

Update on [AANP Strategic Plan 2025](#)

June 14, 2016

Staff Dedicated to PR Efforts

- Expanded our communications team. [Chantay Moye](#), Director of Marketing & Communications, and [Taryn Ward](#), Public Relations Coordinator – coordinates incoming media inquiries, actively seeks proactive PR, and builds media relationships. If you have a concern in any of these areas, reach out to Chantay and Taryn, so that we can help you.
- Partnered with several major naturopathic organizations including academia, larger state associations, and the INM to advise on a long-term strategy. The goal is to increase our overall impact as a profession. We also are enlisting the support of a PR firm.

Leveraging Expertise in the Naturopathic Community

- Solicited naturopathic physicians with experience contributing articles and speaking with media in preparation to launch our spokesperson program. The group will undergo media training and learn what to do during crises.
- Connected with leaders of state associations and naturopathic medical schools to coordinate media responses, educate state agencies, and ensure that we're all working on one cohesive effort.
- Convened our annual DC FLI, where more than 150 naturopathic physicians and students attended. The highest attendance for this event in five years. Those critical in-person Capitol Hill visits have already yielded tremendous support from legislators toward licensure in all 50 states and have initiated the development of a Medicare demonstration project. [View a DC FLI recap as told by attendees.](#)
- Customized our communications by developing a press kit for state and specialty naturopathic associations to customize and leverage, which includes safety, efficacy, and cost-efficacy studies for you to reference in addition to fact sheets and patient testimonials. We want to ensure that those interested are well-equipped to engage the media effectively in order to promote the profession and their practice. These will be finalized and distributed soon.
- Gathered evidence-based information to begin building an online encyclopedia and other resources about naturopathic medicine and physicians. Our aim is to ensure naturopathic medicine is represented accurately.

Getting Support from other Health Care Professionals and Patients

- Leveraged allies, assembling letters of support for naturopathic physicians from MDs, nurses, chiropractors, acupuncturists and other health care providers. These groups recognize the expertise of naturopathic physicians and want to support us.
- Formed strategic partnerships with dietitian and nutritionist groups, which have had been impactful in helping to move licensure and scope expansion bills through state legislatures.
- Received new testimonials from patients and other health care professionals (below) that should make you proud to be a naturopathic physician.

Managing Polycystic Ovary Syndrome for eight years via conventional medicine was not improving my condition, it was just masking it. It wasn't until I began treatment with a naturopathic physician that I saw significant improvements. Last year I was able to conceive twins naturally with naturopathic treatment protocol. I am forever grateful and beyond impressed with an ND's knowledge and clinical approach.

- JheriAnne Cavazos, Lincoln Park, MI

I am a licensed pharmacist and I personally see the professionalism and competence of licensed naturopathic doctors.

- Ronald Sykurski, Snoqualmie, WA

I've worked with LICENSED NDs and benefitted from their care. It's important to make the distinction on Licensure.

- Debbie Strodel, Dover, NH

As an RN, I have seen the work of NDs and what they can do for patients that traditional methods may not always be effective for.

- Sing Chia Liu, Cleveland, OH