



AANP Strategic Plan 2025

Goal 1 – Increase public awareness and understanding of naturopathic medicine

Objective 1 – Position AANP as “the voice of the profession” by promoting a clear and consistent branding of the naturopathic profession.

Strategy: Optimize the AANP’s communications and interface with social media, and leverage influencers in the profession, proficient writers and communicators, web content & SEO experts to improve both internal profession communications and external community communications.

Strategy: Coordinate with the Institute for Natural Medicine in their efforts to create and maintain a consumer-oriented website and consistent messaging/branding of the naturopathic profession.

Objective 2 – Increase media coverage of naturopathic medicine and naturopathic physicians.

Strategy: Allocate resources to execute a plan to increase media coverage.

Strategy: Recruit, train and support a Rapid Response Spokespersons team of naturopathic physicians to generate, interact with, and respond to, local, regional, and national media opportunities.

Strategy: Disseminate naturopathic perspectives (statements) on trending topics

Strategy: Develop and continuously evaluate Crisis Prevention and Response Plans in coordination with the INM.

Goal 2 – Achieve full-scope legal recognition of the naturopathic profession throughout the United States.

Objective 1 – Achieve licensure in all 50 states by the year 2025.

Strategy: Maintain a staff position to provide administrative and organizational assistance to pre-licensed states in their licensing efforts.

Strategy: Allocate funding, expert support, and testimony to states seeking licensure.

Strategy: Provide information resources and facilitate the sharing of knowledge among states regarding licensing.

Objective 2 - Achieve recognition in federal programs such as Medicare and the VA.

Objective 3 – Support scope expansion in states.

Strategy: Coordinate with states to provide expert support and testimony as needed.



Strategy: Provide information resources and facilitate the sharing of knowledge among states regarding scope expansion.

Objective 4 – Defend scope of practice, modalities and patient/physician access to natural substances and therapies both nationally and locally.

Strategy: Advocate before regulatory agencies by responding to public comment solicitations, and engaging grassroots, coalition and legal input as needed.

Strategy: Support federal and state bills that defend or enhance scope and access to modalities and therapies used by NDs.

Strategy: Work with or develop coalition partners to amplify our impact.

Objective 5 - Collaborate with affiliates and INM on building an advocacy network in AANP's Legislative Action Center that can be mobilized to support all advocacy campaigns

Goal 3 – Increase professional success and employment opportunities for naturopathic physicians in all health care environments

Objective 1 – Expand employment opportunities for NDs.

Strategy: Increase inclusion in federal programs such as Medicare and the VA.

Strategy: Collaborate with other stakeholders to expand residency opportunities and to promote equity for residencies for all graduates.

Strategy: Promote opportunities for naturopathic physicians to work in other countries.

Strategy: Develop and launch a Career Center that actively educates employment sectors on the value of hiring naturopathic physicians and recruits employment opportunities to promote to NDs.

Strategy: Coordinate with AANMC/Schools to transition students from the school's business courses to the AANP's professional development resources.

Objective 2 – Increase reimbursement for naturopathic physicians.

Strategy: Work with states on inclusion of naturopathic physicians and their services in insurance plans.

Strategy: Promote reimbursement parity for naturopathic physicians with other medical providers.

Objective 3 – Promote practice success

Strategy: Develop practice management webinar series and toolkit to include business development tools, marketing, contracting, operations, management training, etc.



- Strategy:** Provide mentorship opportunities through the convention and collaboration with AANMC on expanding student access to preceptors.
- Strategy:** Identify and promote successful models of financially successful NDs, highlighting different models of practice to include cash-based, insurance, medicaid, multi-clinic, integrative, and in pre- and post-licensed states..
- Strategy:** Increase culturally responsive/appropriate practitioner training to facilitate the ability of NDs to work in all healthcare environments.
- Strategy:** Engage Professional Affairs Committee to develop training materials that keep naturopathic physicians on the cutting edge of the changing face of healthcare, including telemedicine guidelines, dealing with social media censorship, doing group visits, value-based care alternative payment models, etc

Objective 4 – Identify and disseminate current information about programs and strategies to help alleviate student debt and reduce student loan burden.

- Strategy:** Coordinate with AANMC, NMSA and state associations to advance initiatives to enumerate NDs in loan forgiveness/refinance/repayment programs.

Goal 4 – Foster a more sustainable, unified, and resilient naturopathic community.

Objective 1 – Enhance the AANP member experience

- Strategy:** Increase AANP’s role and activities as a leader in providing professional education for members.
- Strategy:** Continually evaluate and bring optimal benefits to members.
- Strategy:** Keep members informed about AANP activities and developments relevant to the profession occurring at the state and national level.
- Strategy:** Increase opportunities for member participation in AANP committees, task forces, and leadership positions.

Objective 2 – Engage and inspire the naturopathic medicine community through enhanced communication and collaboration.

- Strategy:** Keep the community informed about AANP activities and developments relevant to the profession.
- Strategy:** Provide Board presence at events with state associations, affiliates, and other stakeholders.
- Strategy:** Optimize SEO for the website, and improve AANP communication channels and technology to enhance the member experience.



Objective 3 – Engage affiliate members of the House of Delegates to transform the AANP’s structures, systems, policies and by-laws if needed to reflect a naturopathic community that collaborates more effectively, reduces competition, and is reflective and responsive to all segments of the naturopathic community.

Strategy: Solicit widespread input from affiliates and potential affiliates to identify needs and visions for how AANP can support them.

Strategy: Engage consultants and/or allied organizations/leaders familiar with organization transformation to advise on developing a plan that leads to structural reform.

Objective 4 – Promote interprofessional collaboration.

Strategy: Participate in interdisciplinary forums, events, and coalitions.

Strategy: Strengthen AANP’s presence in government forums, hearings, and events.

Goal 5 – Attain the financial and human resources necessary to carry out the strategic plan

Objective 1 – Secure and cultivate talented association staff to carry out AANP operations at a high quality level.

Objective 2 – Increase AANP’s financial security through strengthening member programs and services.

Strategy: Recruit new members while increasing retention of existing members.

Strategy: Develop and execute conferences that are financially viable.

Strategy: Create synergistic relationships with corporate sponsors and affiliate organizations.

Objective 3 – Diversify revenue streams with non-dues revenue, collaborative grants and partnership proposals with INM, and other fundraising opportunities.

Strategy: Explore possibilities of approaching corporate partners to support staff that can help AANP develop more resources.