

2025 Year in Review

American Association of Naturopathic Physicians (AANP)

2025 marks the end of the AANP's 2015 – 2025 Strategic Plan, and was also the year we celebrated our 40th Anniversary.

It was a banner year that saw unprecedented growth, significant advances in both state and federal advocacy, & stronger collaborations & community building within the naturopathic profession.

2025 AANP YEAR IN REVIEW

Table of Contents

01

Goal A

Raising Public Awareness of Naturopathic Medicine

04

Goal B

Advancing Full-Scope Legal Recognition

08

Goal C

Expanding Professional Success & Career Opportunities

10

Goal D

Building a Unified Naturopathic Community

14

Goal E

Attain Resources Necessary to carry out the Strategic Plan

15

Thank You

AANP Corporate Partners & Sponsors

GOAL A

Raising Public Awareness of Naturopathic Medicine

Strengthening the **visibility, credibility, and accessibility** of naturopathic medicine – positioning members for broader public recognition, patient trust, and advocacy success.

Naturopathic Medicine Week 2025

12% MORE AFFILIATES PARTICIPATED

The AANP once again partnered with INM, AANMC, and NMSA for a unified celebration of Naturopathic Medicine Week under the theme "Caring for the Whole You."

- 12% more affiliates participated nationwide, reflecting greater collaboration across the naturopathic community.
- Increased engagement and follower growth on social platforms expanded the reach of naturopathic messages to the public.

Impact:
Greater alignment and visibility across the profession enhances public recognition of naturopathic doctors, amplifying members' credibility and message reach.





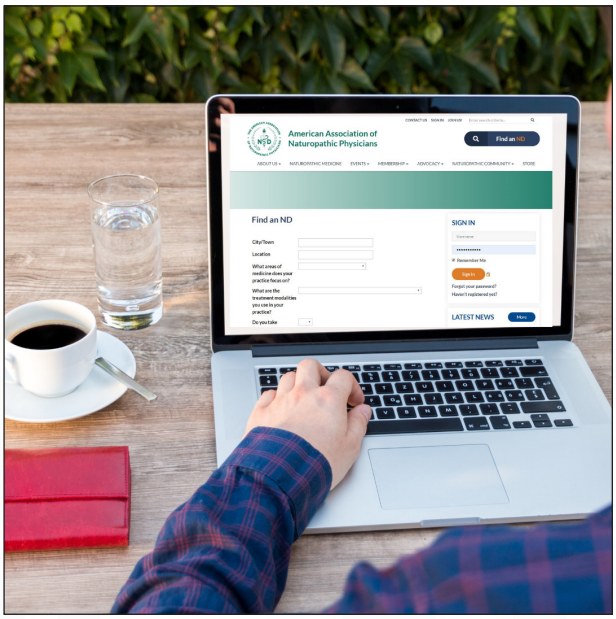
Expanding Online Discovery & Visibility for NDs & Members

AANP's investment in web optimization and AI-driven search strategies dramatically expanded how patients discover naturopathic doctors online.

- Organic traffic to naturopathic.org grew 271%, from 14,000 to more than 52,000 monthly visitors.
- On the AANP Find a Doctor tool, searches for NDs reached 260,000+ page views, a 10% annual increase.
- AANP members who opt-in to an enhanced profile with the Institute for Natural Medicine achieved 79% greater visibility on INM's Find an ND platform (108,338 vs. 60,583 appearances) than non-AANP members.
- Over 13,000 profile views connected patients directly with AANP-member practices through this opt-in collaboration.

Impact:
More people searching. More patients finding you. Every technical improvement translates into stronger online presence, new patient leads, and increased visibility for the naturopathic profession.

271% ORGANIC TRAFFIC GROWTH



Media Coverage and Public Outreach

While selective in scale, AANP's outreach efforts targeted health and consumer audiences to position naturopathic doctors as leaders in the future of whole-person care, and to complement and enhance AANP's advocacy priorities over general public awareness. Highlights included:

- A feature article in Desert Health News spotlighting naturopathic doctors' leadership in integrative care and the AANP's advocacy, coinciding with AANP's 40th Annual Convention.
- Three features in Natural Practitioner magazine highlighting policy priorities, CE opportunities, and the profession's influence on nutritional medicine and primary care.


