

INSTITUTE FOR NATURAL MEDICINE

2025 REPORT

Educate. Empower. Evolve.



INSTITUTE FOR
NATURAL
MEDICINE

Our Next Chapter



2025 was a breakout year for the Institute for Natural Medicine (INM).

But first, let's reflect on we've come from...

INM's Legacy: Naturopathic Medicine

Looking back over our 30-plus years, INM has largely focused on the naturopathic medicine profession. The past 10 years have been the most productive. Stable staff and board leadership over this time have helped produce INM's most significant contributions to **increasing public awareness of naturopathic doctors' role in healthcare**, including:



\$2.127 MILLION

Raised for
Naturopathic Residencies

and Dozens of Residents Trained in 4 States

Over

\$784,000

Contributed to the AANP



through joint and INM-led fundraising



Over

\$95,000

Contributed to
State & Student Associations



Public Education

INM produced hundreds of wide-reaching, scientifically rigorous articles for the public on natural medicine, earning backlinks from **VeryWell Health** and the **National Institutes of Health (NIH)**.

Defining the Profession

Alongside AANP, we published a **paradigm-shifting white paper**: Naturopathic Physicians - Specialists in Whole Health. This over three-year process helped unite the profession around a shared value proposition for naturopathic medicine, positioning the sector well for our current healthcare moment.



The Naturopathic Medicine Academy

This year, INM enabled the Foundations for Naturopathic Medicine Institute project formally rebrand as the **Naturopathic Medicine Academy**.

Additionally, we helped them complete and publish two important volumes:

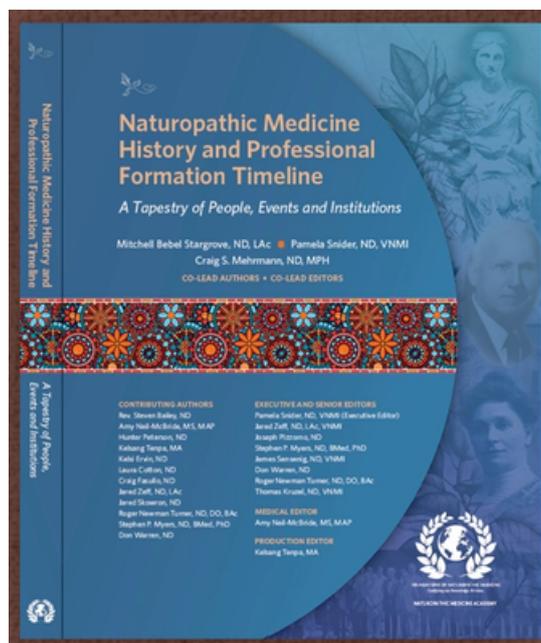
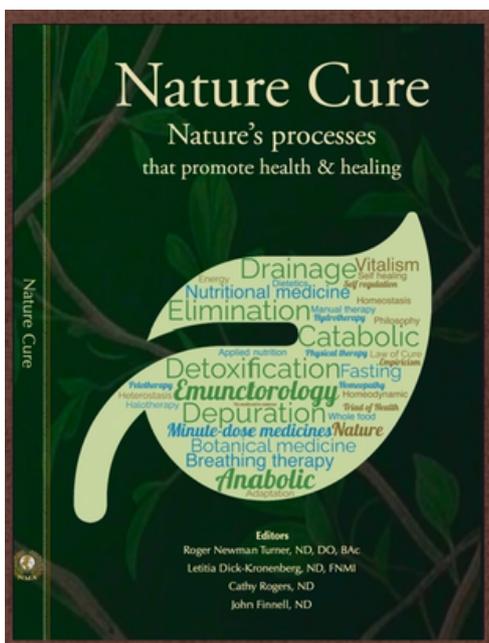
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Nature Cure: Volume 1 of the *Foundations of Naturopathic Medicine* textbook. This book that discusses nature's processes for promoting health and healing

2

Naturopathic Medicine: History and Professional Formation Timeline – A Tapestry of People, Events and Institutions

Both of these volumes are available on the NMA website at NatureMedAcademy.org.



We look forward to helping deliver additional volumes in the months ahead.





Our Evolved Mission:

Bringing Whole Person Health Mainstream

Our support for naturopathic medicine as specialists in whole person health helped lay the groundwork for our evolution.

After boldly expanding our mission in 2024 to bring whole person health mainstream, **in 2025 we put it into action.**

With a strong and growing relationship with Georgetown University, INM announced the development of a **first-of-its-kind certification course in whole person health** and the creation of a **Whole Person Health Action Network** to advance shared objectives of aligned messaging to the public.

