OUR MISSION is to enhance human health and wellness by advancing the profession of naturopathic medicine.

OUR VISION is to create an atmosphere where Naturopathic Doctors guide and empower people to discover and experience improved health, optimal wellness, and effective management of disease through the principles and practices of naturopathic medicine.
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LETTER FROM THE EXECUTIVE DIRECTOR

2016: A Year of Major Steps Forward for Naturopathic Doctors

The strategic plan of the American Association of Naturopathic Physicians (AANP) is now firmly in place and guiding us forward. A top priority is to increase public awareness and understanding of naturopathic medicine. During the past year, we have been accomplishing this through a variety of approaches:

- Doubling resources toward increasing positive messaging in the media
- Hosting a successful health fair for the public
- Launching a spokesperson program
- Expanding our social media reach by more than 20 percent
- Building an expansive library of promotional videos
- Landing national media exposure

The AANP is the respected, authoritative voice on naturopathic medicine.

Another strategic goal is to achieve regulation of Naturopathic Doctors in all 50 states by 2025. This past year, our profession finally won regulation in Pennsylvania, and 15 other state associations have licensure efforts planned in 2017. This increased pipeline of activity, as well as the impact we are having at the Federal level, is a testament to the vitality of the AANP, as well as the profession we represent. I encourage you to read more about our state and Federal advocacy momentum detailed in this report.

Our membership is nearly 1,500 strong. Our corporate partners are invested in our success, as we are invested in theirs. Thank you, members and corporate partners, for all of your support.

Many more accomplishments are highlighted in this annual review. We’re proud of these achievements, and look forward to continuing to serve the naturopathic profession in 2017.

Ryan Cliche, CAE

Executive Director
American Association of Naturopathic Physicians

I am grateful for the leadership of the Association. They work tirelessly to carry out the AANP vision and mission.

Board of Directors

Jaclyn Chasse, ND, President
Jaquel Patterson, ND, MBA, President-Elect
Kasra Pournadeali, ND, Immediate Past President
Michelle Simon, ND, PhD, Treasurer
AnnAlisa Behling, ND, Speaker, House of Delegates

Carrie Louise Daenell, ND
Daren Ingles, ND
Jane Guiltinan, ND
Laura Farr
Melanie Henriksen, ND, LAc, CNM
Michael Cronin, ND
Michelle Rogers Niesley, ND
Moira Fitzpatrick, ND, PhD
Robert Kachko, ND, LAc
MEMBERSHIP

What’s Hot, What’s New in Membership?

**New Collaboration:** We are excited about our newest collaboration. The AANP is finalizing a plan with the Naturopathic Medical Students Association (NMSA) to offer dual AANP-NMSA membership. As the largest association of Naturopathic Doctors, it’s our mission to ensure that we are providing the platforms that not only enhance membership, but expose future naturopathic leaders to the resources they will need to open thriving practices and provide high-quality health care to patients.

Additionally, the NMSA will host their 2017 annual conference in conjunction with ours, July 12-15, at the Biltmore Hotel in Phoenix.

**New Committee:** The Diversity + Inclusion committee was created this year, inspired by informal discussions by several leaders in the profession at AANP2017, the Annual Convention in Salt Lake City, which included JoAnn Yanez, ND, Carrie Louise Daenell, ND, Jaquel Patterson, ND, MBA, and Bill Walter, ND. The committee is an advisory group composed of a cross section of the profession and is committed to driving inclusion of underrepresented populations in AANP membership and the profession as a whole. Part of the Team's charge is to foster an inclusive culture, secure members, and evaluate member benefits.

**New Faces:** The AANP membership elected Julie Tran, ND, Robert Kachko, ND, LAc, and Laura Farr to the Board of Directors, and Jaquel Patterson, ND as the President-Elect to succeed Jaclyn Chasse, ND in 2018.

