

AANP Year in Review 2022



A year of collaboration.





AANP members make what we do possible.

If there was one word we could use to describe 2022 it would be **collaboration**. The AANP implemented a multitude of new programs and services this year and we couldn't have done it without the collaborative efforts of all of our incredible volunteers, AANP members, Corporate Partners, affiliates and supporters.

In 2015, the AANP engaged its members and stakeholders to develop its [Strategic Plan 2025](#), which is designed to guide the association to achieve long-term goals. The goals & our supporting objectives laid out within this document showcase what we accomplished in 2022.

Read on to learn more about how collaboration helped us to grow and nurture our profession.



Goal 1

Increase public awareness and understanding of naturopathic medicine.



Each year, the AANP allocates funds to the Institute of Natural Medicine (INM) for the purpose of making naturopathic medicine a household name. Our two organizations partner to ensure accurate, factual & accessible information on naturopathic medicine reaches & educates the public.



Flower Power Fundraiser

AANP and INM's PR Campaign **raised close to \$14,000 to develop a public relations campaign to raise awareness and understanding among state legislators in key states close to achieving licensure.**

Standard Process also dedicated a new grant to enhance this PR effort.

The Illinois Association for Naturopathic Physicians (ILANP) was selected as a state association with a strong active campaign for licensure. **ILANP will be launching this new PR strategy in early 2023.**



Naturopathic Medicine Week Collaboration

The AANP partnered with the Canadian Association of Naturopathic Doctors (CAND) to bring dates into alignment, and leverage communications by sharing a unified message campaign. With the support of various state associations, we had a **more impactful voice in raising awareness of the profession.** This collaboration allowed us to amplify our message, ultimately leading to a greater public understanding of naturopathic medicine and naturopathic doctors.



INM's "The ND Will See You Now" Series

This series showcases a diverse array of leaders in education, innovation, public health, and research. Posted on YouTube, Podcast.co, and Spotify, **the INM has had 532 podcast episode downloads and boasts over 41,600 views of episode clips on social media.** This increased awareness will lead to **greater demand for naturopathic services and a greater understanding of the role that naturopathic physicians play in promoting wellness and treating illness.** Additionally, a successful public campaign can help to dispel misunderstandings and myths about naturopathic medicine, further increasing its credibility and acceptance among the general public.



Media Interviews

Members serving on the AANP Communications Committee took part in **17 media interviews**, promoting naturopathic medicine and naturopathic doctors to the public.



Press Releases & News

In an effort to share important news, research updates, and community news about our members, we wrote and distributed **three press releases and shared 44 articles pertinent to naturopathic physicians.** These efforts helped us to spread the word and showcase the valuable contributions and services that our members provide to the public.

Goal 2

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

Objective 1: Achieve licensure in all 50 states.



IDAANP President and the 2019 True Grit winner, Diana Crumrine, ND (left) and Laura Farr (right) present the True Grit award to Allison Becker, ND, LAc, (center) at the 2022 Gala in Spokane, WA.

STATE ADVOCACY ACCOMPLISHMENTS & WINS

2022 was a milestone year with the **Wisconsin Naturopathic Doctors Association (WNDA)** bringing the total number of regulated US states, districts and territories to 26. We are halfway to achieving our goal!

The **Illinois Association of Naturopathic Physicians (ILANP)**, and **Michigan Association of Naturopathic Physicians (MANP)** advanced licensure bills respectively, with both states positioning their bill for advancement in the 2023 session. To assist ILANP in their journey to becoming a regulated state, the **AANP and INM partnered with ILANP and a third party firm to create and implement a public relations campaign to raise awareness about NDs, build public support, and counter opposition in a state where many allopathic physician organizations are headquartered.**

The campaign format and content will be made available for other state organizations looking to achieve licensure.

AANP DC Federal Legislative Initiative (DC FLI)

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

In May, naturopathic students and doctors attended our **second virtual DC FLI**, or lobby day. We increased participation from last year, especially from first-time advocates. **We strategically met (virtually) with 16 congressional offices who are in unique leadership positions to advance health policy.**



Colleagues and patients from all around the country helped amplify our key points by sending messages to **an additional 115 offices!**

They advocated for legislators to help us collect data on naturopathic medicine that would highlight and validate what NDs do and illuminate the federal barriers that prevent NDs from being able to help address the challenges of our healthcare system. Because of their advocacy, **Oregon Congressman Blumenauer generously offered to request that the Government Accountability Office (GAO) provide a report on naturopathic medicine.**

The GAO is an independent, non-partisan agency that provides Congress and federal agencies with objective and fact-based information.