AANP 2025:
SUN, CE AND CELEBRATION
Why you can't miss this year's biggest naturopathic event!
By Taryn Ernest
For more than four decades, the American Association of Naturopathic Physicians (AANP) has been the heart of the naturopathic profession, advancing the field, fostering community and providing top-tier continuing education. This year, as we celebrate our 40th anniversary, we invite licensed naturopathic doctors (NDs) and all licensed health care professionals to join us for AANP 2025, taking place July 10-12 at the Renaissance Esmeralda Resort in Indian Wells, CA.
With more than 40 expert speakers, and a breathtaking setting that blends education with relaxation, AANP 2025 promises to be the must-attend event for licensed NDs and licensed health care professionals. Whether you
titioner readers for a discount on registration: use promo code **NaturalT5** at checkout and enjoy 15 percent off your registration.
Exceptional Continuing Education
Staying at the forefront of naturopathic medicine means continually expanding your expertise. At AANP 2025, you'll have the opportunity to earn up to 43.75 CEs from sessions that cover timely and transformative topics. Our carefully curated programming ensures that you'll gain knowledge from leading experts in the field, with practical takeaways you can immediately implement in your practice.
This year's speakers represent a diverse range of specialties, ensuring that no matter your focus—naturopathic gastroenterology,
mitter, is produced in the brain in his session, "GABA Duba DOO: GABA Support for a Prehistoric Problem." He will review how the GABA receptor functions, how GABAergic drugs for anxiety and sleep work, and which conditions—such as anxiety, insomnia and depression—are linked to low GABA levels.
Jill Ghormley, ND, MAMS, will discuss "Retained Primitive Reflexes and Their Impact on Childhood Development," offering insights into how early neurological patterns affect long-term health.
For those interested in botanical medicine, Angela Hywood, ND, will present "Advanced Botanical Insights for Navigating Neuroinflammation and Neuroplasticity," sharing cutting-edge research on herbal approaches to

Media Coverage and Public Outreach (cont'd)



NATUROPATHIC MEDICINE AT THE TABLE:

How the AANP is Advocating for Nutrition Education Reform

By Taryn Ernest

When the U.S. Department of Health and Human Services (HHS) and the Department of Education announced a national initiative to improve nutrition education in medical schools, the American Association of Naturopathic Physicians (AANP) saw an opportunity—and a responsibility—to act.

Nutrition is not a side note in health care; it is central to preventing, treating and even reversing chronic disease. For decades, naturopathic physicians have been trained to approach nutrition as a cornerstone of whole-person care. Yet, despite overwhelming evidence that dietary choices drive much of America's chronic disease burden, nutrition education remains minimal or absent in conventional medical training.

On Aug. 29, the AANP submitted a formal letter to the HHS and the Department of Education, making the case that naturopathic medicine already offers the gold standard in physician-level nutrition training. In doing so, we underscored the essential role naturopathic doctors (NDs) play in building a healthier future—and the urgent need to expand licensure and remove federal barriers so that every American can access this kind of whole health care.

Nutrition Training: A Stark Contrast

One of the most striking disparities in U.S. medical education is the difference in nutrition training between naturopathic and conventional medical programs.

Naturopathic medical schools: An average of 155 hours of dedicated nutrition education within a comprehensive four-year medical curriculum, with some programs exceeding 220 hours of nutrition.

Conventional medical schools: An average of 19 hours, with many programs offering no required coursework at all.[1]

This discrepancy isn't just academic—it has real-world consequences. With rising rates of diabetes, obesity, cardiovascular disease and other chronic conditions, patients need physicians who understand how food and lifestyle drive health outcomes. NDs are already trained to provide this care.

The AANP's Recommendations to Federal Leaders

In our letter, we positioned ND education as the nation's most comprehensive model for physician-level nutrition training. But we also went further, urging HHS and the Department of Education to take actions that would transform access to whole health care in America:

1. **Remove barriers to patient access.** Thousands of NDs are already trained and ready to help patients improve their health through nutrition and lifestyle medicine, but state and federal barriers prevent many Americans from accessing this care.
2. **Collaborate on curriculum.** Federal agencies should work directly with naturopathic medical schools, the Association of Accredited Naturopathic Medical Colleges (AANMC), and the AANP to establish



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ADVOCACY FOR NATUROPATHIC MEDICINE:

Opportunities to Support License & Scope Correction

By Linn Wheeling, CAE, MBA

Naturopathic medicine continues to grow in recognition and demand across the United States, yet many licensed naturopathic doctors (NDs) face significant limitations due to outdated or restrictive licensing laws. Advocacy efforts aimed at license and scope modernization are essential to ensuring that NDs can fully utilize their training and expertise to serve their patients effectively. Across multiple states, naturopathic associations are leading these advocacy initiatives, and licensed NDs play a crucial role in supporting these efforts, as do other integrative health professionals.

