



2018 AANP ANNUAL REPORT

AANP MISSION

Enhancing human health and wellness by advancing the profession of naturopathic medicine.

AANP VISION

Naturopathic physicians will guide and empower people to discover and experience improved health, optimal wellness, and effective management of disease through the principles and practices of naturopathic medicine.

AANP STAFF

Laura Farr
Executive Director

Traci Hobson, JD, LLM
Director of State Relations

Taryn Ernest
*Manager of Public Relations,
Marketing & Communications*

Melika Zand
Policy & Advocacy Coordinator

Katharine Schneller, ND
Interim Member Services Coordinator

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AANP at the DOCERE Conference



Drs. Virginia Osborn & Paul Anderson at PCAC



Representing the AANP at AIHM



Laura Farr

Letter from the Executive Director

"Building the modern AANP, ready to seize on today's opportunities" – that's what I think when I look back at 2018 and my first full year of being AANP's Executive Director. Last year was a complete systems overhaul for the AANP. It wasn't sexy. It wasn't exhilarating. In fact...it was kind of a grind. But I'm amazed at what we accomplished both internally and externally. Internally, our work focused on scrutinizing everything from top to bottom. In one short year, we:

- Roared into cloud-based computing
- Went completely paperless
- Overhauled our financial system for better record keeping and oversight
- Implemented a Distributed Workforce Model – We now have staff on the west coast as well as staff and a lobbyist in DC; we can be available in all time zones, can attend local conferences, state association meetings, lobby days, etc. In short, we can be...where YOU are.

These overhauls have saved us tens of thousands of dollars – your membership dues, to advance your profession. And through all the internal restructure, we never lost sight of the real work:

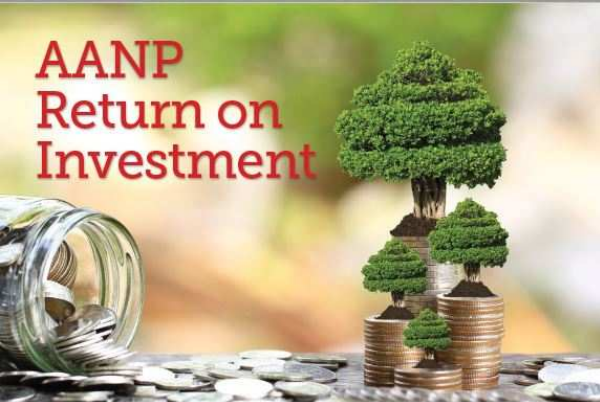
- State Licensure – Distributed \$25,000 to pre-licensed states closest to achieving licensure (look out 2019!)
- State Support – Provided technical assistance to 20 pre-licensed state advocacy or association building efforts
- Public Relations – Contributed \$48,000 to public awareness campaigns jointly run with the Institute for Natural Medicine
- Unifying the profession through the [Summit on the Future of Naturopathic Medicine](#)
- [Protecting Patient Access to Compounded Medications](#) – we are gearing up to challenge the FDA on their attempt to make it illegal to compound MSM, glutathione, and hundreds of other substances.

In 2019 – we'll unveil a whole new member management system and website, new newsletter, and new member benefits. As staff, we're looking forward to the renovation dust settling, but you're going to love the new AANP and what we can do for you. Pssst...tell all your friends!

Sincerely,

Laura Culberson Farr

AANP Return on Investment



AANP Membership ROI

Calculate your return on investment (ROI) as a member of the AANP. Explore our member benefits at www.naturopathic.org today!

	Yearly Value
Annual Convention member discount	\$700
Free posts & access to AANP Job Board (post a job or view opportunities)	\$500
Free Find an ND directory listing	\$1,200
Constant Contact email marketing tool	\$135
Free access to Natural Medicines Database – the most comprehensive natural medicines and supplements interaction database	\$167
Member discount on Medicine Talk content marketing services	\$120
Free monthly webinars and CE	\$468
Free yearly subscription to EcoParent Magazine	\$25
Member discount on Office Depot and Office Max	Up to 80% off
Exclusive member discount on NDAccess web design and hosting service	30% off
Free access to GoToMeeting, GoToWebinar & Legislative Action Center for state leaders	PRICELESS
Access to the AANP Legislative Toolkit, designed to support state advocacy efforts	PRICELESS

Regular Membership of \$480 for \$3,315 in tangible benefits = No Brainer!

Questions about membership? Contact the AANP at member.services@naturopathic.org or 202-849-6310.