Our work is exceptionally timely.

Consumer trends confirm a robust and growing reliance on Complementary and Alternative Medicine (CAM): **nearly 40% of U.S. adults use some form of it.**

This market growth is driven by:

- The desire for individualized care that considers the whole person
- Concerns about overprescribing and side effects
- A rising willingness across all demographics, especially younger generations, to adopt lifestyle interventions while seeking personalized, comprehensive care models

Providers, too, are seeking new strategies for engaging with patients in a more meaningful and mutually rewarding way as we see **provider burnout continue to grow.**

This year, we've assembled powerful allies to support our mission.

From a groundbreaking **whole-person health medical education course** co-developed with Georgetown University to our **growing action network of leading integrative healthcare professional organizations**—from naturopathic doctors, nutritionists, and chiropractors to acupuncturists and beyond—we're championing a new vision of healthcare.

We're teaching mainstream providers and the public how complementary and integrative approaches nurture whole-person health through gentle, health-promoting strategies. **These methods aren't just alternatives—they're the foundation for a truly evolved healthcare system that puts wellness first.**

Georgetown University Collaboration



INM announced the development of a groundbreaking certification course in Whole Person Health.

Co-developed by **INM** and **Georgetown University** for conventionally trained clinicians, this course is designed to help providers understand, critically evaluate, and easily incorporate evidence-based, whole person practices into standard medical care. The course is supported by a grant from **Fullscript**.

PART 1

Whole Person Health Providers: An introduction to integrative and whole person health and key existing provider types who can support it, with a focus on building effective referrals and sharing key care approaches and philosophies.

PART 2

Whole Health Modalities: A review of the latest evidence and practical strategies for clinical nutrition, herb–drug interactions, mind–body therapies, and more, as well as emergent topics like psychedelic therapy.

PART 3

Case Studies & Clinical Application: Real-world applications across disciplines through key case study examples co-taught by an MD and ND, supplemented with quarterly live case discussion webinars for collaborative learning.

The Whole Person Health Action Network

Speaking with one voice.

We recognize that **complementary and integrative health professionals agree on about 80% of what good medicine looks like.** Yet these providers spend their energy and visibility arguing about the 20% they disagree with.

We want to change the paradigm and that conversation.

In launching our Whole Person Health Action Network, we have signed **partnership agreements across the CIH space** with leading professional associations, securing their commitment to add spokespeople from their membership to be media trained and support wide-ranging consumer messaging on whole person health.

INM is now at the center of national conversations around whole person health messaging.



Organizations That Joined in 2025



AMERICAN
NUTRITION
ASSOCIATION®



NATIONAL CERTIFICATION BOARD™
FOR ACUPUNCTURE & HERBAL MEDICINE

Dietitians in
Integrative
and Functional
Medicine®



a dietetic practice group of the
Academy of Nutrition
and Dietetics



What's Next for The Network?

As we continue to build out relationships for this important project, we're making significant headway on achieving representation from all major **traditional, complementary, and integrative (TCIM) disciplines**, becoming a nexus organization for whole person health.



Spotlight: Academy of Integrative Health and Medicine Leadership Summit

We led a breakout discussion at the Academy of Integrative Health and Medicine Leadership Summit last fall, where we shared our speakers bureau project with **over 80 leading CIH organizations** and were extremely positively received.

Looking Ahead to 2026

In 2026, we expect to begin to reach key milestones for this network, including the **launching of formal media training for our speakers**, the **development of media literacy training**, and an **expansion of our affiliated organizations** to include representation from Integrative MDs, Ayurvedic Practitioners, Yoga Therapists, Lifestyle and Functional Medicine Certified Practitioners, and more.

Milestone: Strategic Convening

This fall we are participating with the Andrew Weil Center for Integrative Medicine to represent our network at an invitation-only **convening on whole person health** that will leverage the trained Speakers Bureau we're building for messaging support. All the while, **we remain the only organization centering consumer messaging** in these important conversations as we promote a shared value proposition for this health-promoting, prevention-focused approach.



Educating and Empowering the Public

In 2025, INM's leading online public education on natural medicine approaches at naturemed.org achieved unprecedented success:

Audience Milestones

10K

Weekly Organic Clicks

1.35M

Weekly Impressions on Google

1,294%

growth in traffic over the last 3 years



Public Webinars

We launched two successful webinars for the public. Both contain very valuable and in-demand information that helps Educate, Empower, and Evolve our growing health-minded consumer audience.