**Member Benefits Update**
The “Find an ND” Web page, one of the most valuable member benefits, continues to be one of the most visited pages, with over 600,000 page views in 2016. This doesn't include the referrals that the AANP staff provides via phone and email to the thousands of consumers who contact us directly. In addition, the AANP has added additional discounts on valuable business services, such as discounted shipping with FedEx; discounted office supplies at Office Depot and OfficeMax; Medicine Talk, and electronic newsletter service; and Sterling Talent Solutions, an employment solutions company that helps you vet employees. The AANP is also finalizing a new agreement with NDAccess, a website service uniquely geared toward Naturopathic Doctors. Access the 2016 Member benefits.
### Membership Levels

The AANP continues to refine membership communications by focusing on benefits, including highlighting our most valuable benefits and bringing new benefits as requested by members. We are also conducting a member survey that will allow the AANP to analyze trends in the profession and better align the membership proposition to meet the needs of the profession in order to recruit new members.

The AANP has completed an in-depth analysis of membership recruitment and retention data for 2011 to 2016, and will be embarking on a long-term engagement plan that will address the cyclical nature of seesawing retention levels. The AANP is indebted to Carrie Louise Daenell, ND, long-time member, for her leadership and guidance in addressing this and developing solutions.

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*Does not include additional memberships from dual AANP-NMSA membership in development in late 2016.

### 2016 AANP Annual Convention & Exhibition

The 2016 AANP Annual Convention & Exhibition took place July 27-30 at the Snowbird Resort in Salt Lake City. More than 600 people attended the Convention over four days. We offered 25 hours of continuing education, of which 20.5 were pharmacy CE in response to multiple requests over the past few years. As in years past, the exhibit hall sold out with 65 exhibitors and 77 booths.

The 2016 Annual Convention brought back pre-conference sessions hosted by EndoANP, PedANP, and Metagenics on Tuesday, July 26. Pharmacy Jeopardy also made an encore appearance, hosted by Bradley Bush, ND, and Paul Anderson, NMD, in a fun, interactive session that filled the room to capacity.

The AANP launched the first of a series of health fairs. The event, Fun and Wellness for the Whole Family – A Health Fair for the public, took place on Saturday, July 30. This event highlighted health and wellness products and services available in the Salt Lake City area, as well as nationally recognized health experts, giving short presentations on a number of wellness topics. More than 200 people attended this inaugural event.

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*VIEW OUR GALLERY

WATCH VIDEO*
GALA RECOGNITION AWARDS SPOTLIGHT

The AANP honored the following members at the Annual Gala for their commitment to helping move naturopathic medicine forward. View past recipients.

**President’s Award – Lise Alschuler, ND, FABNO**
The President’s Award is given each year to the person the AANP president recognizes for boldly and publicly supporting the mission and vision of the AANP.

**Physician of the Year Award – Margaret Beeson, ND**
The Physician of the Year Award is bestowed upon someone who increases the knowledge and level of competence of fellow physicians, increases the vitality of or contributes to the profession of naturopathic medicine, and contributes significantly to the policy agenda of naturopathic medicine.

**Vis Award – Paul Herscu, ND, MPH**
The Vis Award honors and celebrates the life and work of William A. Mitchell, ND (1947-2007). Dr. Mitchell embodied the Vis with his passion for life, for naturopathic medicine, for teaching, and for the loving care of his patients.

**Benedict Lust Award – Cathy Rogers, ND**
The Lust Award is a lifetime career achievement award intended to acknowledge extraordinary Naturopathic Doctors.

**Champion of Naturopathic Medicine Award – Heather Zwickey, PhD**
The Champion Award is bestowed annually by the AANP Board of Directors to a non-ND who is deeply committed to changing the landscape of the healthcare through his/her championship of naturopathic medicine.

**Corporation of the Year – RLC Labs**
The Corporation of the Year Award is bestowed on a company whose efforts have promoted the goals, projects, activities and functions of the AANP and naturopathic medicine.
Continuing Education

In 2016, the AANP accredited the activities of 20 different organizations for over 250 hours of CE. This Accreditation Program began in 2016 with the goal of cost-effectively building naturopathic education activity audiences. The AANP is committed to accrediting unbiased, non-commercial presentations, whose goal is to further the well-rounded education of health care professionals. All presentations must be free from any commercial bias or product promotion.