Membership

Return on Investment Campaign

The AANP overhauled our benefits program and created an awareness campaign to show the incredible return on investment (ROI) members get by using their benefits. The campaign showed that members can regain \$3,315 in tangible benefits.

Use your benefits and see the savings from an AANP membership add up fast!

Looking Back at 2018...

FIND AN ND REFERRALS



161,060

Unique Page Visits

FIND AN ND TOTAL



259,480

Total Page Visits

RETURN ON INVESTMENT



AANP members
save 7x their dues

MEMBERS



1,506

FREE CE HOURS



4

FREE WEBINARS



11

TOP-USED AANP BENEFITS OF 2018

AANP Convention
Discount

Find an ND
Directory Listing

Free Access to
Natural Medicines
Database

Office Depot /
Office Max
Discounts

Constant Contact
Email Marketing
Tool

Free Access to Go
To Meeting & Go
To Webinar



Help us protect patient access to compounded medications.

Advocacy

In 2018 the AANP focused on its [Protect Patient Access to Compounded Medicine Campaign](#). Over \$49,000 has been raised to date to support the campaign's efforts, including for:

- Legal counsel & expert witness to prepare nominations & testimony to defend medications called for review by the FDA
- Legal Fees for the preparation of a Citizen's Petition

Celebrating State Legislative Success

- Maine: passed insurance parity bill
- Colorado: ND title restored, “RND” requirement dropped
- North Carolina: passed bill to study appropriate oversight & regulation of NDs

Advocacy Resources

AANP Pre-Licensed Team:

- 80 members in 25 states
- Hosted a monthly forum for state leaders to share information, advice, and tools
- Launched the Roadmap to Licensure

AANP Post-Licensed Team:

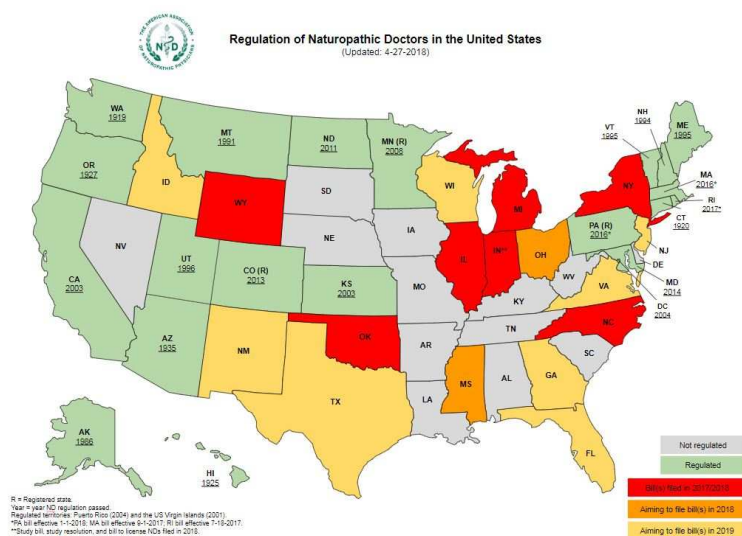
- 40 members representing licensed states
- Hosted a monthly forum for state leaders to coordinate scope expansion and protection efforts

AANP DC Federal Legislative Initiative:

- Record 193 attendees
- 380 Senate & 321 House meetings
- Advocated for safe and effective pain management & compounded medications

AANP Toolkit Provides:

- Advocacy Tools: State Licensure Facts and Figures, Grassroots Resources, Sample Support Letters & Testimony
- Naturopathic Medical Education: Naturopathic Primary Care, State Insurance Coverage, and Prescribing Authority
- Association Development: Management & sustainability resources



2018 AANP Grant Recipients

To advance licensure the AANP awarded a total of \$25,000 in grant funds, in two rounds of funding, to 6 state associations this year:

Round 1 (March):

- North Carolina - \$5,000
- Michigan - \$5,000
- Indiana - \$2,500

Round 2 (November):

- New Mexico - \$3,000
- Michigan - \$3,000
- North Carolina - \$3,000
- New York - \$1,750
- Virginia - \$1,750

Meet Your New Board of Directors



Jaquel Patterson, ND, MBA
President



Robert Kachko, ND, LAc
President-Elect



Rick Brinkman, ND
Treasurer



Eliot Edwards, ND, FABNO



Moira Fitzpatrick, ND, PhD



Karen Frangos, ND, PT



Melanie Henriksen, ND, LAc, CNM



Guru Sandesh Singh Khalsa, ND



Safiya McCarter, ND, MSAOM, LAc



Kristaps Paddock, ND



Fraser Smith, ND
Ex-Officio, AANMC



Ginger Sweetan, LVN



AnnAlisa Behling, ND
Speaker, House of Delegates

Get Involved. **AANP Committees:**

Have a say in the future of naturopathic medicine. The AANP has a variety of committees to match your interests. [Click here](#) for information about our current committees.