A GAO report on naturopathic medicine will be a non-partisan data tool to help us further **communicate the role of naturopathic physicians and engage Congress in supporting our profession.** It will help inform future legislation for naturopathic physicians to gain access to federal programs **such as Medicare, the Veterans Health Administration, etc.** It will also aid state advocacy efforts such as licensure.

We are currently working with Congressman Blumenauer's staff on finalizing the request so that the GAO can begin their work!

Thanks to AANP State Advocacy Grant Sponsors, NCMIC and Standard Process, who generously support these grants.

AANP State Advocacy Grants 2022

AANP's State and Federal Affairs (SFA) Committee awarded \$30,000 in state advocacy grants to state associations advancing licensure initiatives. **Since 2016, the AANP has awarded \$183,000 in state advocacy grants.** 2022 Advocacy Grant recipients were:



- **Florida** Naturopathic Physicians Association (FNPA) \$2,500
- **Illinois** Association of Naturopathic Physicians (ILANP) \$3,000
- **Michigan** Association of Naturopathic Physicians (MANP) \$5,000
- **Missouri** Association of Naturopathic Physicians (MoANP) \$500
- **New York** Association of Naturopathic Physicians (NYANP) \$2,000
- **North Carolina** Association of Naturopathic Physicians (NCANP) \$3,000
- **Ohio** Naturopathic Doctors Association (ONDA) \$1,000
- **Pennsylvania** Association of Naturopathic Physicians (PANP) \$2,000
- **Texas** Association of Naturopathic Physicians (TXANP) \$2,500
- **Virginia** Association of Naturopathic Physicians (VAANP) \$1,500

Objective 3: Support scope expansion in states.

[State advocacy](#) teams in regulated states continued to fight the good fight to protect and modernize their practice acts. Highlights include:

- **Arizona Naturopathic Medical Association (AZNMA)** advocated for passage of SB 1088, which expanded the ability of NDs to clear pupil head related injuries; allows NDs to secure testing of blood alcohol in deceased individuals; and includes NDs in health care facility billing.
- **California Association of Naturopathic Doctors (CAND)** celebrated a victory with passage of SB994, allowing NDs to hire Licensed Vocational Nurses (LVNs).
- **Connecticut Naturopathic Physicians Association (CNPA)** celebrated passage of HB 5506, securing NDs a complete and full role in Medicaid in Connecticut.
- **Massachusetts**, securing licensure in 2017, opened ND Licensure applications in May 2022, with 34 applications approved as of November 1, 2022.

The AANP is honored to collaborate with our affiliates and state associations. We continue to provide dedicated technical assistance to states, as requested, to support consistent messaging and strategy.

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

FEDERAL RECOGNITION ACCOMPLISHMENTS



Demonstrated the safety and efficacy of **N-acetyl-L-cysteine (NAC)** to the FDA and got one step closer to the full protection of NAC as a dietary supplement.



Submitted information and provided testimony to successfully defend the ability of **glutathione** to be compounded.



Kept our members updated on **regulatory activity** impacting the profession, including the **No Surprises Act**.



Collaborated with coalition partners to add our voice to preserve continued patient access to **compounded hormone therapy**.



Submitted comments to the FDA to **defend homeopathic products**. Our comments supported the Citizen's Petition submitted by the Americans for Homeopathic Choice (AHC), who seek to advocate for an updated approach to the regulation of homeopathic products.