2016 Membership Outreach

To help fulfill the AANP mission of enhancing human health and wellness by advancing the profession of naturopathic medicine – as well as to enhance membership and partnerships – we exhibited at the International HealthCare Symposium in New York and the Academy of Integrative Health & Medicine Conference in San Diego. We also participated in a job fair in Washington, DC, soliciting individuals interested in gaining hands-on training in not-for-profits or naturopathic medicine.
STATE ADVOCACY

STATE ADVOCACY

Success in Pennsylvania
The biggest triumph for the AANP and the naturopathic profession in 2016 was the enactment of a bill to regulate Naturopathic Doctors in Pennsylvania.

Thanks to strong advocacy efforts by the Pennsylvania Association of Naturopathic Physicians, and the support of the AANP, beginning January 1, 2018, registered Naturopathic Doctors in the state will be the only ones able to practice naturopathic medicine. This is a huge victory for consumer transparency and the profession’s legal standing.

Pennsylvania becomes the 21st state or territory to regulate Naturopathic Doctors. The AANP is proud of the tremendous advocacy efforts led by Marie Winters, ND, FABNO, president of PANP, Heidi Weinhold, ND, legislative committee chair of PANP, and colleagues all across the state.

In 2016, numerous bills to regulate Naturopathic Doctors were active:

- MA, MI, MS, NC, NJ, NY, OH, PA, and RI introduced or advanced legislation to license or register Naturopathic Doctors. The MA and MI bills passed their respective Senate.
- CA, CT, HI, MD, and WA, pursued scope modernization bills.

Legislative hearings were held in seven pre-licensed states:

- MA, MI, NC, NY, and PA, held committee hearings on their respective bills.
- MS and NM held hearings for legislators to learn more about naturopathic medicine and to lay the groundwork for legislative efforts.

Five state associations hosted naturopathic medicine lobby days in their state capitol: IL, IN, MA, MN, and VA.

Five state associations in pre-licensed states held naturopathic medicine conferences or continuing education events: GA, IL, MA, NY and PA.

State association leaders in Illinois hosted a group of legislators for a tour of the National University of Health Sciences.

State association leaders in Oklahoma held a luncheon for legislators at Cancer Treatment Centers of America in Tulsa.

Efforts to establish state associations are underway in AL, AR, and MO. New state associations are active in LA, NJ and OH.

State association leaders in New Jersey secured low-cost legal representation from Rutgers Law School to finalize and file their official governing documents.

Naturopathic associations in NM and RI are undergoing revitalization and expansion.

Leaders in New York and representatives from the AANP attended the Integrative HealthCare Symposium in New York City in February, gathering 90 MD and DO signatures on a petition supporting the licensure of Naturopathic Doctors in New York.

Multiple state associations are planning to pursue legislation to regulate Naturopathic Doctors in 2017: ID, IN, IL, IA, MA, MI, MS, NV, NJ, NY, NC, OK, RI, TX, VA, and WI.

This information reflects the current facts by the Pre-Licensed Team at the time this document was published.
Resources for Advocacy

The AANP started a Pre-Licensed Team, led by State Alliance co-chairs Emily Telfair, ND, and Eliot Edwards, ND. This group provides a forum for state association leaders to share information, experience, and advice.

The first-ever State Association Directory, exclusively for use by AANP members, was created in cooperation with the Center for Health Care Policy and Leadership at Bastyr University. Special thanks to Steven LeBreque, the Bastyr student who led research efforts.

The AANP created a State Association Press Kit, with substantial input from Amy Rothenberg, ND, president, Massachusetts Society of Naturopathic Doctors and other colleagues.

The AANP State Alliance moved forward to create a comprehensive Roadmap to Regulation and to reorganize and update materials in the Advocacy Toolkit.

