President’s Message: Heart of Rocks

By Lise Alschuler, ND, FABNO

My partner and I recently completed a spectacular hike in the Chiricahua National Monument in southeastern Arizona. This particular mountain range was formed 27 million years ago from volcanic eruptions. Subsequent cooling and weathering have left what can only be described as a forest of stone monoliths. Huge rock pinnacles stud the top and sides of these mountains; mountains which are beautiful in their own right.

Within an 8 mile loop in this stunning area is a smaller 1 mile loop called the Heart of Rocks. At first blush, it might seem an odd name for a trail. Who, after all, would want a heart of rocks?! That is, until one sees these rocks. Imagine, if you can, a 10,000 ton diamond-shaped rock, balanced on one of its points atop a 20 foot high rock platform. To either side of this impressive display, oddly shaped boulders sit precipitously upon other narrow rock rests. Clearly, these are no ordinary rocks. The mere existence of these precariously balanced rock formations that have stood just so for millions of years bespeaks balance, grace, and tenacity. In the face of earthquakes, windstorms, floods, human civilization, these rocks have remained.

For me, the world offers metaphors and reflections. The majestic Heart of Rocks, while in reality, is simply a trail, also describes someone or some organization who, at heart, is courageous, resilient, graceful and strong - and all the more so for a tenacious ability to retain improbable, even incongruous balance. The will to stand tall and the ability to take shape, not in spite of, but rather because of, the shifting landscape of challenges around us and the strong winds of change that sweep into us is a thing of lasting beauty. The naturopathic profession, with its values, hopes and promises, stands just so for how healthcare can be, and indeed has a heart of rocks.
News From the Office: Stand Up For Naturopathic Medicine, By Karen Howard

In this new political paradigm you are constantly being asked to stand up. Stand up for what you believe, stand up for the future of the country, stand up for the welfare of your family. The healing power of naturopathic medicine is destined to play a significant role in the health of our country - and the AANP is actively working to facilitate that happening.

- **Grassroots**: Our database has grown to more than 15,000 advocates who write their federal and state legislators. Who are these people? Our number one advocate is Becki Monrad of Minnesota. She is joined by four other non-NDs, and doctors Jamie Oskin, Jacob Schor, Hilary Back, Ilana Gurevic and Lauren Noel who represent our top 10 advocates.

- **Research**: Our AANP Task Force for Electronic Medical Records is heavily engaged in designing the next iteration of naturopathic medical research. **Click Here** to read the AANP submission to the Federal Coordinating Council for Comparative Effectiveness Research. Thank you to our working group.

And thank you to all who participated in the new study that appeared in the Archives of Internal Medicine, which highlights a lack of awareness of alternative medicine in the medical community. The study suggests that the attitudes of clinicians can have a major effect on whether CAM trial results are translated into clinical practice. **Click here to read the whole story**.

- **Public Awareness**: The launch of the PBS series let to a six-fold increase in the number of Californians who went the AANP web site to find a naturopathic doctor. Next week marks the premier of the show on cancer and naturopathic medicine. **Find out more about the series**.

- **Health Care Reform**: This is why all your work matters. State scope of practice, federal inclusion of naturopathic medicine, and the future of true health care reform will benefit directly from the work described above. The DC FLI is upon us on May 2-4 (**register now** and join the 100+ doctors, students and advocates who are championing our message).

Stand up now, stand up often, and stand proud in these challenging times. You are the future and our great grandchildren are counting on you.

Alliance Update: The Timeline to Licensure, By Michelle Clark, ND

In the Alliance, we view ND licensure in terms of an ongoing timeline. Steps in achieving full licensure are many, and include creating a strong, self-supporting state association, gathering grass roots supporters, setting up monthly conference calls for their association members, entering an initial bill, entering discussions with concerned groups, passing a bill, and refining law through additional legislation over the years. How each state achieves licensure varies according to
the particular environment of the state. Some of the biggest variables include the number of NDs practicing in the state, the number of NDs helping as volunteers to the association, the size of the state legislature, the varied support of the medical society and the laws already on the books. In some cases, it makes sense to take initial steps of introducing legislation to create a naturopathic licensure task force or to establish a registration process for naturopathic physicians.

