

2023

Program Update



Enhancing the
Human Potential
for Health



Introduction

I am delighted to introduce the Institute for Natural Medicine annual report. In this report, you will find a comprehensive overview of the impactful strides we have made over the past year and discover the meaningful projects, initiatives, and collaborations that shape our commitment to creating positive change in our world.

The INM board embraced a new mission this year to do everything we can to enhance the human potential for health. From empowering individuals through education and skill-building to fostering sustainable solutions for pressing healthcare issues, each page reflects our unwavering dedication to our mission. As we navigate the ever-evolving landscape of health care and social change, we extend our heartfelt gratitude to our supporters, partners, and volunteers whose collective efforts have been instrumental in realizing our vision for whole person health enriched by the medicine of nature.

Michelle Simon, ND, PhD
INM President & CEO



Organizational Review

Our Vision

Whole person health enriched by the medicine of nature.

Mission

Do everything we can to enhance the human potential for health.

Natural Health Solutions

Educate On and Advocate for Natural Health Solutions

CONTENT

Empowering Patients

Our industry-leading natural health content empowers patient choice. It continues to drive public support toward the integration of whole person health and the medicine of nature pioneered by naturopathic medicine.

New Partnerships

We've launched the first of our specialty society partnerships with the **Psychiatry Association of Naturopathic Physicians** (PsychANP) with regularly featured articles on mental health, with more partnerships to come. We're helping elevate NDs as national subject matter experts by publishing their medical articles and featuring important quotes on social media.

We've also begun partnering with deeply accomplished **guest contributors** aligned with our vision from the broader health community, most recently with Dr. Mark Lerner, Chairman of the National Center for Emotional Wellness, with a piece on the intersection of emotional wellness and naturopathic care.



Content...cont.

Reaching New Audiences

Through executing a bold new **SEO strategy**, we've reached a more expansive online audience and now have the foundations in place for exponential growth. In the next few years, INM stands to become the trusted source for evidence-based natural health - a high-value information gap on the web.

NATURALLY WELL

Changing the lives of 3rd and 5th graders as they learn to harness the power of Food as Medicine through cooking, games, and hybrid education.

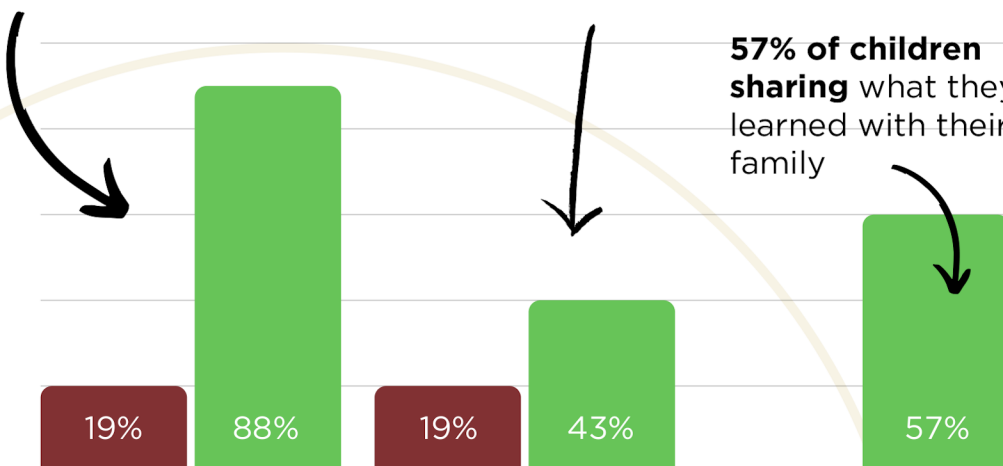
We've launched our 6th and 7th Naturally Well class at a bilingual charter school, EJE Academies in El Cajon, CA. They are already well underway in their second class, and have agreed to incorporate our programming into their regular 4th and 5th-grade curriculum ongoingly. We are thrilled for this partnership and hope to establish more of these in the next year.

Results from previous classes showed promising effects, with...

a **69% increase** in children who felt comfortable knowing the difference between processed and whole foods