2016 AANP Grant Recipients and Criteria

The AANP awarded grants to four state associations deemed to be closest to achieving regulation of Naturopathic Doctors. The total amount - $25,000 - is triple the amount the AANP awarded to state associations in 2015. The awards went to:

- Pennsylvania Association of Naturopathic Physicians - $7,500
- Massachusetts Society of Naturopathic Doctors - $7,500
- Illinois Association of Naturopathic Physicians - $7,500
- North Carolina Association of Naturopathic Physicians - $2,500

The AANP received 12 grant applications that were evaluated on extensive criteria approved by the State and Federal Affairs Committee. Factors included:

- Whether the proposed funding was to support initial licensure or scope expansion efforts
- The experience and credentials of the state advocacy team
- Readiness of state association advocacy materials
- Whether the organization has a grassroots system in place
- History of attempts made to pass naturopathic legislation in the state, including degree of traction and progress made
- Strength of the organization's relationship building and outreach efforts
- Quality and thoroughness of its advocacy plan, including fundraising strategy
- Whether the association received any other grant funds recently
- Overall likelihood of achieving licensure or registration in 2016
In 2016, the ILANP has greatly accelerated our legislative efforts, and the AANP grant supported that progress. The AANP grant enabled us to organize our Lobby Day with less anxiety around fundraising, so more effort could go into planning and executing the event itself. Also, the grant allowed us to establish a new event, our 5K race, which will grow into a larger fundraiser in upcoming years.

~Kristina Conner, ND, MSOM, Dipl. OM
President, Illinois Association of Naturopathic Physicians

The MSND wishes to thank the AANP for its grant. The monies were put entirely to the funding of our wonderful lobbyist who has guided our effort this session and brought us into meetings with high level Massachusetts government employees such as the Secretary of Health & Human Services, and the Commissioner of the Department of Public Health. She has been an inspiring and helpful presence during our three lobby days and continues to help us strategize on moving our bill over the finish line.

~Amy Rothenberg, ND
President, Massachusetts Society of Naturopathic Doctors

The 2016 AANP grant not only helped the NCANP to strengthen our lobbying presence in the General Assembly, but also gave us renewed strength and inspiration. This grant sent the clear message that our colleagues believe in us and are behind us every step of the way. We were able to continue building strong relationships with legislators who are reworking how all licensing boards are handled in the state.

~Amy Hawkins, ND
President, North Carolina Association of Naturopathic Physicians

The AANP State Advocacy Grant allowed the PANP to pay lobbyists for a full four months. Without this grant, and thus without our lobbyists, House Bill 516 would never have moved out of committee, and would definitely not have passed unanimously in the State Senate. Thanks to the help of the AANP, Pennsylvania has become the next state to recognize Naturopathic Doctors.

~Marie Winters, ND, FABNO
President, Pennsylvania Association of Naturopathic Physicians
FEDERAL ADVOCACY

The AANP made giant strides with the naturopathic profession’s Federal initiatives in 2016. Our efforts have brought Naturopathic Doctors far closer to becoming employed by the Department of Veteran Affairs (VA), mobilized congressional support for a study of the benefits of naturopathic care for seniors, defended Naturopathic Doctors’ ability to provide patients with safely compounded medications, and reiterated the need for Federal intervention to ensure that Naturopathic Doctors and their patients are treated fairly via insurance plans across the country. Along the way, the AANP held one of its most successful legislative conferences ever, sponsored monthly seminars that provided Naturopathic Doctors with invaluable insight, and reached out to organizations that could ally in extending our advocacy reach.

These efforts were guided by the AANP Federal and State Affairs Committee, co-chaired by Laura Farr, executive director, Oregon Association of Naturopathic Physicians, and Kasra Pournadeali, ND, immediate past president, AANP.

Here are highlights of the major strides made in 2016:

**Building the case for the Veterans’ Administration to begin employing licensed Naturopathic Doctors**

Early in the year, the AANP collaborated with the National University of Natural Medicine to host representatives from the VA. The goal was to give the VA a hands-on sense of what is naturopathic medicine is and how Naturopathic Doctors are educated.

In the spring, the AANP Federal and State Affairs Committee presented a white paper to the Office of Patient Centered Care and Cultural Transformation (OPCCCT), the Agency’s lead office for incorporating integrative care. The paper not only laid out the naturopathic approach to health and how Naturopathic Doctors are trained, but proposed several ways that licensed Naturopathic Doctors could make a difference working directly with veterans as VA employees.

In the fall, the AANP presented the VA with a petition signed by 1,400 veterans encouraging the Agency to begin hiring licensed Naturopathic Doctors. Additionally, we provided OPCCCT with the names of physicians, nurses and others currently employed in the VA who are familiar with naturopathic medicine and see the value of licensed Naturopathic Doctors working alongside other agency health practitioners.