Goal 3

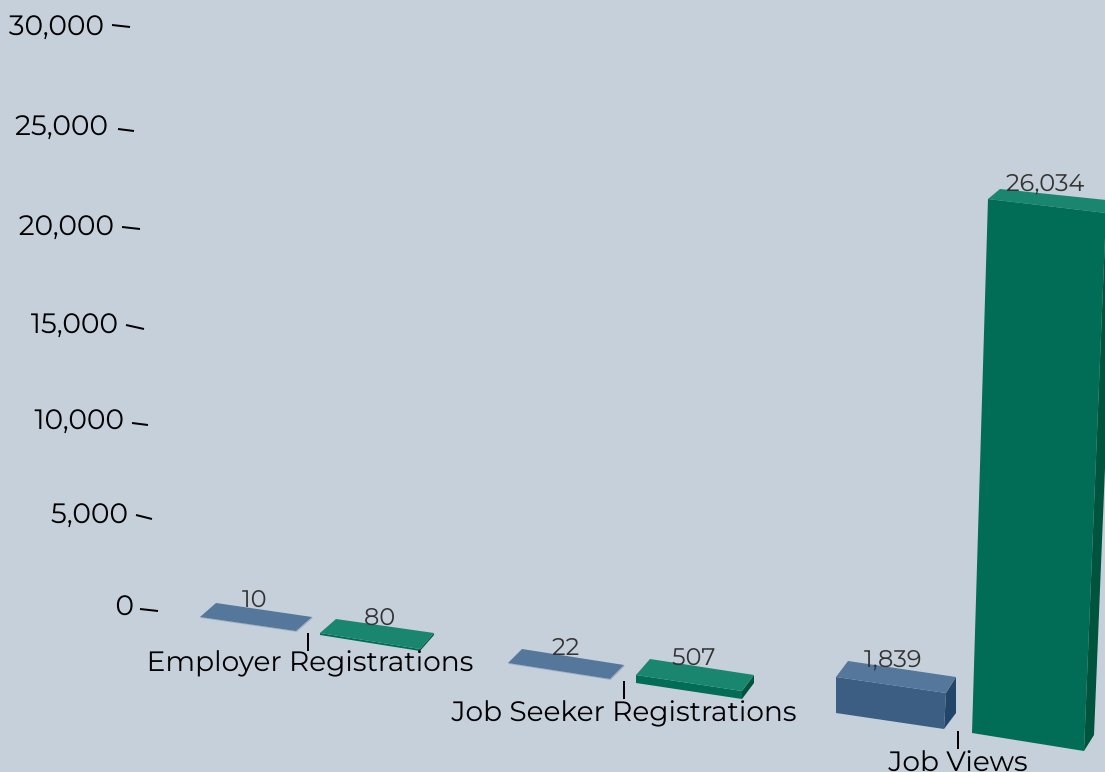
Increase professional success and employment opportunities for naturopathic physicians in all health care environments.

Objective 1 – Expand employment opportunities for NDs.

The number two priority reported in our benchmarking survey was **increasing employment opportunities for NDs**. In 2022 we steadiied the launch and growth of the new Career Center with a trained salesforce to educate healthcare employers about naturopathic doctors.

The AANP Career Center had some remarkable stats after just one year of implementing it. Not only does it show jobs that our community posts but it also pulls in jobs that have been posted on other sites, **making the AANP Career Center a one-stop location for finding a job.**

Career Center Stats in 2022:



Objective 3 – Promote practice success.

Originally established in 2021, the Professional Affairs Committee (PROFAC), expanded resources and tools in your toolkit! Here are more accomplishments from the year:

- **Expanded the [Thrive Toolkit](#)** (launched in 2021) with information like, *How to Get a National Provider Number (NPI)*, *What is Malpractice Insurance*, *What does a Successful Business Plan Look Like* and more!
- Our **2022 PROFAC Webinar Series** focused on practice management topics such as telehealth, building a cash based practice, implementing insurance, and more.
- The AANP, in collaboration with the schools, regulatory boards, and every state association, **submitted an application to receive technical assistance for developing Interstate Compacts** — legal agreements between states that allow providers to practice in multiple states with just the license from their home state. While not selected for the project, our application put the profession on the radar of the experts who support states in these complex agreements.

Goal 4

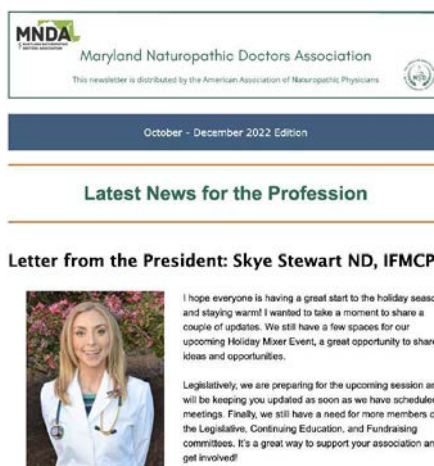
Foster a more sustainable, unified, and resilient naturopathic community.

Objective 1 – Enhance the AANP Member Experience.

- **Switched email platforms** to ensure our communications reach the community, are the right frequency, and serve our members with the most accurate and up to date information. **AANP members can now choose the types of emails they receive** plus other features that help us to streamline what emails go out and when.
- Implemented text alerts to our opt-in members for reminders about AANP elections, advocacy calls to action, state and federal advocacy updates, and other important deadlines.
- **Launched a private [Online Community](#) for members** to share resources, coach, mentor, learn and have fun. Our online community helps people build relationships, make sure questions get answered, and is marketed heavily to recent graduates to help bring them into the network of seasoned NDs.
- The **AANP Student Representative Program** expanded engagement this year. The role of the [Student Representatives](#) is to be the face of the AANP at the school where they are enrolled. The main role is to act as a critical component of effective communication between students and the AANP.
- Partnered with **UpToDate in November and December** for a special AANP [member promotion](#) to receive 20% off an individual subscription and add-on products.
- **Colocated AANP 2022 with the Naturopathic Medical Student Association (NMSA)** in order to bring the two communities together and to give students the opportunity to meet mentors and network with seasoned NDs.