This year, there have been seven Alliance states with active legislation, and we hope to see a few more before legislatures adjourn. In Colorado, a task force and registration bill has passed the House and is currently in Senate committee. A licensure bill was introduced in Rhode Island, and was received positively in a Senate committee hearing earlier this month. RIANP is working on a few edits that we hope will allow the bill to move forward. A task force bill was introduced in Illinois, and recently passed out of a House committee. We are also following licensure bills in Massachusetts, New York, and North Carolina. We hope to see bills introduced in Pennsylvania and Wisconsin in the near future.

We have continued monitoring health freedom bills in many Alliance states, and worked to prevent the passage of bills that blur the distinction between qualified naturopathic physicians and those with less training. We saw the passage of a health freedom bill in New Mexico, but have also seen bills die in Maryland, Virginia, Iowa, and Nevada. We are currently monitoring health freedom bills in Massachusetts, North Carolina, and Texas.

Want more details about our legislative efforts? Click here to see many of our tracked bills. Want a bill added to our site or want details on Capwiz usage? Contact Maureen.Leddy@naturopathic.org.

Licensed States Update

The AANP is happy to introduce a new column on licensed state legislative efforts. The content of this month's piece has been derived from AANP staff legislative monitoring efforts, and news we've received from our licensed states. If you have an update on your state's legislative efforts that you'd like to share in next month's enews, please contact Maureen.Leddy@naturopathic.org. We'd be thrilled to share your news with AANP members!

This year we have seen three themes in licensed state legislation: board modification/elimination bills, scope expansion bills, and health freedom bills. We are pleased to report that a bill in DC that had threatened ND licensure was amended to instead eliminate registration of traditional naturopaths, and has now passed the City Council final vote. We have also been watching bills in Connecticut that amend the Board's 2010 sunset date, and have seen a bill that
would extend the sunset to 2012 pass the House as well as a Senate committee. We have also seen no further threats to boards in California and Washington in the last month.

Several scope expansion bills were introduced this year, and we are watching them with excitement. Hawaii’s bill has passed the House and Senate with amendments, and if approved would allow the Board to independently establish a formulary, and allow NDs to administer injections and perform minor surgery. Alaska’s scope expansion bill, which would provide for a prescription endorsement, has passed a Senate committee. Oregon’s prescriptive rights bill has passed the Senate with amendments, and is currently in the House. Utah’s bill to permit NDs to prescribe testosterone has been signed by the governor. In Vermont, a bill to expand access to palliative care has passed the House, and amends the definition of practice of naturopathy to include treatment of pain. We are also monitoring a prescriptive rights bill in New Hampshire.

This year we saw health freedom bills being introduced in the licensed states of Montana and Washington. Montana’s bill was tabled in House committee after passing the Senate, and Washington’s bill has not moved. We are watching cautiously for additional health freedom bills, to ensure the public will not confuse the credentials of naturopathic physicians with less trained practitioners.

Check out the New Naturopathic.org

The AANP has launched a new and improved web site at www.naturopathic.org. This web site includes new features for members and the general public, including a Your Health section of the web site, an improved Find a Naturopathic Doctor search, and a clean and easy-to-navigate layout.

Things to do for your NEW Find an ND listing:

Log in: Please log into the new web site and double-check that your information was accurately transferred from our old site. Your username and password is the same as it was on the old site. If you need your log in information, click the Forgot my Password link in the top right-hand corner of the home page under Member Login.

Once you are logged in, a menu of options will appear on the left-hand side of the page under the keyword search option. The main headers are Points of Contact, Bookmarks, and Account Details.

Points of Contact Header - My Profile page

Upload your photo: On the My Profile page, you may upload a photo. We recommend a professional looking headshot. Photos must be saved as a .jpg file format and must be 72dpi and in RGB color profile. The filename needs to be short, numbers or letters only, and have no spaces. The file can be no larger than 100kb.

Tip: Market research shows that people react more positively to someone at first meeting if they’ve previously seen a
photograph of them. Adding a professional photo to your directory listing improves your chances of gaining a client.

Update Your Preferred Mailing Address: Check to see that the mailing address in My Profile is your preferred mailing address.

   Note: If you select the boxes under the Secondary Directory Listing in the My Directory Options page, the information in My Profile will become visible in Find a Naturopathic Doctor.

Points of Contact Header - My Practice page
My Practice Description: Write a description for your clinic on the My Practice page.