The path to becoming a legally recognized profession throughout the U.S. is one that many healthcare professions have had to travel. For example, Advanced Practice Registered Nurses (APRNs), including Nurse Practitioners (NPs), have been working toward full practice authority and nationwide licensure recognition for decades. The process has taken more than 50 years and is still evolving.

- **1970s-1980s:** The NP role expanded significantly, and many states began developing specific licensure requirements.
- **1994:** The National Council of State Boards of Nursing (NCSBN) created the first consensus model for APRN regulation.
- **2010:** The APRN Consensus Model was introduced to standardize licensure, accreditation, certification and education (LACE) requirements.
- **2025:** As of today, only 27 states and U.S. territories[1] have granted Full Practice Authority (FPA) to NPs, meaning that efforts for scope expansion are still ongoing.

For over a century, naturopathic doctors have worked toward achieving licensure, with Connecticut, Hawaii, and Washington leading the way for more than 100 years. In the past 40 years, 23 states and U.S. territories have secured licensure, with 13 gaining recognition in just the last 25 years. This progress would not be possible without the unwavering dedication of volunteers. These committed individuals invest their time, energy and expertise to build coalitions, advocate for the profession, and defend the practice rights of NDs when challenges arise. Their efforts are the backbone of the AANP's strategic goal to achieve full-scope legal recognition of the naturopathic profession throughout the United States.

Why Licensure Matters: Being Able to Practice Your Profession Is Critical

In states where NDs have not yet secured licensure, they are unable to diagnose and treat as NDs to the full extent of their primary care education and training. Many NDs hold dual education credentials, and may be able to practice under a different license, but this limits their ability to provide citizens access to naturopathic primary care or specialty medical services. Additionally, in several states where NDs are licensed, they have limited and/or restrictive scopes of practices. These barriers hinder patient access to the full scope of safe, comprehensive and integrative naturopathic medical care. Addressing these issues through advocacy helps ensure that patients can

- Collaboration with partner organizations, including AANMC and INM, ensured that public education campaigns reflected consistent, accurate information about naturopathic scope and practice – reaching tens of thousands of new viewers through coordinated digital campaigns.

Impact:

Every media feature, partnership, and campaign strengthens public confidence and understanding of naturopathic care – which we then use as valuable tools in our advocacy to advance state licensure and federal recognition to open more doors for NDs.

GOAL B

Advancing Full-Scope Legal Recognition

AANP continued its work to **expand licensure, modernize state scopes of practice, and strengthen federal recognition** so naturopathic doctors can practice to the full extent of their training nationwide.

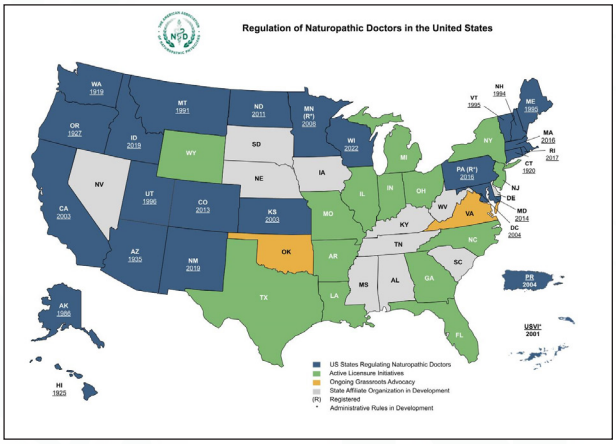
State Advocacy

Momentum in 21 States!

AANP state affiliates led advocacy campaigns in 21 states aimed at advancing licensure bills and expanding scopes of practice. The AANP provides technical support to all legislative efforts by sharing resources, coordinating messages, and facilitating letters of support and testimonies from national organizations and subject matter experts. Although no new laws passed this cycle due to medical society opposition, every bill advanced through critical legislative steps – building legislative allies and bipartisan champions for 2026.

Impact:
Building our advocacy momentum opens doors to practice to the full extent of your training and education in more regions. Expanding licensure and scope are also critical to achieving federal recognition.