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

In 2022, the AANP took on limited administrative and logistical support in membership processing, newsletter communications, and Board & website management for two of our state affiliates in order to ease the burden on these volunteer-run organizations. The two states we assisted were the Massachusetts Society of Naturopathic Doctors (MSND) and the Maryland Naturopathic Doctors Association (MNDA).



AANP Benchmarking Survey

The AANP invited members to take a benchmarking survey...Did you know:



702

The average patient panel of NDs is 702



#1

The #1 priority for AANP members is Licensure for all 50 states (and we are hard at work on that!)



5 Million

NDs in the United States treat over 5 million patients total

The top three reasons patients seek out & see an ND according to our benchmarking survey is:



#1

Gastroenterology



#2

Women's Health & Aging



#3

Fatigue



Find a **Doctor**

328,243

"Find a Doctor" total pageviews on the AANP website by patients and people looking for a naturopathic doctor like YOU!

We've gathered important data to improve our services as well as set NDs up for success. The **top three member benefits** according to members were:



Free & Discounted Continuing Education

In 2022, we fought (and continue to fight) for your right to practice and ensure access to quality continuing education while raising awareness and visibility of the profession. Members received 14 hours of free CE and steeply discounted Convention registration.



Natural Medicines Database

Natural Medicines is the world's most authoritative resource on dietary supplements, herbal medicines, and complementary and integrative therapies with the most reliable, comprehensive, and scientific data available. It is updated daily and includes 1,400+ natural ingredient and alternative therapy monographs and more than 185,000 commercial products organized into practical, searchable databases to help answer your clinical questions. To use your AANP subscription to the Database, simply log into your AANP account, [click here](#), and click "access."



Malpractice Insurance Discounts

We heard you and we'll work on providing malpractice insurance discounts in 2023!

Goal 4

Objective 1 Strategy: Increase AANP's role and activities as a leader in providing professional education for members.

The AANP was a leader in providing professional education for members in 2022



In 2022, the American Association of Naturopathic Physicians (AANP) made a strategic hire by bringing on Dr. Audra Mehan Vaccarella to oversee and lead the organization's Continuing Education programs. Dr. Vaccarella earned her Doctorate at Southern California University of Health Sciences from Western States University, MBA from the University of Massachusetts - Lowell, and is also the daughter of a naturopathic doctor, growing up surrounded by many of our profession's most esteemed doctors.

She was hired by NUNM to help develop one of the school's first CE programs, and went on to produce a variety of conferences and curriculum as the Executive Director of Synergy CME Resource Group. Her knowledge of medical CE standards and commitment to providing high-quality educational opportunities have already made a positive impact on the AANP's CE offerings.

The implementation of our **Continuing Education handbook** has significantly streamlined the **CE review process** by clearly outlining the approval criteria and ensuring they are in line with the standards set by the **North American Naturopathic Continuing Education Accreditation Council (NANCEAC)**. This has resulted in a more consistent and efficient evaluation of CE courses, reducing confusion and ensuring that only high-quality, relevant programs are approved for credit.

The handbook's emphasis on aligning with NANCEAC standards has also ensured that programs approved for CE by the AANP **meet the highest standards expected by regulatory bodies of the naturopathic medical profession.**

22

22 Total AANP Webinars

As a member of the AANP, you have access to a wealth of educational resources, including free webinars. These webinars provide valuable opportunities for you to stay up-to-date on the latest developments in naturopathic medicine, all from the comfort of your own home or office. **Members who attended all AANP webinars in 2022 saved \$858!**

14

14 Hours of FREE CE for AANP Members

In 2022, the AANP provided 14 CE webinars to members for free, **saving our members \$546 in CE fees!** This is just one of the many benefits of being an AANP member, giving you access to cutting-edge information and resources to support your professional growth and development.

622

AANP Approved 622 CE Hours in 2022

The AANP was busy approving CE in 2022! **We approved 559 hours of CE for external organizations and 63 hours for our professional development.** The AANP approved CE in the following categories: Addiction, Cultural Competency, Ethics, Obstetrics, Pain, Pharmacology & General.