These efforts — and ones we’ll pursue in 2017 — are aimed at providing the VA with all the ammunition it needs to determine that it’s appropriate to begin hiring licensed Naturopathic Doctors. This will not only provide a much-needed benefit to veterans; it will also open up a vast new opportunity for the naturopathic profession.

**Mobilizing support for the eventual inclusion of licensed Naturopathic Doctors in Medicare**

The AANP began laying the groundwork for this Federal advocacy objective during the DC FLI, our Federal legislative conference, held each spring. During the FLI, over 150 Naturopathic Doctors and students converged on Capitol Hill, spreading the message that Medicare-eligible seniors would benefit from being treated by licensed Naturopathic Doctors.
Subsequently, 11 members of the House signed and sent a letter to the Center for Medicare and Medicaid Innovation (CMMI), urging the development of a pilot study to assess the health benefits and cost savings attributable to naturopathic care for seniors at risk for cardiovascular disease.

Later in the summer, the AANP held a meeting with several staff members of CMMI, familiarizing them with the naturopathic profession and the benefits of natural treatment aimed at keeping seniors well. Adding any new provider group to Medicare typically takes many years and requires patient, progressive effort. In 2017, the AANP will look to build a solid relationship with CMMI and supply the data, credibility, and political support needed to spur a pilot project demonstrating the value of naturopathic care for seniors.

Defending patient access to safely compounded medications

The AANP led the integrative health care community in resisting the Food and Drug Administration’s effort to tighten access to a variety of safely compounded medications. In June, in-person testimony by AANP member, Paul Anderson, ND, was instrumental in convincing the FDA’s Pharmacy Compounding Advisory Committee to preserve access to DMPS, a compound essential to treat patients suffering from mercury and lead poisoning. This victory will save individual Naturopathic Doctors some $4,000-$5,000 annually – the estimated cost to obtain alternatives to DMPS, none of which performs nearly as well as DMPS, which the FDA’s Advisory Committee recognized in its decision.

The AANP subsequently kicked off a fundraising campaign to marshal the dollars necessary to embark on a broader legal strategy to blunt the FDA’s opposition to compounded medications. The funds gathered so far – jumpstarted with $10,000 earmarked from the AANP Board of Directors – are going toward the development of a Citizens Petition, which, when complete, will challenge the FDA’s actions on a variety of fronts. We are working with a coalition of compounders and other health care practitioners, and will be reaching out broadly to other integrative health care organizations and to patients.

This legal effort, while potentially requiring up to $50,000 over the next year, will ensure that the AANP has the means to effectively challenge the FDA and continue standing up for the necessity of access to safely compounded medications.

Section 2706: Pushing for Federal guidance to assure that insurance plans are treating Naturopathic Doctors and their patients fairly under the law

Taking the lead for the integrative health care community, the AANP held several meetings with state insurance officials and insurers, driving the message that Section 2706 of the Affordable Care Act calls for non-discrimination in coverage. Our Section 2706 Team met monthly, helping to coordinate efforts nationwide.

At the same time, the AANP provided the Department of Health & Human Services (HHS) with letters from nine state associations documenting clear-cut instances where discrimination is continuing. Efforts continue to leverage the AANP relationship with HHS leaders so that state insurance authorities have the impetus they need to enforce the law.
Making inroads on Capitol Hill: The DC FLI

The 2016 DC Federal Legislative Initiative (DC FLI), held May 21-23, was the most successful advocacy conference ever. More than 150 participants gathered from 32 states, plus Canada and Puerto Rico. Together they visited 165 congressional offices, cultivating support for a Dear Colleague letter that was ultimately delivered to the Center for Medicare and Medicaid Innovation.

Those Hill visits were preceded by two full days of education, networking, and dynamic interchange among doctors, students, and speakers. The speakers included Mark Boutin, CEO of the National Health Council, Wendy Weber, ND, PhD, clinical research branch chief at the National Center for Complementary and Integrative Health, Sheryl Cohen, partner with ACG Advocacy, and Dave Wenhold, president of Miller/Wenhold Capital Strategies. Together, they provided an overview of the political landscape, research opportunities, and collaborative possibilities available for integrative health care.

