



Naturopathic Physician

The Newsletter of the American Association of Naturopathic Physicians, March, 2010, Volume 195

In This Issue

[President's Message: AANP Building Relationships, Expanding Our Reach](#)

[News From the Office, March 2010: Politics As Usual? There is no such thing! HCR, DSHEA Update, DC FLI](#)

[State Legislation Update, March 2010: The Key to Success to State Legislation Lies Within Our Colleges](#)

[What is CPT \(and who cares??!!\)](#)

[Building and Maintaining a Practice](#)

[Member in the Spotlight: Michael Cronin ND & Jared M. Skowron, ND](#)

[Events](#)

[Opportunities - Visit AANP's Job Bank](#)

For original research that analyzes two food allergy testing methods visit www.naturalmedicinejournal.com.



→ President's Message: AANP-Building Relationships, Expanding Our Reach

By Carl Hangee-Bauer, ND, LAc

We've all heard about the value of relationships before. "It's not what you know but who you know" and "politics are all about relationships" are common sayings and beliefs many of us have. Whether or not we believe these sayings are fully true, I think we can all agree that the relationships we have with others are important aspects of our personal and professional lives.

Over the years, I've come to believe in the importance of forming close professional relationships and have seen these come back to benefit our professional goals in many important and sometimes unexpected ways. With our training as naturopathic physicians and our deep connection with our patients, these relationships are often as powerful as the medicines we prescribe and the therapies we use in enabling our patients to heal and move toward wellness.

Read the rest of the piece at AANP's blog, "[Physicians Who Listen.](#)"

→ News From the Office- March 2010: Politics As Usual? There is no such thing! HCR, DSHEA Update, DC FLI

By Karen Howard

Health Care/Insurance Reform

Today's question, much like yesterday's and tomorrow's, will Congress approve health care legislation? I think yes - but how it will happen and what it will include remains a mystery. The debate is now reliant upon the parliamentary process itself. This could not be more complex. The defined process for reconciling a budget issue first requires a law having been passed so that there is something to reconcile! That requires the House to trust the Senate and pass their bill on the good faith that a whole package of changes will be favorably considered that "fix" all the objections you have been reading about. And how, it at all, will this impact naturopathic medicine? [Read More](#)

→ State Legislation Update- March 2010: The Key to Success to State Legislation Lies Within Our Colleges

By Michelle Clark, ND, Alliance Chair

**Register now for
the DC Federal
Legislative Initiative,
our annual advocacy
training and lobby
day.**

Tenacity is defined as *the quality of being determined to do or achieve something; firmness of purpose; "his determination showed in his every movement"; "he is a man of purpose."* Clearly then, naturopathic medicine is the shining example of modern day tenacity. Against the odds, our volunteer advocates across the country continue on the quest to ensure every American has access to our highly skilled and trained NDs. [Read More.](#)

→ **What is CPT (and who cares??!!)** By W. Bruce Milliman, ND and Eva Miller, ND

Welcome to the wonderful world of CPT!! You may be asking yourself what the heck is CPT' or, if you already know 'do I care?' CPT stands for Current Procedural Terminology, and it consists of numerical codes which identify each service and procedure that health care providers perform, collated together in an annual publication. The system is managed by the AMA (American Medical Association) www.ama-assn.org under an agreement with DHHS and CMS (Department of Health and Human Services and the Center for Medicare and Medicaid Services) Anyone who bills insurance or who provides a "super bill" for patients to attempt to get reimbursed for services provided by a naturopathic physician uses CPT codes.

Since 2003, as a member of the American Association of Naturopathic Physicians, you have had a representative on the AMA (American Medical Association) CPT Editorial Panel Advisory Committee (called the Health Care Professional Advisory Committee, or HCPAC) www.ama-assn.org/ama/no-index/physician. In 2006, the Advisor was joined by a Staff person to help with the Committee work. The Panel now meets three times per year to consider new code proposals, edit existing codes and delete antiquated codes.

History of AANP involvement with CPT:

In 2002-2003, under the leadership of AANP past president Michael Traub ND, DHANP the AANP participated in a process to help all Complementary and Alternative Medicine (CAM) professions gain better access to health care insurance. An alternative code system was also considered, the "ABC Code set" http://bolenreport.com/feature_articles/feature_article048.htm. This work was done through the Integrated Healthcare Policy Consortium (IHPC), then led by Bastyr co founder, Sheila Quinn and IHPC Executive Director, Matt Russell. Meetings throughout 2002 resulted in, amongst others, Alan Dumoff (Attorney with IHPC), Konrad Kail, ND and Bruce Milliman, ND traveling to Washington, DC to testify before the National Committee on Vital and Health Statistics at Health and Human Services (see "Executive Summary" @ www.ncvhs.hhs.gov/030129mn.htm). The IHPC hosted a two day meeting in Washington, DC with AMA/CPT, ABC code set, and CAM profession representatives, including AANP to facilitate the CAM professions participation in CPT's HCPAC.

Who Are We?

Your initial and continuing Advisor on the AMA CPT Editorial Panel/ HCPAC is Bruce Milliman, ND and the Staff person is Eva Miller, ND.