21 STATES WITH GROWING MOMENTUM



Federal Advocacy

AANP's federal efforts in 2025 centered on advancing recognition, protecting educational access, and positioning naturopathic medicine within national healthcare reform. Every time there is a transition in presidential administrations, the AANP introduces the naturopathic profession to incoming leadership and looks for opportunities to advance the profession through policy initiatives of the incoming government. Last year was particularly busy:

February – Introductions to the New Administration

AANP submitted letters to President Trump and Secretary of Health and Human Services Kennedy focused on where their priorities align with naturopathic objectives. Our letters urged inclusion of naturopathic doctors in Medicaid and VA systems, protection of compounded natural medicines, and support for "Food as Medicine" initiatives to improve chronic disease outcomes and reduce healthcare costs.

Impact:
Positions NDs as essential contributors to primary care, expanding future reimbursement and practice opportunities.

April – Federal Lobbying Breakthrough!





At the 2025 DC Federal Legislative Initiative (DC FLI), AANP urged Congress to direct the Centers for Medicare & Medicaid Services (CMS) to require that states receiving federal Medicaid funding credential Naturopathic Doctors (NDs) and cover services provided by them for Medicaid patients, in jurisdictions where NDs are licensed, and to study the impact of inclusion of NDs in Medicaid.

After months of ongoing lobbying after DC FLI, Representative Ciscomani secured language in the House Appropriations Committee Report requesting a federal study on NDs as Medicaid providers – a milestone validating the role of NDs in federal health programs. AANP will continue working to ensure the language also passes out of the Senate.

Impact:
Documenting the impact of NDs in a federally-funded program like Medicaid is a critical first step toward building the case for eventual federal recognition in other federal programs such as Medicare or the Veterans Administration.

June – Fought to Protect GradPlus Loans

AANP issued an action alert June 9, 2025, generating 1,700 emails to Congress. AANP/AANMC signed onto joint healthcare professions letter with 56 state/national orgs stressing the importance of GradPlus loans for the healthcare workforce.

1.7K EMAILS TO CONGRESS

August – Strengthening Education and Workforce Access

- ✓ **Protecting Student Financial Aid:** Joined a national coalition urging the U.S. Department of Education to preserve student financial aid access during federal loan reforms.
- ✓ **Advancing Nutrition Education:** Submitted recommendations to HHS and the Department of Education advocating for stronger nutrition education in medical training – emphasizing NDs' leadership in evidence-based, whole-person nutrition care.
- ✓ **Preserving Graduate Loan Access:** Joined dozens of healthcare organizations in urging the federal government to preserve graduate loan exceptions for health professions students.

Impact:
Defending federal recognition of ND education safeguards students' financial access, strengthens the professional pipeline, and affirms naturopathic medicine's parity among health professions.

September – Reducing Barriers to Interstate Practice

Responded to a U.S. Department of Justice request for input on how state and federal laws impact interstate commerce. The letter identified key barriers, such as inconsistent state licensing, limited insurance coverage, and lack of federal recognition, that restrict patient access to qualified naturopathic doctors and contribute to higher healthcare costs.

Impact:
Positions the profession at the federal policy table on workforce mobility – supporting future models that allow NDs to serve more patients seamlessly across state lines.

November – Defending the Future of Naturopathic Education

AANP and AANMC issued a joint statement of concern about the U.S. Department of Education's proposed definition of professional degree programs that excludes many health professions, including Naturopathic Medicine, Nursing, PA, and PT, and restricts access to federal graduate student loans for many health professions, including naturopathic medicine.

Impact:
Advocate to ensure that future NDs can enter the profession without financial barriers, safeguarding the workforce pipeline and preserving the integrity of naturopathic medical education.

"The nation will not meet its healthcare needs by narrowing the pipeline of qualified, licensed professionals."

See AANP's newly launched Protect Naturopathic Education page for updates.

Keeping Members Informed and Engaged



Enhancing Health and Wellness: Broadening Patient Access to Licensed Naturopathic Doctors through Advocacy Initiatives

In 2025, AANP increased the frequency of its Advocacy in Session newsletter to align with state and federal legislative cycles – delivering timely, clear updates on policy developments that directly affect naturopathic doctors.

Impact:
Reliable, digestible updates empower members to stay informed, take action, and align their voices with national advocacy efforts.

Overall Member Impact



Through 2025, AANP advanced meaningful progress across both state and federal levels – expanding visibility, securing a crucial step forward toward federal policy recognition, and working to protect naturopathic education. Each advocacy milestone strengthens the foundation for full-scope practice and a more equitable role for naturopathic medicine in the American healthcare system.

