



For Immediate Release

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American Association of Naturopathic Physicians Releases Strategic Plan to Address Natural Medicine Scarcity and Bolster Awareness

Implementation Includes Collaborating with the Institute of Natural Medicine and Expanding the AANP Workforce

(Washington, D.C.) March 10, 2016: The American Association of Naturopathic Physicians recently released its [Strategic Plan 2025](#) and its plans to collaborate with the Institute of Natural Medicine (INM). The move is part of an initiative to increase access to natural medicine.

The Strategic Plan involves increasing public awareness and understanding of naturopathic medicine, achieving full-scope legal recognition of the naturopathic profession throughout the U.S., increasing professional success and employment opportunities for naturopathic physicians in all health care environments, as well as fostering a more sustainable, unified, and resilient naturopathic community. In order to achieve these goals, the AANP has expanded its workforce, hiring a Director of Marketing & Communications and a States Coordinator.

"Two of our top strategic priorities are increasing the meaningful presence of naturopathic medicine in key media channels and expanding licensure to all 50 states in the U.S.," said Ryan Cliche, AANP executive director. "To set things in motion, I'm building a team with great skill sets and experience, as well as working with influential organizations that AANP believes will help achieve these goals."

Chantay P. Moye, MSM, the new director of marketing and communications, will launch proactive media campaigns to advance the naturopathic physician profession. She brings a wealth of marketing and media expertise to the AANP team. Her management training began nearly 20 years ago as a newscast producer and assignment editor/immediate newsroom manager at an NBC affiliate in eastern N.C. At the American Society of Transplant Surgeons, Chantay served as its communications director, launching public relations and communications campaigns. She also is well versed in crisis management procedures, possessing two training certificates from programs sponsored by the Department of Homeland Security.

The INM provided funding to hire Traci L. Hobson, JD, LL.M., the new states coordinator. Traci will guide naturopathic state organizations on educating the public and policymakers about the benefits of licensing naturopathic physicians. Traci is an attorney, educator, and seasoned association management professional. Her past roles include tribal administrative officer for the Mechoopda Tribe of Chico, Calif.; executive director of the North Carolina Association of Women Attorneys; and director of governmental affairs for the National American Indian Housing Council. Traci has advocated for funds for tribal housing and related programs, drafted testimony and monthly



legislative reports, and built relationships with Congressional members and staffers, among other achievements. She also has experience managing and growing state associations and chapters.

According to INM president Michelle Simon, ND, “The institute will continue to support this program and others aimed at expanding access to and education about natural medicine providers for consumers. Including natural medicine providers in the health care arena will provide greater choices for consumers and positively impact public health by emphasizing preventive medicine, dietary, and lifestyle approaches to chronic disease.”

“Licensure enables patients to know that the naturopathic physician they see has graduated from an accredited school of naturopathic medicine and has passed a national licensing exam,” said Jaclyn Chasse, ND, AANP president. “The AANP is the national professional society representing licensed naturopathic physicians, which aims to increase awareness of and expand access to naturopathic physicians.”

Patients are increasingly interested in complementary and integrative approaches, and conventional practitioners are often uninformed or reticent. A system of non-integrated or, worse, disintegrated health care prevails in the U.S.ⁱ Currently, less than one-in-three Americans live in states that license naturopathic physicians.

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About the INM:

The Institute for Natural Medicine (INM) is a national not for profit organization based in D.C. with a mission to transform health care in America through greater use of the principles and practices of naturopathic medicine. Learn more at www.naturemed.org.

About the AANP:

The American Association of Naturopathic Physicians (AANP) is the professional association that represents licensed naturopathic physicians. The AANP strives to make naturopathic medicine available to every American, and to increase recognition of naturopathic physicians as the identified authorities on natural medicine. Learn more at www.naturopathic.org.

ⁱ Ather Ali, ND, MPH, MHS, and David L. Katz, MD, MPH. Disease Prevention and Health Promotion, How Integrative Medicine Fits. *Am J Prev Med* 2015;49(5S3):S230–S240.