This year’s DC FLI also featured education sessions aimed specifically at helping state naturopathic associations increase their fundraising IQ, build advocacy acumen and, in general, better manage their operations.

DC FLI Attendees…In Their Own Words

The DC FLI surpassed my expectations. It was energizing and invigorating to experience such camaraderie among the naturopathic community. The presentations captured the big picture and the future of the profession. Most importantly, I am coming home with a tool box, resources, and newfound knowledge to help amplify my advocacy efforts. The FLI has gifted me with unprecedented support, motivation, encouragement and inspiration to continue onward in advocacy.

~Gigi Pendlebury
Doctor of Naturopathic Medicine candidate, 2019
Southwest College of Naturopathic Medicine

There is a lot of excitement brewing and I think it is representative of the growth of the profession. It is telling that our legislative ‘asks’ are in line with the hotbed issues around cost effectiveness related to veterans’ care and senior care. We’re the ones who are well-poised to meet the demands of what is needed in health care today.

~Emily Telfair, ND
Maryland Naturopathic Doctors Association
9th year attending the DC FLI

We get to meet with decision makers who are driving health care policy. We get to see, on a person to person basis, if they are interested in what we have to say — and they are.

~Maurice Werness, ND
North Carolina Association of Naturopathic Physicians
Multiple year attendee
Members attended sessions, presented, served as hosts during the reception, and met with Members of Congress at the 2016 Annual DC FLJ.

Peer to peer learning: monthly webinar series

The AANP State Alliance continued its monthly webinars, a free member benefit that offers Naturopathic Doctors another invaluable resource for education. This year's webinar topics included:

- **Fundraising for Non-Fundraisers: How NDs Can Boost their State Associations’ Fortunes**, presented by Paul Mittman, ND, EdD, president and CEO, Southwest College of Naturopathic Medicine
- **How the Latest Billing Code Updates Affect You**, presented by Eva Miller, ND, the AANP lead representative on the AMA CPT Editorial Panel, and Mona Fahoum, ND, an authority on ICD-10
- **Saving Compounded Medications: All You Need to Know**, presented by Michael Cronin, ND, chairman, AANP Work Group on Compounded Medications; Paul Anderson, NMD, AANP member, who defended the value of DMPS and other compounds before the FDA Pharmacy Compounding Advisory Committee; Alan Dumoff, attorney, and Mike Jawer, AANP government affairs director
- **Primary Care & Loan Repayment – A Look into the Future**, presented by Michelle Simon, ND, Pamela Snider, ND, and Susan Farley, ND, leaders of an initiative undertaken by the Washington Association of Naturopathic Physicians
- **A Valuable Resource on Licensure: the FNMRA**, presented by Christa Louise, ND and Shannon Braden, ND, with the Federation of Naturopathic Medicine Regulatory Authorities
- **The New AANP Strategic Plan: A Look Ahead**, presented by Jaclyn Chasse, ND, president, AANP, and Ryan Cliche, executive director, AANP
- The AANP also encouraged its members to attend a key webinar held in August by the Center for Medicare and Medicaid Services, announcing the opportunity for Naturopathic Doctors and other health care professionals to serve as health coaches in the new Medicare Diabetes Prevention Program.
Throughout 2016, the AANP identified and pursued collaborative opportunities to advance its advocacy goals. This bridge building is essential for the naturopathic profession to become better known and expand its influence.

- In February, the AANP met with LeadingAge, which focuses on aging services, to gather input on our planned Medicare demonstration project.
- In April, we met with AARP to discuss ways that Americans over 55 can learn more about the benefits of naturopathic medicine.
- In May, leaders from the AANP met with a representative in the office of the U.S. Surgeon General to discuss potential naturopathic contributions to public health education initiatives.
- Also in May, we met with the National Health Council, which represents 133 million patients affected by various chronic diseases, to discuss the commonality between our respective missions and activities.
- In July, we met with YMCA of the USA, the leader in developing and testing the Medicare Diabetes Prevention Program to learn more about the Program’s structure.
- In September, we met with AMVETS, an ally with the AANP in seeking to bring naturopathic care to veterans.

