey.



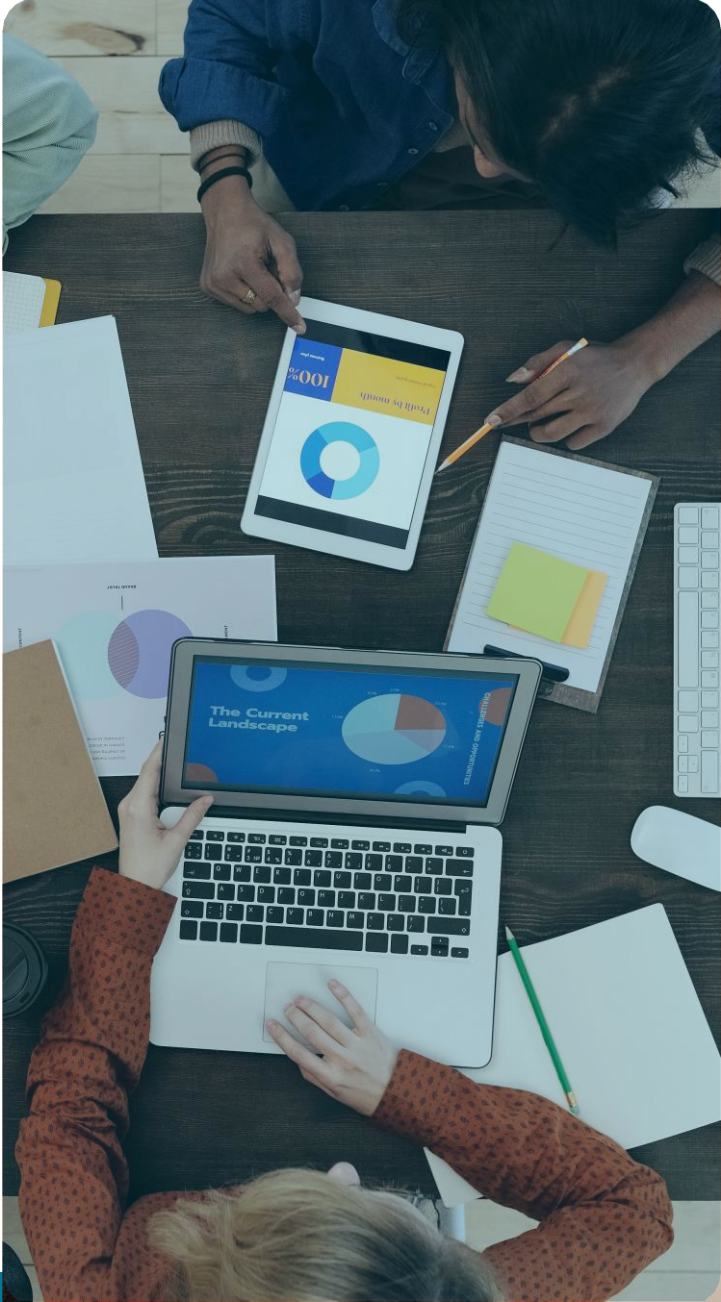
Respondents

The team reached out to **over 2000 OCA members**, of which **318** participated in initial surveys and **48** responded to the focus groups and 23-question video survey.



Timing

Over **April and May** of 2022



Key Takeaways



Overall Performance Averaged Across All Responses

83% said that OCA Aspire was as good or better than their current software.

51% said that OCA Aspire was better than their current software.



Highest Ranked Features

1. **Online Booking** - Booking multiple appointments (96% felt OCAAspire is as good or better)
2. **Online Booking** - Day/time filtering options (96% felt OCAAspire is as good or better)
3. **Reports** - KPIs useful/relevant (93% felt OCAAspire is as good or better)
4. **Reports** - Clinic performance metrics actionable (91% felt OCAAspire is as good or better)
5. **Billing/Invoicing** - eClaims (89% felt OCA Aspire is as good as or better)



