



Naturopathic Physicians: Natural Medicine. Real Solutions.

Practice & Professional Development Update

Topics of the Week

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Celebrating the Healing Power of Nature

Senate Passes Naturopathic Medicine Week Resolution -- Register for Monday's Webinar to Learn How to Participate



NATUROPATHIC MEDICINE WEEK

October 7-13 marks AANP's first-ever Naturopathic Medicine Week, a nationwide celebration and opportunity to promote the profession! What will you do to showcase your practice or the benefits of naturopathic medicine? In this webinar, we'll discuss the opportunity and guide you through the resources AANP has available to support your local or state initiative. We'll also hear from NDs who'll share their experience and enthusiasm in garnering attention to the profession through media outreach.

Naturopathic medicine has a great message to share - Naturopathic Medicine Week offers an ideal forum to do it! [Click here to register for the webinar.](#)

Technology and Your Practice

AANP & SBRX Bring You: Tech Tuesdays



Every other Tuesday, SBRX and Dr. Andrew Brandeis, will bring you a sizzling 20 minute webinar loaded with smart must-have tech tips you can use immediately in your practice. [Click here to sign up](#). *Can't make the calls? No worries!* Each webinar is recorded and archived, and we'll send you the link to listen in!

This event kicks off on September 17 at 12:30 PDT. Topic: Google Apps for Business Provides Office Networking Tools

. Your office need not spend thousands of dollars to have state of the of the art networking and calendaring.

Managing Your Online Profile

How to Update Your AANP Profile

AANP's online "Find an ND" tool is a prime source of new patients for AANP members, with over 50,000 page views per month! If "Find an ND" brings you just one patient per year that can easily cover the cost of your AANP membership. "Find an ND" hits will surely grow as AANP ramps up its aggressive public awareness campaign. Make sure your AANP profile is up-to-date. [Click here for instructions](#). Have questions? Email them to member.services@naturopathic.org.

Free Social Media Tools Can Mean Powerful Results for Your Practice



When most physicians hear the term "social media," they envision pimply-faced teenagers discussing offensive YouTube videos on Facebook or sending out five Tweets per minute describing the taste of their latest burp. This doesn't exactly engender confidence in using social media for their practice, much less even start the learning process required to get up to speed. Like it or not, your patients are using social media, and have been doing so for several years now (forever in Internet time). It's as much a part of being online as websites or e-mail. [Continue reading](#).

Marketing Your Practice

Marketing Your Patient-Centered Medical Home



Published by Physicians Practice - You've received recognition as a Patient-Centered Medical Home, now be sure to market that fact effectively to prospective and current patients. Source: Physicians Practice The Patient-Centered Medical Home (PCMH) has become the new standard in primary care for payers and policy makers, but what about the public? Last week, a client told me that upon rollout of their new website (one that featured a section on their "medical home"), a patient called up and asked if they had gone into the home-care business! [Continue reading.](#)

Marketing Topics for September

Need an idea of how to engage your community this month? September is loaded with national awareness and health topics to help you market your practice. September is...

- National Honey Month
- America on the Move - Month of Action
- Fruit & Veggie Month
- Leukemia & Lymphoma Awareness Month
- National Childhood Obesity Awareness Month
- National Cholesterol Education Month
- National Menopause Awareness Month
- National Ovarian Cancer Awareness Month
- National Yoga Month
- Prostate Health Month
- September 17 is "Take a Loved One to the Doctor Day"
- September 22 - 28 is "Active Aging Week"
- September 28 is "Family Health and Fitness Day"



Are you a writer or blogger? We would love to share your work with the nationwide naturopathic community. Please email your articles to communications@naturopathic.org.

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