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.

AANP House of Delegates

The AANP [House of Delegates](#) under the leadership of Speaker of the House, Dr. AnnAlisa Behling, achieved the following endeavors for the AANP community:

- Dr. Andrew Rubman, HoD Bylaws Committee Chair, stewarded adoption of **three amendments to the AANP Bylaws** updating language to ensure consistency and process compliance.
- Dr. Danielle Pearce, Position Paper Review Committee (PPRC) led the review of all existing AANP Position Papers, and adoption of the **Overview of Ethical Standards for Global Health Engagement Related to Naturopathic Medicine position paper**.
- Dr. Kelsey Klausmeyer, Washington Initiative Task Force (WITF) completed the **AANP Membership Market Survey, benchmarking the naturopathic doctor membership market size**. Additionally, introduced an Affiliate Model structure to strengthen working relationships between AANP, State, and Specialty organizations.

AANP Committees

The AANP has [multiple committees](#) looking for talented leaders who can inform and guide the board and staff on policy, guidelines, strategy and content development. Committees looking for new members include:

Communications Committee



Chair position is open

Convention Committee



Chaired by Dr. Allison Apfelbaum

Diversity, Equity & Inclusion



Drs. Tawainna Houston & Karen Frangos, Co-chairs

Global Health Committee



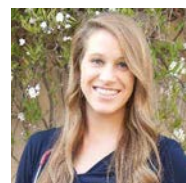
Chaired by Dr. Abena Tuson-Turner

Membership Committee



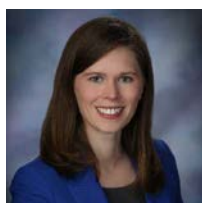
Chair position is open

Post Regulated & Pre-Regulated State Advocacy Teams



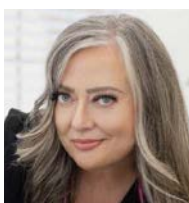
Chaired by Dr. Serina Aubrecht

Professional Affairs Committee (PROFAC)



Drs. Audrey Schenewerk & Lauren Young, Co-chairs

State & Federal Affairs



Chaired by Dr. Ginger Sweetan

Interested in joining
a committee?

[Click here to learn
more!](#)

AANP 2022 Annual Convention

RESTORE | REVITALIZE | RECONNECT

AANP 2022
HYBRID CONVENTION

JULY 21-23 | SPOKANE, WA

NATUROPATHIC.ORG



The AANP 2022 Convention was held both in-person and virtually July 21-23, 2022 in Spokane, Washington with the theme of Restore, Revitalize, Reconnect. **Attendees could earn up to 41.5 total CEs.** In-person attendees received a unique opportunity to engage in **hands-on workshops and deep dive sessions**. These interactive experiences provided attendees with the chance to learn and develop new skills directly from experts in their field, ask questions, and gain practical experience in a collaborative environment. Additionally, AANP 2022 provided unparalleled networking opportunities, allowing attendees to connect face-to-face with colleagues, peers, and industry leaders.

AANP 2022 Awards

Each year, the AANP recognizes the incredible and important work its members do with a series of awards. The [2022 award recipients](#) recognized at the AANP Annual Convention in Spokane were:



Iva Lloyd, ND, BScH, BCPP
Physician of the Year



Bob Bernhardt, PhD, BSc,
LLM, MEd
Champion of Naturopathic
Medicine



Ayush Herbs, LLC.
Corporation of the Year



Guru Sandesh Singh
Khalsa, ND
Louisa & Benedict Lust
Award (posthumous)



Wisconsin Naturopathic
Doctors Association
(WNDA)
True Grit Award

Thank you to our 2022 AANP Corporate Partners

The work AANP accomplished on behalf of naturopathic medicine and the profession in 2022 would not have been possible without the commitment and support of its 26 generous Corporate Partners:

EMERALD CORPORATE PARTNERS



DIAMOND CORPORATE PARTNERS



GOLD CORPORATE PARTNERS

Ayush Herbs, Inc.

Charlotte's Web

Endurance Products Company

Physician's Strength

SILVER CORPORATE PARTNERS

Biocidin Botanicals

Bioclinic Naturals

Boiron

Elitone

EMF Harmony

Exosome Diagnostics, Inc.

Fresh Start Testing, Inc.

Integrative Therapeutics

Medpro Group

Mountain Peak Nutritionals

Nutritional Fundamentals for Health, Inc.

Protocol for Life Balance (NOW Health Group)

Pronuvia

Thorne

Vital Nutrients

WELLReceived

Wise Woman Herbals

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