GOAL C

Expanding Professional Success & Career Opportunities

Career Center Growth

Sent 24 job flash emails connecting NDs with employers. Added analytics tracking to measure engagement and success.

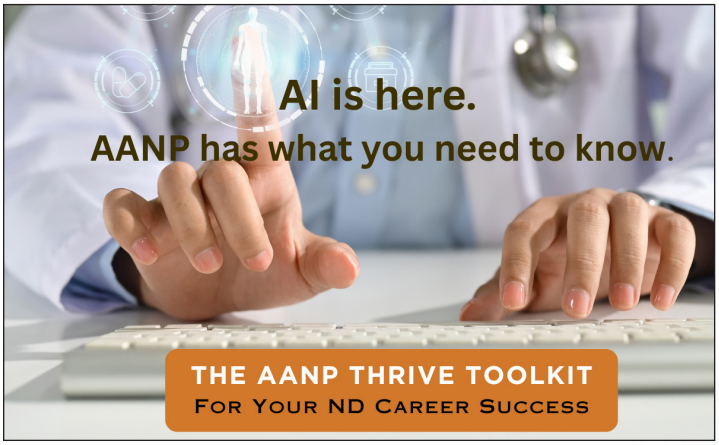


Mentorship Afternoon Success

At the 2025 Convention, over 15 employers connected with job seekers at the Career Fair, organized by the AANP's Professional Affairs Committee. Attendees engaged with a dozen successful ND mentors and participated in case discussions led by eight of AANP's affiliated specialty organizations.



AI Integration



Launched AI risk-management guidance, practical tools, and instructional webinars including "The Promise and the Peril" and "Trusting and Using AI in Practice."

Expanded Thrive Toolkit with HIPAA-compliant medical scribe service discount through Freed.

Impact:
These webinars and discounts are helping NDs harness innovation responsibly while improving clinical efficiencies so you can focus your attention where it needs to be – on the patient.

A special thanks to the Professional Affairs Committee for their time and energy in creating these valuable resources.

Co-Chairs: Audrey Schenewerk, ND & LaDeana Jeane, ND, FABNO & Members: Lauren Young, ND; Kabran Chapek, ND; AANP Student Reps & School Career Services Reps

40th Anniversary Convention Celebration

The 2025 AANP Convention in Indian Wells, California brought together the naturopathic community under the theme "The Heart of Naturopathic Medicine." This milestone celebration featured 53 expert speakers, mentorship sessions, and unforgettable social events. Memorably, we celebrated our 40th anniversary with an opening panel of AANP Founding leaders, flanked by dozens of initial Founding Members, who led the audience through the processes that developed the Incorporation of the AANP, the Principles of Naturopathic Medicine, the Naturopathic Physicians' Oath, and the Therapeutic Order.



AANP/NMSA Olympic Pool Party



Connected teams of ND "elders," mid-career NDs and students competing and networking in unforgettable team building games.

AANP Gala



Celebrated 40 years of leadership with a memorable award ceremony that brought tears of loss and joy, stories of power and perseverance, and laughter and love celebrated on the dance floor.

Post-Convention Herb Walk led by Dr. Eric Yarnell

The energy, learning, and sense of community made this Convention truly unforgettable and was a shining milestone in AANP history!

The AANP also provided 10 free CE hours to members through monthly webinars, plus approved 590.5 continuing education hours from other providers – recognized by every U.S. regulatory body except Oregon.



Rooted in nature, growing the future of our medicine side by side, one herb walk at a time.

GOAL D

Building a Unified Naturopathic Community

Affiliate Shared Services Expansion



The Shared Services program strengthens the partnership between AANP and its affiliates by easing administrative workloads, allowing Affiliate volunteer leaders to focus their time on advancing the profession and amplifying AANP's collective impact. This year, Shared Services expanded to include Georgia, Michigan, and Hawaii in addition to Maryland and Massachusetts.

AANP / Affiliate Dual Membership Expansion

Expanding on the success of Shared Services, the Dual Membership program offers Shared Services clients a seamless way to hold both Affiliate and AANP memberships. The program provides members an expanded range of member benefits, including continuing education opportunities, enhanced communication, and an improved user experience through AANP's integrated platform, delivering greater value to members and strengthening connections across the profession

Student Engagement

Attended on-campus events and distributed Grad Goodie Bags. Offered free student memberships through NMSA partnership.