Areas of Improvement

The module that participants felt needed the most improvement is the in-clinic calendar-booking (33% felt their software was better) In particular, the look and feel of the **in-clinic calendar-booking** feature was the lowest-ranked feature, with 42% of respondents indicating their software was better

Demographics Of Respondents

Clinic Type Distribution



17%
Chiropractic Only



74%
Interprofessional

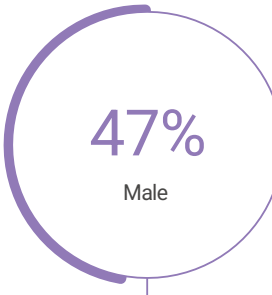


9%
Both

Gender Distribution



53%
Female



Age Distribution



52%
20 - 29 years old



28%
30 -39 years old

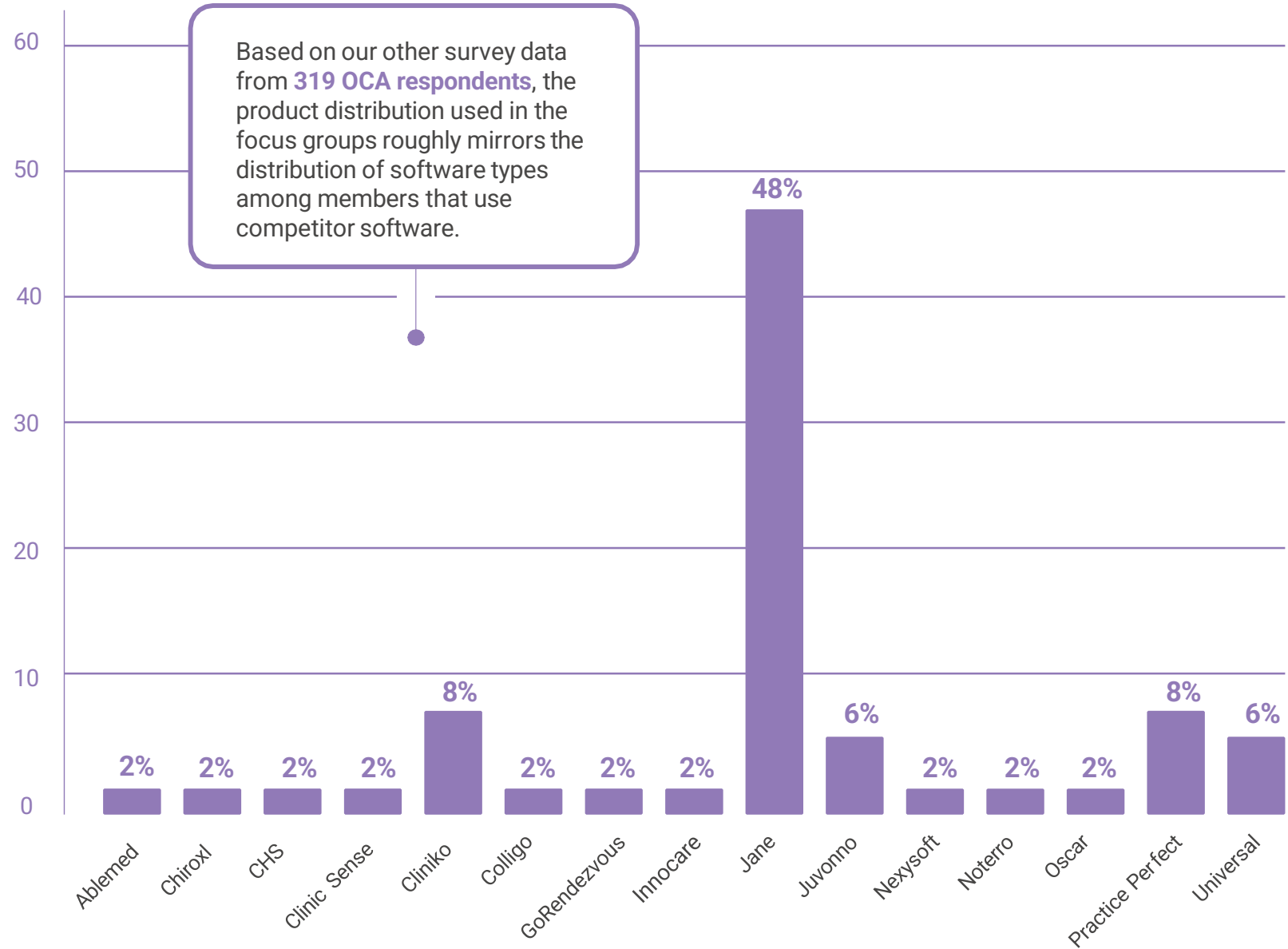


10%
40 - 49 years old



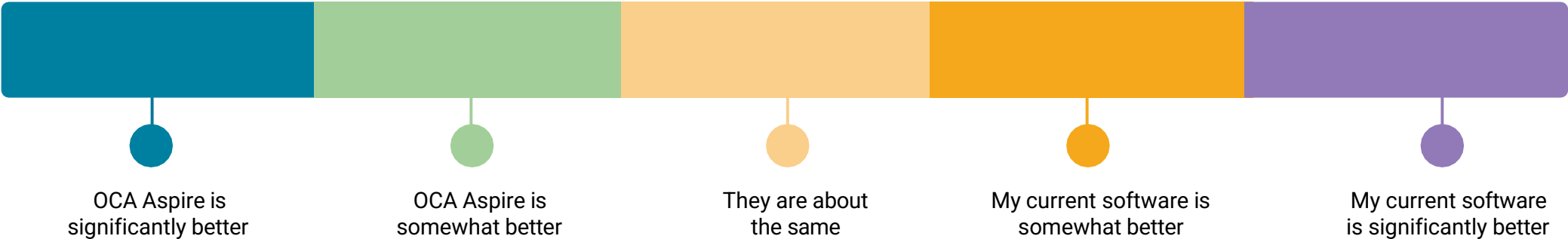
10%
50+ years old

Software Distribution Among Respondents



The Results

We showed participants a feature in OCA Aspire and asked them to compare it to their own software on a **five-point scale**:

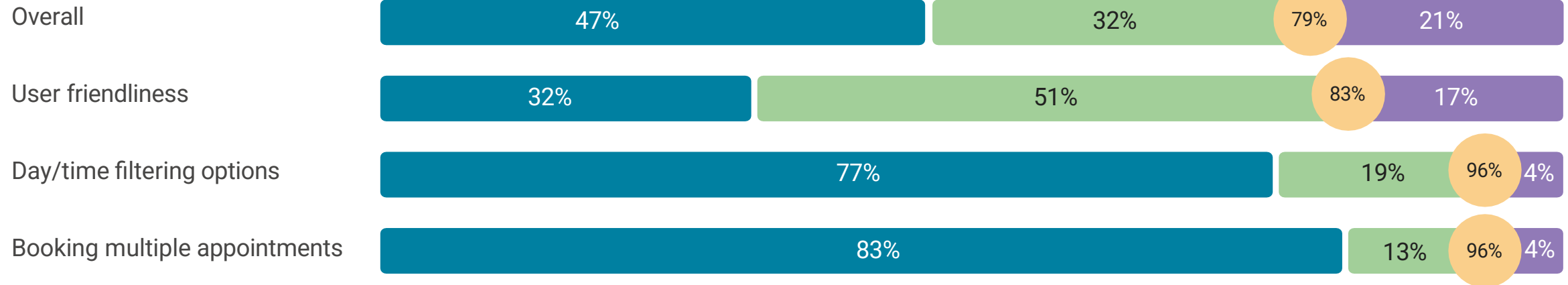


For clarity, we condensed the five-point scale into a **three-point summary** consisting of:

- OCA Aspire is Better
- OCA Aspire is as good as
- Competitor is Better

Online Booking

Online Booking

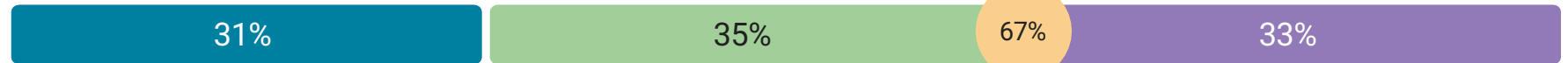


In-clinic Calendar

In-Clinic Calendar



Overall



User friendliness / flexibility



Booking multiple appointments



Other Calendar Features

Other Calendar



Features overall



Customization / flexibility

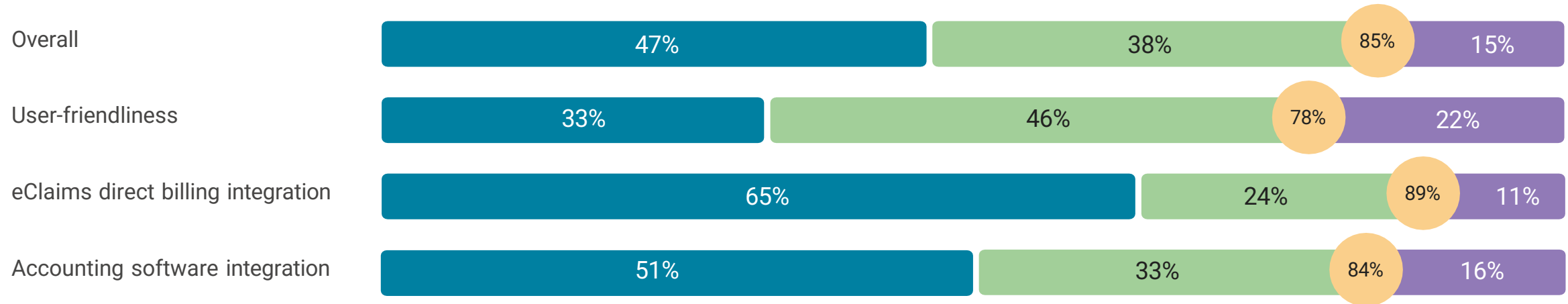


Ease of access to information



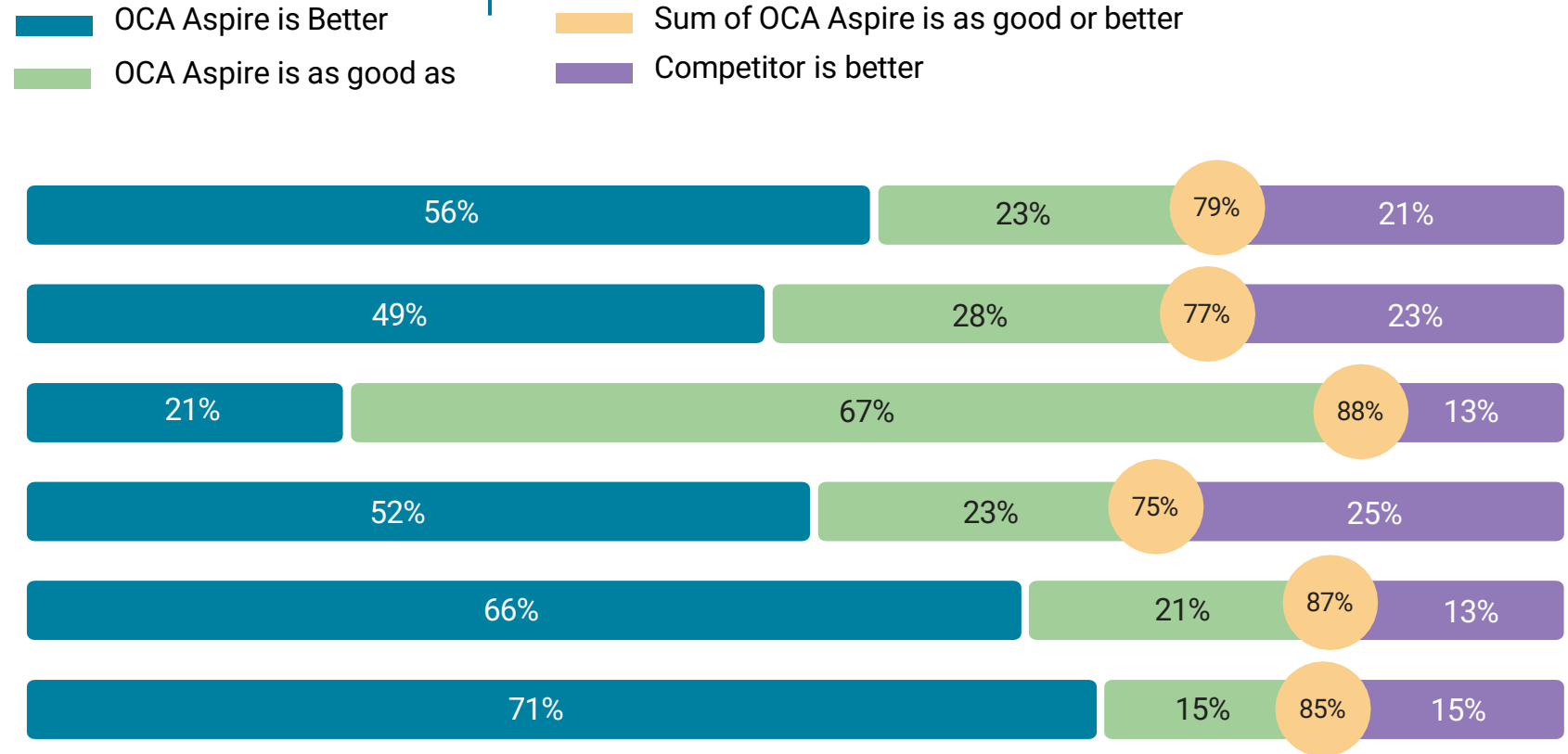
Billing/Accounting

Billing/Invoicing



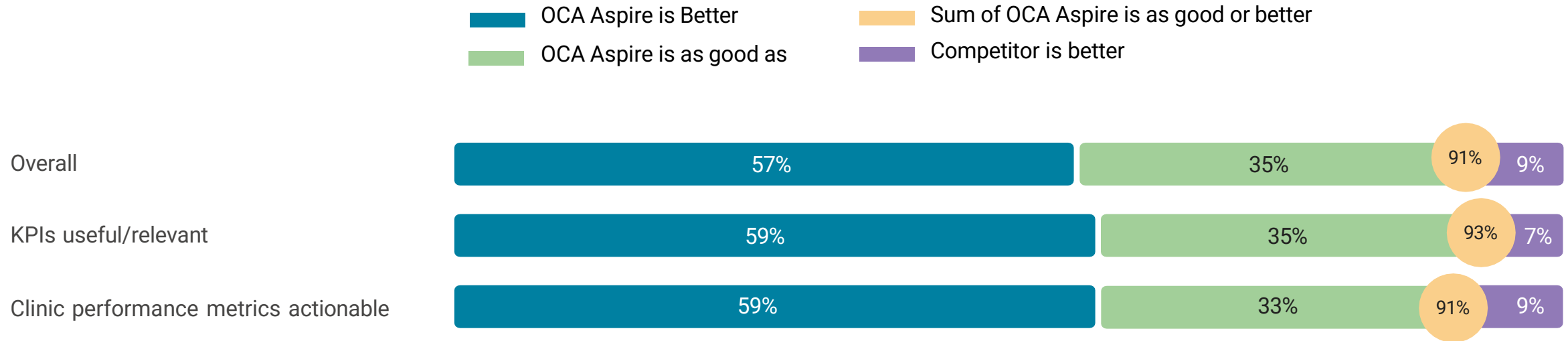
Electronic Health Records (EHR)

Electronic Health Records (EHR)

