American Association of Naturopathic Physicians (AANP)
Strategic Plan 2025

Goal 1 – Increase public awareness and understanding of naturopathic medicine.

Objective 1 – Develop and promote a clear and consistent branding of the naturopathic profession.
   
   Strategy: Engage branding and marketing experts in refining the brand and developing key messaging.
   
   Strategy: Optimize the AANP website to reinforce and promote the brand and the public understanding of naturopathic medicine. Coordinate with the Institute for Natural Medicine in their efforts to create and maintain a consumer-oriented website.
   
   Strategy: Collect, publicize, and support science-based research that substantiates the medical efficacy and cost-effectiveness of naturopathic medicine.

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

   Strategy: Allocate resources to develop and execute a plan to increase media coverage.
   
   Strategy: Recruit, train and support a team of naturopathic physicians to generate, interact with, and respond to local, regional, and national media opportunities.

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 – 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.

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.
Strategy: Promote opportunities for naturopathic physicians to work in other countries.
Strategy: Educate employment sectors on the value of hiring naturopathic physicians and covering naturopathic services.

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: Expand practice management tools, marketing, operations, management training and mentorship.
Strategy: Identify and promote successful models of multi-ND clinics to enable the ability of more clinics to create jobs for NDs.

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.

Objective 3—Engage affiliate members of the House of Delegates to improve AANP
structures, systems, and policies.

Strategy: Develop a mutually beneficial affiliate agreement.

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 grants and other fundraising opportunities.