Membership Engagement

214 NEW MEMBERS WELCOMED





In 2025, we proudly welcomed 214 new members into the AANP community, strengthening and expanding our collective voice.

To celebrate inclusivity at every stage of practice, we also introduced a new Fully Retired membership category – offered at 25% of regular dues – giving retired NDs a continued place to share their wisdom, stay involved, and help shape the future of the profession.

AANP Board Elections



In 2025 the following members were elected to the AANP Board of Directors for the 2026 – 2027 term:

- **Jaquel Patterson**, ND, MBA, IFMCP, President (one-year term, 1/1/26 – 12/31/26)
- **Madeleine "Abena" Tuson-Turner**, ND, MSGH, MScR, President-Elect (one-year term as President-Elect, 1/1/26 – 12/31/26; immediately followed by a three-year)
- **Luke Huber**, ND, MBA, IOM, Treasurer (two-year term, 1/1/26 – 12/31/27)
- **Emily Hudson**, ND, LPC, Director of the Board (two-year term, 1/1/26 – 12/31/27)
- **Danielle Lewis**, NMD, Director of the Board (two-year term, 1/1/26 – 12/31/27)
- **Rebecca Lovejoy**, ND, LAc, LMT, FABNO, Director of the Board (two-year term, 1/1/26 – 12/31/27)
- **Brian Trainor**, ND, IFMCP, Director of the Board (two-year term, 1/1/26 – 12/31/27)

AANP Awards

Each year, the AANP proudly celebrates the exceptional dedication, leadership, and impact of its members through a distinguished series of awards. The following individuals, organizations and companies exemplify excellence in advancing the profession – please join us in recognizing the well-deserved 2025 award recipients:

Physicians of the Year



Dr. Jen Riegle



Dr. Chris Holder



Dr. LaDeana Jeane

The Vis



Dr. David Kern

Champion of Nat. Medicine



Senator Clint Penzo, Arkansas

Corporation of the Year

DUTCH Test / Precision Analytical

Louisa & Benedict Lust



Dr. Stephen P. Myers (Posthumously)



Dr. David Shefrin

True Grit



Dr. Andrew Rubman

Volunteer Engagement

THANK YOU VOLUNTEERS!







At the core of AANP is a vibrant network of volunteers whose leadership, expertise, and dedication drive the naturopathic profession forward. Hundreds of NDs across AANP and its State and Specialty Affiliates contribute their time and talent to advance the mission, strengthen advocacy, and expand awareness of naturopathic medicine.

Together, these volunteers shape policy, lead committees, guide boards, and build community across the national and state levels. Their collective effort fuels AANP's progress and ensures that the voice of naturopathic physicians continues to grow stronger and more unified.

Consider contributing your expertise to make a lasting impact. Learn more on our committee page – thank you to our incredible 2025 volunteers!

GOAL E

Attain Resources Necessary to Carry out the Strategic Plan

2025 Financial Highlights

The AANP finished Fiscal Year 2025 in a strong financial position, driven by the historic success of our 40th Anniversary Convention and stable membership support. By diligently managing expenses and growing revenue, the association reversed a deficit from the prior year to achieve a healthy net income. To ensure long-term stability and our continued ability to advocate for the profession, the AANP Board has successfully attained substantial Board-designated reserves, securing the organization against unexpected emergencies.

2025 Financial Summary

CATEGORY	AMOUNT
Total Revenue	$1,441,884
Total Expenses	$1,324,143
Net Income (Change in Net Assets)	$117,741
Total Assets	$1,199,994
Total Liabilities	$633,275
Total Equity (Net Assets)	$566,718
Board Designated Reserves*	**$600,000**

New AANP Foundation Launched

$33K

RAISED, TRIPLES INITIAL GOAL

$32,977 Raised in Inaugural Fundraising Drive – The AANP created a new 501c3 AANP Foundation, launched at the Annual Convention. The Foundation will be dedicated to supporting the public education, professional development, and advocacy goals of the AANP and of the naturopathic profession. Thank you to everyone who contributed during the AANP Gala – we raised $32,977, more than triple our initial fundraising goal and double what we have raised at the gala over the last several years. #PROUD

Thank you to our Corporate Partners & Sponsors

In 2025, the AANP made significant strides in advancing naturopathic medicine and supporting the profession. These achievements were made possible through the investment and commitment of our Corporate Partners and Convention sponsors.

Thank you to our 2025 AANP Corporate Partners

Diamond

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Kibow — PASSIONATE ABOUT YOUR HEALTH

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