



## AANP Member Spotlight: Joyce Knieff LAc, ND, RH (AHG) Jordan Knieff, ND



### 1. What started your pathway in naturopathic medicine?

**Joyce:** For me it was the soul-crushing feeling of helplessness upon learning that conventional medicine had failed, or was failing my loved ones, even though I was studying to become a medical doctor at the time. I think for many NDs and our patients, the story is similar: Naturopathic Medicine really becomes a beacon of hope in the dark after the conventional narrative has all but told you to give up. I am still very grateful that I had the good fortune of discovering Naturopathic Medicine when

I did, so that I could really make it my life path.

**Jordan:** I knew I wanted to do nutrition professionally, but being from small-town America, there weren't a lot of options out there for me. I first found out about the ND profession because I was looking for a better way to apply nutrition in a clinical setting. I got into Bastyr, learned WAY more than just nutrition, and I have never looked back since.

### 2. What do you like most about being a naturopathic doctor and what are some of your challenges?

We love that Naturopathic Doctors can bring such varied treatments to the table. It's like Dr. Iva Lloyd of the World Naturopathic Federation says, this diversity of treatments and modalities is really something unique to Naturopathic Medicine. We love that, no matter what ailment someone comes in for, we can always help in one way or another. It's incredibly rewarding to see someone get better after struggling with various conditions for so long.

We have very similar thoughts about our biggest challenge, and the biggest challenge is one that I think a lot of Naturopathic Doctors face, and that is that our profession isn't well known (or well understood) in greater popular culture. The popularity of natural medicine has increased overall, but it's still been a challenge to position ourselves as the experts in our community. There is a lot of desire and need for this medicine here in MN, but a lot of people just don't know what it's called or how to seek it out.



### **3. What makes your membership with AANP valuable as naturopathic doctors?**

Our national and state associations are absolutely crucial in representing a unified front for our profession. It aids in the positioning and authority of our profession, both legislatively AND in our communities. As Naturopathic Doctors, we feel that supporting our associations is absolutely critical in overcoming our greatest challenges in being NDs.

Find the Knieffs:

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