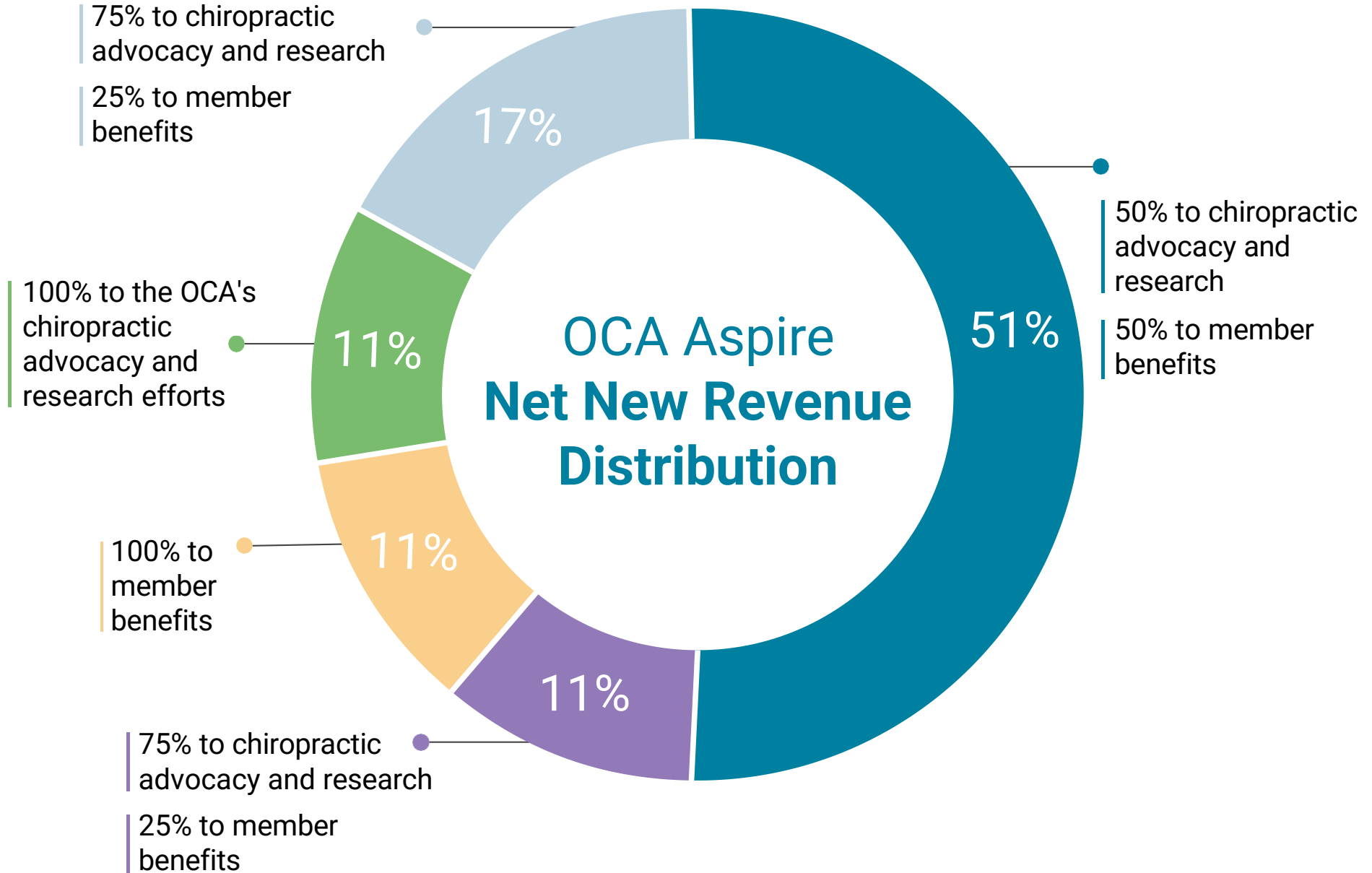


Reporting Features

Reports



We asked the focus group participants how they would like to see the net new revenue from OCA Aspire distributed. **51% of respondents** would like the net new revenue from OCA Aspire to be **split evenly** between member benefits and funding chiropractic advocacy and research.





Thank you to all of the participants. The importance of your feedback cannot be understated. The OCA Aspire team is thrilled to hear the positive feedback, but we also take criticism seriously. Thanks to your feedback, we will continue to improve.

Want to learn more about OCA Aspire?
Book a demo with us today!

[Book Demo](#)