Bruce Milliman graduated in the first Bastyr class, in 1982 and did a three year residency in London at a homeopathic hospital under the tutelage of Chandra Sharma, MD. He served as Bastyr University Clinic Director, then faculty from 1986 through 2006. He has been an advocate for access to health insurance reimbursement to patients for naturopathic services in Washington State and elsewhere in the US since 1995. He has been equally active regarding the needs of non-MD health care service providers. For the last 15 years, he has practiced at Seattle Healing Arts, an integrated health care setting of more than 60 credentialed practitioners.

Eva Miller is a naturopathic physician also in practice at Seattle Healing Arts, and received her medical training at Bastyr University, graduating in 2005. Her interest in CPT developed during her CNME (Council for Naturopathic Medical Education) accredited two and a half year residency under Dr. Milliman. Dr. Miller currently serves as the vice president of the Washington Association of Naturopathic Physicians (WANP www.wanp.org) and is the designated staff person assisting Dr. Milliman in his capacity as Advisor, representing the AANP on the AMA CPT Editorial Panel/HCPAC. She has been staffing AANP 'HCPAC' advisory position since attending her first meeting with him at the Editorial Panel meeting in October of 2005. It became clear to her how important it was to have our profession represented in a federally recognized organization with other health care associations, and it was also apparent that the position required staffing.

As naturopathic medicine becomes more integrated into the health care arena, as licensure is gained in more states and insurance reimbursement is increasingly utilized, our growth in understanding and continued participation in the CPT process will become ever more important. It is our intention, through this ongoing column in the eNews, to provide you with a source of information regarding insurance, as well as a forum for discussion. Let Drs. Miller and Milliman know your thoughts, concerns and questions regarding health insurance reimbursement in general, or coding in particular. They can be reached at emiller@seattlehealingarts.com or doctorwbm@earthlink.net.

→ **Building and Maintaining a Practice** By Sara Thyr, ND

Most naturopathic medical practices are build by word of mouth - personal referrals from friends or people that they trust. When you are just starting out, this can take a lot of time. Even the happiest of patients can only send you so many people in a given amount of time.

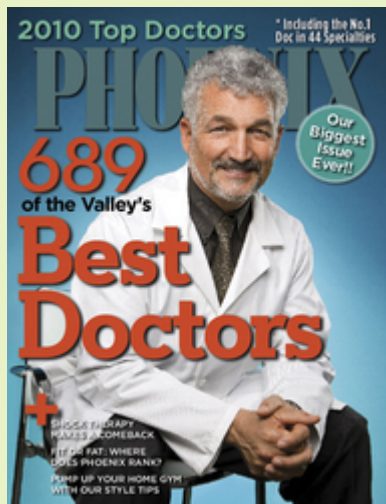
The best thing I have done for my practice is join a network marketing group. There are many to choose from out there and the one I have been working with since I moved to California is Business Networking International (BNI). They only allow one person from any given profession in a chapter or group, so you have the floor without competition each week and talk about what you do. Re-starting a practice in a new state in the worst economy of our lifetimes, this

has been the one thing that has really sustained my practice.

[To view more of this special preview of this member's only practice development series click here.](#)

→ **Members in the Spotlight: Michael Cronin, ND Makes the Cover of Phoenix Magazine and Jared M. Skowron, ND Releases Naturopathic Textbook for Pediatrics**

Congratulations to Michael Cronin, ND for being featured on the cover of Phoenix Magazine's "100 Top Doctors Issue."



Congratulations to Jared Skowron, ND for his new textbook on pediatrics. Fundamentals of Naturopathic Pediatrics is available in hardcover (ISBN 978-1897025338 from CCNMPress.com, Amazon.com, and through [Natural Partners](#)).

→ **Corporate Member Spotlight: Kyowa Hakko**

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→ Events

NDNR presents: 5 Keys to a Profitable Practice April 23, 2010 - Scottsdale, AZ. A one-day seminar to teach physicians what the most successful cash-based practices are doing. Featuring: Ann Philips of the Ken Blanchard company (Raving Fans, Gung Ho, etc.), best-selling practice author Judy Capko, leading medical ethics lecturer Ofer Zur, PhD, award winning screen writer Bill True, and Michael Smith, ND. AANP members will receive a \$100 off the regular \$285 rate. Enter code: 5keys2010. Register now: online <http://www.ndnr.com/event03.html> or call 888.627.8677.

→ Opportunities - Visit AANP's Job Bank

The AANP has a new online job bank, where you can post your help wanted, residency opportunities, and practice for sale ads. Monthly postings are free for members, and \$100/month for non-members. If you have questions about the job bank, email matthew.santoro@naturopathic.org.

[Visit the job bank now.](#)

This Month in the Job Bank:

- [Busy Naturopathic Practice for Sale in Lexington, Kentucky](#)
- [Cancer Treatment Centers of America](#)

- [Naturopathic Doctor](#)
- [Naturopathic Oncology Consultant](#)
- [Naturopathic Physician](#)
- [Outside Sales: Associate Representative for Standard Process/MediHerb](#)
- [Practice For Sale in Lakewood WA](#)

The American Association of Naturopathic Physicians
4435 Wisconsin Ave, NW Suite 403 Washington, DC 20016
Phone: (202) 237-8150 . Toll Free: (866) 538-2267 . Fax: (202) 237-8152
member.services@naturopathic.org

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