Naturopathic Doctors and students across the country celebrated Naturopathic Medicine Week, October 10-16. This was the fourth annual Week, initially created by the U.S. Senate through its Resolution urging Americans to learn more about “the value of naturopathic medicine in providing safe, effective, and affordable health care.” The Week affords an unparalleled opportunity to spread the word to patients, consumers, and the media.

Among this year’s highlights:

- The Bastyr University San Diego Clinic held a Free Night for patients, offering a complimentary 30-minute screening for mental/emotional health. The clinic was also profiled in a local newspaper. Faculty members gave public presentations, one of which was featured on a local TV channel. Bastyr actively posted to social media, linking to the University’s infographic on the six naturopathic medical principles.
- The National University of Natural Medicine held wellness happy hours and raffled merchandise and a book. Faculty members also held public talks, and health centers affiliated with the University offered free vaccinations, blood glucose tests, reproductive health exams, HIV tests, and hydrotherapy.
- The Southwest College of Naturopathic Medicine posted infographics and fun facts, as well as a video on naturopathic principles on social media, garnering over 15,000 unique views.
- The Naturopathic Medical Student Association held its annual friendly competition among the schools, with the winner receiving the Golden Avocado trophy and a cash prize. A week-long bingo tournament, a wellness walk, T-shirts, social media posts and tweets are prime examples of student creativity.
- State associations – such as the Georgia Association of Naturopathic Physicians and the Illinois Association of Naturopathic Physicians – held their annual meetings or conferences during Naturopathic Medicine Week.
- An AANP member, Carrie Louise Daenell, ND, and staff at the LiveWell Center, recognized the Week by wearing branded t-shirts that highlight the profession, and shared on social media the benefits of health care provided by a licensed Naturopathic Physician.
COMMUNICATIONS, MARKETING & PUBLIC RELATIONS

In 2016, the AANP expanded its communications team with the chief goal of keeping members and stakeholders informed about Association programs and initiatives. A director of marketing and communications, a public relations coordinator, and select members and consultants now collaborate daily to ensure we are increasing awareness of the AANP and the naturopathic profession.

*Online Messaging is Growing*

Email statistics show that our online messages are reaching members and stakeholders by impressive numbers. The proportion of members reading emails sent by the AANP averages more than 30 percent, and our click-through rate is nearly 20 percent. (According to smartsights.com and other national sites, the health care profession averages are 19 percent and 15 percent, respectively.) Statistics also show that two-thirds of members prefer to read their email on a desktop rather than a mobile device.

*Social Media and YouTube, Our Largest Following*

Social media has become one of the AANP’s more robust ways to reach members and the naturopathic community. Our social media statistics increased across all platforms in 2016 as a result of an innovative messaging strategy. Each day, the AANP strives to post and share information we believe will be extremely useful to members, their practice, and their patients. We are proud of this growth and the feedback we are receiving via social media platforms.

We were trending! During this year’s DC FLI, the AANP posted live updates as the legislative conference progressed. The result: for the first time ever, the AANP trended on Twitter. Trending means that our hashtag – and the associated topic – becomes immediately popular at a particular time, with the potential to reach hundreds of thousands, even millions, of people.

According to Twitter statistics, a few of our top Tweets this year include:

- **Major victory for the PANP!**
  This morning, PA Gov. Tom Wolf (D) signed HB 516 to register naturopathic doctors. Congrats @PennANP

- **Lawmakers Agree: Naturopathic Doctors are a Solid Choice to Combat Chronic Pain for Veterans.**

- **Licensed NDs provide alternatives to opioids & can play a key role in safely treating pain. #opioidepidemic**

- **Happening Right Now! AANP is looking for a few good men AND women at the American Univ. job fair seeking interns to help fulfill its mission.**
AANP social media statistics in 2015 and 2016. Each platform saw growth in followers:

Also in 2016, the AANP put forth greater efforts to utilize YouTube, in order to showcase some of the profession’s stellar Naturopathic Doctors and their stories. Case in point: at the AANP 2016 Annual Convention & Exhibition in Salt Lake City, Robert Kachko, ND, LAc, led efforts to capture and preserve the thoughts of several AANP members. He conducted numerous interviews, posing questions such as: What are you most proud of in your career as a Naturopathic Doctor? Why are you an AANP member? What would it look like if naturopathic medicine became a household health care option in the U.S.?