a **33% increase** in kids who avoided sugary items everyday

57% of children sharing what they learned with their family



Expanding Access

Expand Access to Preventative Care Resources

FIND A ND

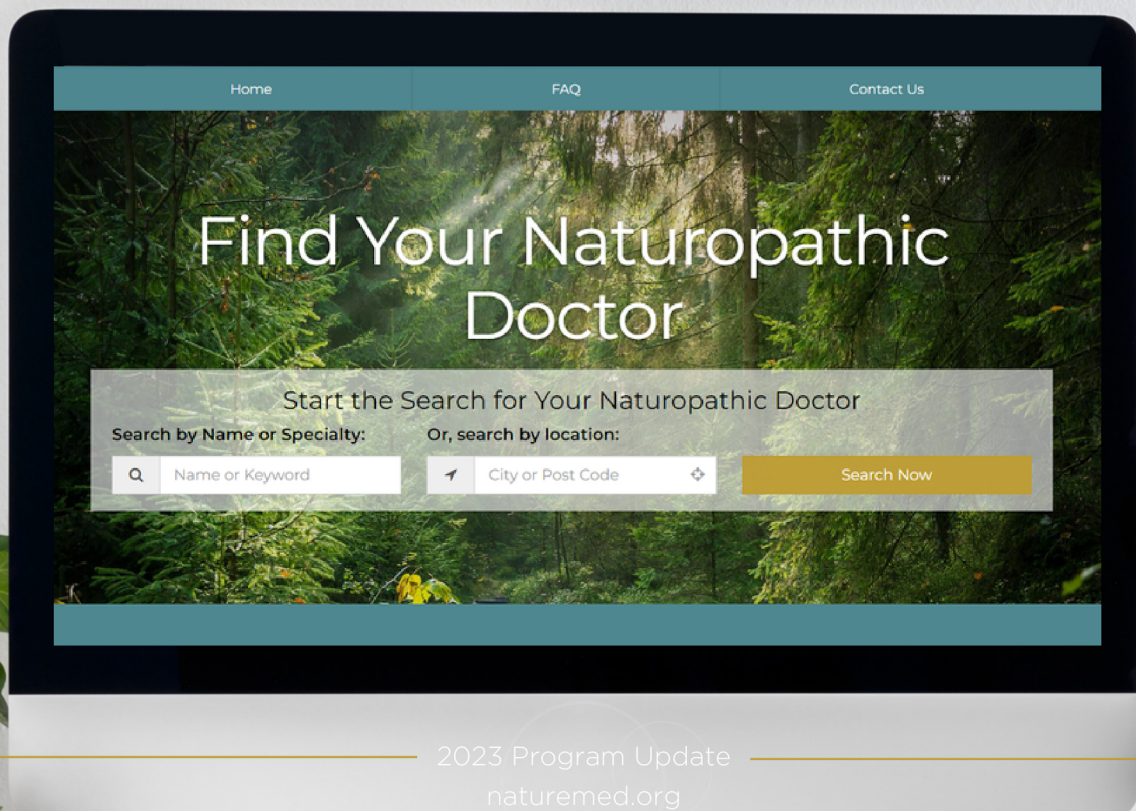
A reliable and free database that connects patients to licensed and vetted naturopathic doctors throughout the United States

We have invested this year in Find a ND with a Database Manager in charge of verifying up-to-date information and providing timely approval on all our accounts and a Listing Outreach Specialist dedicated to providing personal 1-on-1 support to help doctors sign up for the platform.

A new call out on naturemed.org is driving over 1,200 users monthly (and growing) from our content to findanaturaldoctor.com, providing listed doctors with a **steady stream of invested and interested new patients.**



Over 100,000 search appearances for doctors on the database in the last two quarters of 2023



INM RESIDENCY CONSORTIUM (IRC) & ACADEMIC EVENTS

Establishing standards, training, and experience not just to prepare but elevate the future generations of naturopathic doctors.

- The IRC entered its 7th year with eleven **new residents**.
- We're **boldly expanding** INM's professional-focused academic CE events and are increasing conference representation to represent all integrative practitioners further.
- In collaboration with the Naturopathic Academy of Primary Care Physicians (NAPCP), INM is hosting two **Semi-annual Academic Symposiums** in person at the beautiful Bastyr University campus.
- INM is participating in **profession-wide discussions** on evaluating the concept of creating an accreditation body for naturopathic residency education.

**If you are interested
in attending our
Spring Symposium,
please register [here!](#)**



PRIMARY CARE TASK FORCE (PCTF)

Providing access to integrative primary care to patients in rural CHCs and FQHCs across the US.

Growing Our Team:

Hannah Gordon, ND, RN, FNP has handed the Chair position to **Adam Sadowski, ND**, while still continuing involved support as co-chair. With Dr. Sadowski's background in research, data-driven mindset, and three years of residency, he is an excellent choice for continuing our mission of ND inclusion into CHCs and FQHCs.



Biggest Barriers of 2023 Identified:

- With ND hiring at CHCs and FQHCs that oftentimes have a lack of Medicare inclusion and limited prescriptive rights, financial concerns are an issue.
- Large organizations do not know how to include NDs into their system due to varying limitations on Medicare and prescription rights.
- More NDs need to attend and present at conferences in order to gain familiarity.

The Primary Care Task Force **continues to educate on creative ways to hire and retain NDs, which include split FTEs** (overlap with population health, medical director, quality improvement, and other administrative tasks) that otherwise lower the barriers and hesitation on focusing on ND income solely from billable patient-facing time.

The PCTF plans to shift its focus to increasing abstract submissions to as many pertinent conferences as possible, including but not limited to:

- Medical conferences that have an interest in integrative medicine
- CHC/FQHC administrative conferences (NWRPCA yearly conferences)
- Integrative medicine-specific conferences in the conventional world

Advancing Research

Advancing Research

Research Committee

Launching groundbreaking research projects to explore the efficacy and safety of natural treatments, paving the way for evidence-based integrative medicine.