Account Details Header - My Directory Options page
Review the information you want available: To make sure your new practice description is visible on Find a Naturopathic Doctor, visit the My Directory Options page and put a check in the box in front of the Description option under Main Directory Listing. You can also control whether or not your street address, phone, website and other contact information are displayed.

Select Directory Categories: to select categories for the online directory, visit the My Directory Options page. You can select up to four additional categories. To select multiple categories, hold down the Ctrl key.

   NOTE: DO NOT UNSELECT THE AANP CATEGORY. If you do, your listing will no longer appear on Find a Naturopathic Doctor.

→ There’s Still Time to Register for the DC FLI!

Registration for the DC FLI closes April 20. Register Now!

The AANP Leadership Training and Federal Legislative Initiative (DC FLI) Training will be held on May 2-4, 2009, at the Doubletree Hotel Crystal City-National Airport. This three-day leadership training in Washington DC, which culminates in a lobby day on Capitol Hill, will hone your leadership skills, increase your lobbying effectiveness, and give you the opportunity to advocate for naturopathic medicine.
Naturopathic Medicine Series Airs in Southern California

On April 8, 2009 the country's first series on naturopathic medicine aired on southern California's KOCE, the sixth-largest PBS station in the country. Produced by the award-winning American Health Journal in conjunction with the American Association of Naturopathic Physicians (AANP), the series educates the public about the practices and philosophy of naturopathic medicine.

Learn more about the naturopathic television series.

Donate to the series now.

Does your clinic provide free services? We want to know.

Have you set up a naturopathic clinic that provides services for free or through a work exchange? Are you involved with or running a non-profit devoted to bringing naturopathic care to the underserved? Please let us know by emailing member.services@naturopathic.org.

Corporate Member Spotlight: Emerson Ecologics

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Conferences and Events

Medicines from the Earth Herb Symposium.

Proceeds from this year's symposium will be donated to the AANP state licensure effort.

Dates: May 30 - June 1, 2009.
Place: Blue Ridge Assembly, Black Mountain, North Carolina.
Attendees: more than 500 nurses, physicians, herbalists and acupuncturists.
Program: See attached speakers and topics or visit www.botanicalmedicine.org

Opportunities

Professional Services Specialist: The Full-time Professional Service Specialist will provide leadership, advice and support to our professional customers, Customer Service, Marketing, management, and outside consultants in our Bedford, New Hampshire location. This position provides for the retrieval, organization, and successful dissemination of the latest relevant scientific research and product information for the Emerson Ecologics database and website, for the Emerson Ecologics staff, for all printed materials, catalogs, ads and newsletters, and for our professional customers, as appropriate. Position is required to successfully market Emerson Ecologics products and services to healthcare professionals by developing strategies, services, contracts, solutions, and product selections that meet their needs. Please send your resume and apply online at www.emersonecologics.com. Some relocation expenses may be covered.

Segment Market Manager - Naturopathic Doctors: This individual will be responsible for setting the direction for strategic segment development activity to aid in the achievement of Emerson Ecologics' revenue and margin plan in our Bedford, NH location. This position drives the strategy and market planning development for select practitioner market segment(s), such as; Naturopathic Doctors, Licensed Acupuncturists, Medical Doctors, etc. This position is responsible for aligning certain healthcare professionals' requirements with the capabilities of Emerson Ecologics to deliver a differentiated segment value proposition represented by a portfolio of differentiated products and services. Please send your resume and apply online at www.emersonecologics.com. Some relocation expenses may be covered.
Staff Naturopathic Medicine Position at Cancer Treatment Centers of America in Philadelphia: Cancer Treatment Centers of America (CTCA) Eastern Regional Medical Center in Philadelphia continues to grow and is looking for a well-qualified Naturopathic Physician to join our team within. Graduation from a CNME-accredited Naturopathic program and licensure as a Naturopathic Physician is required. If you’re ready to join a team of like minded professionals in an innovative environment, apply with CV to Michelle Qaqundah, ND, FABNO, Director of Naturopathic Medicine, through Colleen Trimbur, recruiter. Please send to colleen.trimbur@ctca-hope.com or fax to (215) 537-7900. Inquiries welcome at (215) 537-7586. Some relocation costs may be covered.