



CHIROPRACTIC

## Has the Pandemic Driven More Students to Chiro. Colleges?

Dynamic Chiropractic Staff | DIGITAL EXCLUSIVE

If we think about key performance indicators (KPIs) for practice success, we think about variables such as patient retention rate, average monthly collections, new-patient visits, billed vs. unbilled visits, accounts receivable and much more. But what if we consider KPIs for the *profession*? Three primary metrics likely come to mind: number of new patients trying chiropractic for the first time; increasing coverage / inclusion in health plans, guidelines, etc.; and of course, college enrollment at chiropractic colleges.

Let's focus on this third metric, which appears to be trending upward in a big way as we emerge from the COVID-19 pandemic. Look no further than Palmer College, which just reported impressive enrollment totals for the spring 2021 incoming classes at its three campuses.

The main campus in Davenport, Iowa, boasts its largest incoming class in eight years for the spring 2021 session that began on March 9; while the Palmer Florida campus in Port Orange, Fla., anticipates its largest-ever incoming class will begin studies when the spring session begins in just a few days. The Palmer West campus in San Jose, Calif., also anticipates its largest spring-term enrollment in a decade.



"Compared to the past two years, applications are up by 30% in fiscal year 20-21," according to Michael Norris, PhD, vice chancellor for admissions, in a press release from Palmer College reporting on the encouraging new-enrollment totals across the college's three campuses. Currently, more than 2,100 students are enrolled at the three campuses, including over 900 at the main campus in Davenport.

Palmer's impressive news comes on the heels of other signs that more students are interested in pursuing a career in chiropractic. For example, in our December 2020 issue, we reported on Cleveland University-Kansas City's historic enrollment totals for its fall 2020 semester - the largest incoming class of chiropractic students to begin the program in nearly four decades.

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