State & Federal Affairs



Pre-Licensed Advocacy Team



Post-Licensed Advocacy Team



Professional Affairs



Scientific Affairs



Global Health



Public Education & Media Affairs



Diversity & Inclusion



Convention



Finance



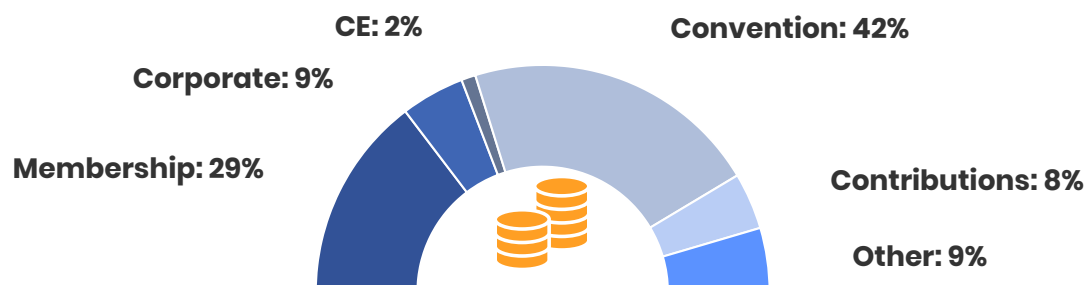
Nominating



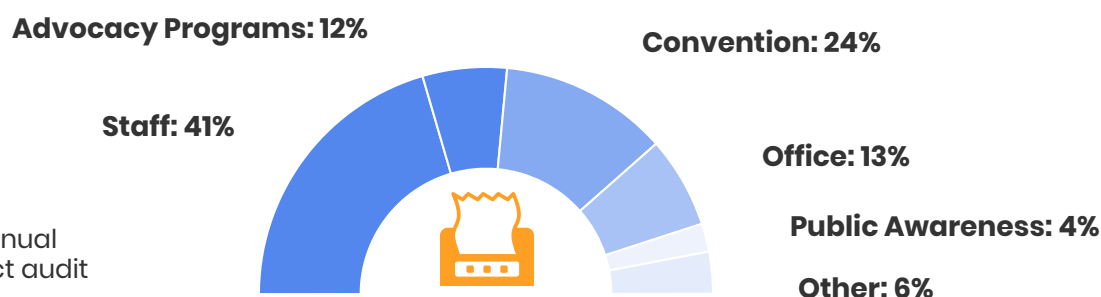
Executive

FINANCE

Sources of Funding



Annual Expenses 2018



Note: Financials pending the annual audit and may change to reflect audit adjustments.

2018 Overhauled Programs & Services

- Converted to distributed workforce model
- Closed D.C. Office
- Converted expensive server to cloud-based G Suite
- Converted expensive phone system to VOIP
- Audited financial system
- Converted to cloud-based accounting, allowing real-time management by ED, Treasurer & Bookkeeper
- Audited staff benefits
- Procured new website
- Procured new member management system (launching in 2019)
- Went paperless using cloud-based software that syncs with accounting

2018 Corporate Partners

Natural Partners DIAMOND Standard Process

DaVinci Laboratories GOLD Seroyal

Thorne Research Inc. Nordic Naturals ZyCal

SILVER

A2 Milk Co.	Alletess Medical Laboratory	Ayush Herbs	Bio-Botanical Research Inc.	CV Sciences
Designs for Health	Integrative Therapeutics	Jigsaw Health	Mountain Peak Nutritionals	NCMIC
Professional Complementary Health Formulas	Protocol for Life Balance	SelfCollect	TRU NIAGEN	Vital Nutrients

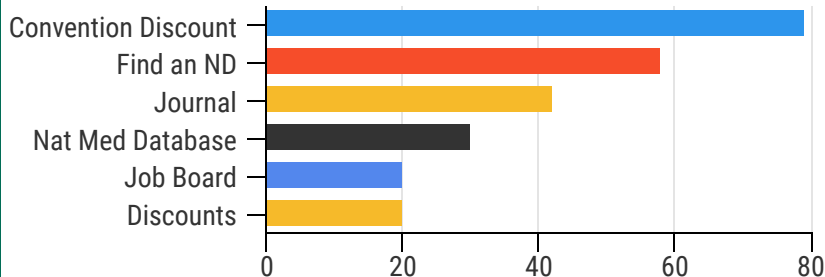
What NDs are Saying

In 2018, the AANP conducted an extensive survey of both members and non-members to get a better understanding of how to best serve those in the naturopathic medicine profession. Here are some of those results:

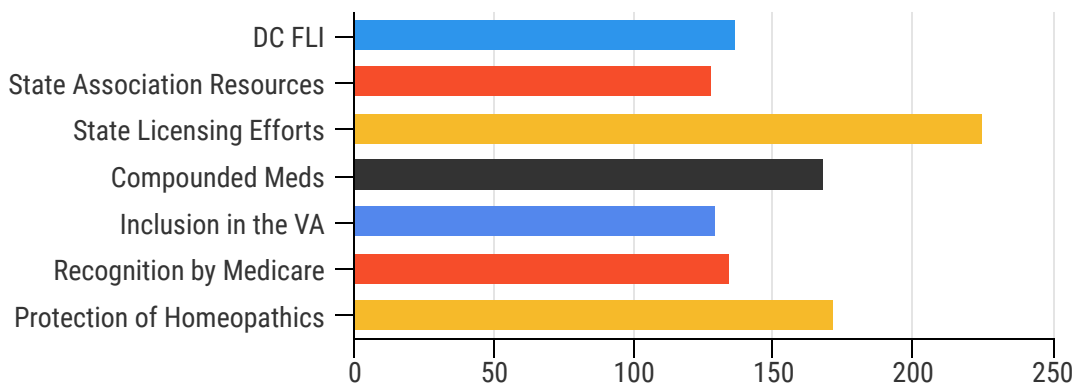
Top Reasons for Patient Visits



Top AANP Benefits



Top Advocacy Priorities for the AANP



Top AANP Social Media of 2018:

Theaandp | 23 Mar 2018 | Link | English

The vote was 32:2 in the Senate and 135:11 in the House. A true victory for #Maine and a testament to grassroots #advocacy. Want to continue the advocacy? Join us at the DC FLI in April! <https://bit.ly/2ueBZh9>

#naturopathicmedicine
#naturopathicdoctors Maine ...

Lawmakers override LePage veto, uphold insurance coverage for naturopathic health care

bit.ly/2ueBZh9

Theaandp | 16 Mar 2018 | Link | English

Research reveals nutrition improves mental health better than prescription medications: <http://realfarmacy.com/mental-nutrition/>

#nationalnutritionmonth
#naturopathicmedicine #mentalhealth
#naturopathic

Research Reveals Nutrition Improves Mental Health Better Than Prescription Medication

realfarmacy.com/mental-nutrition/

Theaandp | 21 Feb 2018 | Link | English

Great news for Maine! LD 1030, "An Act to Require Nondiscrimination Policies in Providing Health Care Services" as amended would prevent insurance companies from discriminating against care received from a naturopathic doctor practicing within the scope of their license. "This ..."

Senate votes unanimously for Chenette healthcare bill to expand options

bit.ly/2BKJlKG

Theaandp | 12 Oct 2018 | Image | English

AANP President Jaquel Patterson, ND, MBA & AANP Executive Director Laura Culberson Farr with Tyna Moore, ND, DC and 100 NDs at her Docere conference in Portland, OR. Focus on building successful ND practices. #naturopathicrevolution, #doceresummit #natmedweek2018

It's a Naturopathic Revolution. Let's Rise. #levelup

AANP 2018

The Annual Convention



AANP 2018

AANP 2018 not only provided 20.25 CEs (+ six additional for the pre-con) but was also significant in terms of impact on the profession. The Convention kicked off the Summit on the Future of Naturopathic Medicine, which allowed attendees to share their vision and voice their goals for the future of the profession.



THEME

AANP 2018 took place July 12-14 at the Town & Country Resort in San Diego. The theme - E Pluribus Unum - conveyed a spirit of diversity, inclusion & coming together as a united profession.

Gala Recognition Awards Spotlight

Each year, the AANP recognizes the incredible and important work its members do. The 2018 award recipients were recognized at the closing gala of the AANP Annual Convention.



Michelle Simon, PhD, ND
Physician of the Year



Robert Broadwell, ND, LAc
The Vis



Heather Carrie, MAS
**Champion of
Naturopathic Medicine**



Michael Cronin, ND
Benedict Lust



Standard Process
Corporation of the Year



Sean Hesler, ND & Sarah
Preston Hesler, ND
President's Award