- **Led by Lisa Price, ND**, INM has set up a dedicated research committee to embark on the final pillar of our organization, research.
- This committee will help further **case study research** through the residency consortium and evaluate **publishing opportunities**.
- The committee plans to seek **funding, collaborations, and publishing** to demonstrate further and expand the efficacy of a whole person healthcare approach.



Food as Medicine

Clinical research on the impacts of access to whole food and nutrition education via naturopathic doctors in marginalized communities in North Carolina and California.

- In partnership with Standard Process and FAMI, we're conducting a **research study** on the effects of using education and Food as Medicine as a first-line intervention against chronic illness in disadvantaged populations.
- We've successfully completed our **pilot study** in Cabarras County North Carolina and are making refinements to prepare for a second, larger cohort in San Diego, CA, in collaboration with Bastyr University, San Diego.

Clinical Research Network

Obtaining real-world data on the efficacy of everyday naturopathic treatment methods.

- INM's Residency Consortium is standing up a clinical research network to gather meaningful **clinical outcome data on naturopathic primary care**. We aim to demonstrate the efficacy of a therapeutic order, natural-based approach in primary care settings.



Continuing Collaboration

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Naturopathic Medicine Collaborative (NMC)

The Naturopathic Medicine Collaborative (NMC) housed by the INM continued to host **quarterly webinars** featuring news from organizations across the profession. This platform is an inspiring meeting that updates everyone on the best news from around the profession and serves to increase collaborative opportunities and joint fundraising initiatives.

- INM continues to be a fiscal sponsor of many smaller organizations and we see that as a service to the profession.
- The organizations we are helping include the
 - Oncology Association of Naturopathic Physicians (OncANP) and their public database on naturopathic oncology research ([KNOW database](#))
 - Illinois Association of Naturopathic Doctors (ILAND)
 - Florida Naturopathic Physicians Association (FNPA)
 - Foundations of Naturopathic Medicine Institute (FNMI)
 - Flourish Health
 - Naturopathic Physicians Research Institute (NPRI)

American Association of Naturopathic Physicians (AANP)

Our relationship with AANP continues to be strong. Together we fund the **Campaign for Naturopathic Medicine**, INM's flagship content generation initiative, and outreach to states to support their public messaging.

Naturopathic Medicine Student Association (NMSA)

INM and the Naturopathic Medical Student Association (NMSA) worked together to produce our **Business Success Series**, which features 50-minute TED-style talks with actionable information regarding common business challenges. These educational resources will live on in the AANP's Thrive Toolkit and be accessible to all AANP members for furthering their business knowledge.

Psychiatric Association of Naturopathic Physicians (PsychANP)

We are grateful to continue our collaboration with PsychANP. Over the year, their talented team has assisted INM's content through authorship, medical editing, interviews and quotes, and topic guidance.

One of the most exciting articles discusses the ways in which naturopathic medicine's whole person approach not only benefits but directly applies to comprehensive mental health care. We encourage you to read more [here](#).

A comprehensive list of all 2023 PsychANP written articles:

- [The Health Benefits of Giving](#)
- [Preventing and Treating Postpartum Depression](#)
- [Naturopathic Medicine Empowers Mental Health Patients](#)
- [How Naturopathic Doctors Treat ADHD](#)
- [Mental Health Herb-Drug Interactions](#)
- [Consider an ND when Building your Mental Health Team](#)

INM Priorities for 2024

In 2024, INM is strategically focusing on 3 main priorities to achieve a new level of reach and impact.

Research

INM is refocusing on what it means to be an Institute. Research stands at the forefront of our upcoming goals as we help lead the way in building up the evidence base for the efficacy of natural and naturopathic approaches. We believe a unique combination of original, quality research and our ability to amplify it through INM's expert content team has the potential to make transformative impacts.

Content Expansion

Our dedication to becoming **the online standard for trusted, evidence-based natural health information** remains a driving force in our content and SEO efforts. INM aims to continue to broaden both the quality and the frequency of our coverage of natural treatments, whole health, naturopathic doctors, integrative health, and more. We also plan on amplifying original research you can't find anywhere else and expanding both the reach and engagement of our newsletter audience. We strive to become the "gold standard" for natural health education and information - a trusted resource that will shape the broader healthcare conversation for years to come.

Collaboration

INM will continue to **deepen our relationship with external organizations** and aligned individuals from across the healthcare landscape to champion the cause of whole person and natural health worldwide. Similarly, INM will further integrate and streamline our internal programs fostering greater collaboration and synergy across various initiatives to achieve our larger goals.



Each of you is part of our team as well...

In closing, we express our profound gratitude to all who have played a pivotal role in making the past year a testament to the power of collective impact. Your support, dedication, and passion have helped fuel our mission. As we look ahead we remain committed to the values that drive our organization, and we invite you to join us on the journey towards a brighter, healthier future. Together, we can build upon the achievements of the past and forge a path towards an even greater positive transformation.

Thank you for being a part of this shared success!



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