The video responses can be viewed on the AANP YouTube Channel. AANP members should share these videos – advancing our strategy of educating consumers, public policy leaders, and other stakeholders.

**Branding and Website Initiative**

This past year, the AANP began a strong effort to upgrade its image. Our goal is to ensure that practice management, member benefits, and education are at the forefront of member and public perceptions. Accordingly, we hired a firm to develop a brand that will accurately represent the AANP and Naturopathic Doctors, and that will resonate with consumers, the media, and legislators. Work to redevelop our brand – including a logo, tag line, and messaging – is expected to continue in 2017.

On a parallel track, the AANP also laid out plans to overhaul its website. Reflecting the brand, the revised website will provide members with the resources needed to strengthen their practices and access continuing education and a myriad of other benefits. The website will also serve as a platform for the AANP to collaborate with corporate partners and provide e-commerce opportunities.

**Crisis Communications and Spokespersons Team**

“Detractor” is a word we’ve used a lot this year to describe individuals who have been outspoken on issues that directly affect the naturopathic profession. In 2016, we began to intensively assess the potential impact of detractors on how Naturopathic Doctors are perceived and even how they practice. The AANP, together with the Institute for Natural Medicine, solicited public relations assistance to ensure that our messages are congruent, strategic, and in line with the education and training that each licensed Naturopath Doctor possesses. Work on this important initiative will continue into 2017.
Furthermore, to ensure that the AANP is equipped to handle any type of communication or public perception challenge, the AANP formed a Spokespersons Team. The Team will articulate our vision and mission to the media, legislators and the public, educating them about licensed Naturopathic Doctors and naturopathic medicine.

This diverse Team of members will:

- Work with leaders to identify the profession’s core issues and objectives
- Draft relevant issue statements when necessary
- Develop topical articles
- Determine when the AANP should provide high profile statements
- Guide the development and distribution of positive messaging
- Participate in spokespersons/crisis communications training

**Ongoing Communications and Marketing**

The AANP provides to its members two weekly digests of published articles; one focusing on news and stories where Naturopathic Doctors are featured in print, online or in broadcast media; the other presenting a roundup of the most relevant research. The AANP Newsroom, naturopathic.org/news, highlights some of these news clips, as well as recent press releases.

Special thanks to the AANP Public Education and Media Affairs (PEMA) Committee for guiding the above initiatives. Under the leadership of Robert Kachko, ND, LAc, committee members have:

- Conducted over two-dozen interviews with the media
- Provided input on national issues relevant to the profession
- Drafted numerous op-eds and other communique
- Served as the focus group for the AANP branding and website overhaul initiatives
THANK YOU, CORPORATE PARTNERS

We are grateful for the numerous corporate partners who work with us to ensure that the AANP provides its members access to high-quality products and services. The AANP partners with companies that share our interest in improving health. Investments go toward helping consumers, patients, thought leaders, and policy makers learn about natural medicine products and healthy foods. Connecting Naturopathic Doctors and other like-minded health care professionals with products and services brings us closer to achieving our goal of transforming the nation’s health care system from a sick care system to one that emphasizes comprehensive wellness.

AANP Corporate Partners

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LOOKING AHEAD

As you can see, 2016 was an exciting and productive year for the AANP. In 2017, we shall continue to implement our Strategic Plan 2025, with the emphasis on consumer and media outreach. Those efforts will go hand-in-hand with a very active government affairs program dedicated to accomplishing licensure for Naturopathic Doctors in every state and expanding opportunities on the Federal level, whether our aims relate to Medicare, the Department of Veterans Affairs, the Food and Drug Administration, or Congress.

The AANP will also continue to emphasize robust member service. We will provide our members with ever more useful communications, varied educational opportunities with CE credit (both in person and online), a revamped and intuitive website, and an annual convention that is second to none.

The opportunities for naturopathic medicine are plentiful. The AANP intends to capitalize on the momentum we’ve begun to generate throughout 2017 and beyond. Thank you for your continuing support!

Together, we will keep the profession strong and bring much-needed transformation to America’s health care system.