Nutrition in Pregnancy

Kent L. Thornburg, PhD, FAPS



Ten Hidden Toxins

Joseph Pizzorno, ND

Content Production

66

New Articles

25

Updated Existing Articles

Our content team **expanded our partner content** highlighting whole healthcare providers, and led a **full overhaul of the INM website**



Our backlink successes include such partners as **VeryWell Health** and the **NIH**, a direct result of our work to become the trusted authority on natural health for the public on the internet.

NatureMed Pulse Newsletter

Readership more than doubled this year and our open rates climbed to 64%, well exceeding industry standard benchmarks.



+200%

Readership



 PROGRAM HIGHLIGHT:

THE INSTITUTE FOR NATURAL MEDICINE **RESIDENCY CONSORTIUM**

INM's innovative residency program for Naturopathic Doctors continues to perform strongly in its 7th year of operation, filling a key gap in naturopathic postgraduate education. Year after year, we're ensuring that NDs have the training they need to meet the national whole health moment and engage with mainstream healthcare.



Better, More Accessible Residencies for NDs

In 2025, we were able to distribute nearly \$175,000 directly to our clinics through direct grants, immediately improving the quality and sustainability of our residents' educational experience.



*"As a resident, I've felt the direct impact of our IRC clinic grants. It means **we have access to resources, education, and mentorship** that simply wouldn't be possible otherwise."*

- Dr. Miles French, IRC Resident, Class of 2026

*Thanks to the IRC grants, we can give **bigger bonuses and profit-sharing for our residents** on top of increasing their salaries. These funds have also allowed us to be able to do more community building activities, such as summer picnics. We really appreciate your support!"*

- Dr. Margie Ikeda, Site Director, Natural Medicine of Seattle



*The IRC grants have allowed us to **increase wages and benefits for our residents**, creating a more livable wage and drawing more NDs into residencies than would have considered this as an option before.*

- Dr. Lily Stokely, Site Director, One Connection Healthcare

*The IRC funding helps us to have the resources to **provide specialized training for our residents** on top of more competitive salaries. It also gives them more allowances for conferences and continuing education. This is so important for them as they start their careers.*

- Dr. Brooke Azie-Rentz, Site Director, Alpine Integrated Medicine



Program Growth Spotlight:

Improved Resident Academic Seminars



We were able to **listen responsively to feedback** from our residents and reimagine our twice-yearly academic events to make them more **streamlined, practical, and useful for our residents' ongoing professional education.**



Key Event Updates:



Focused one-day event schedule with practical case discussion panels.



Bringing program sponsors into the event room for organic conversations.



Hosting the event at new, accessible locations closer to the heart of Seattle.



More built-in time for social connection and cohort building.



Dedicated post-event reception for networking and visibility.



Residents at the Academic Seminar Reception in March

Leadership Updates

We continued to grow our leadership through board development.

Transition of the Chair

Valerie Campbell finished her term as Board Chair in 2025 and is moving to a Past Chair role. From INM's President and CEO, Dr. Michelle Simon:

"I have the deepest gratitude for Valerie's partnership over this past decade that saw her move from INM volunteer, to committee member, to committee chair, to board member and ultimately to Board Chair over the course of 10 years.

Her experience in the philanthropic sector, her heart for our mission, and her willingness to roll her sleeves up and dig in has been invaluable. She has changed this organization through her vision and involvement and has become a lifelong friend through the process."



We welcome our new Board Chair [Dr. Holly Lucille](#), one of the first board members recruited when we relaunched INM 2.0. She is an exceptional advocate, communicator, and team member. It is wonderful to have her partnership in the Chair role, and I look forward to her leadership!



New Board Appointments

This year we added two honorary board members:

- **Dr. Brent Bauer**, founder of the Mayo Clinic's Integrative Medicine Program and its current Research Director
- **Robin Shapiro**, nationally recognized pioneer in the health advocacy movement

And nominated to our governing board this year:

- **Rend Al-Mondhiry**, attorney partner at Amin Wasserman Gurnani, LLP where she serves as co-chair of the firm's Regulatory Group
- **David Sackler**: 30-year veteran of the nutritional supplement and natural products industry



These new board members bring a wealth of new perspectives and connections to INM which fits well with our expanded mission and vision.

Onward to a New Paradigm

It is important to take a moment to recognize INM's remarkable contributions to the naturopathic community while recognizing the **immense potential we have to help evolve healthcare at the highest levels** by powerfully promoting whole-person health practitioners and practices.

Naturopathic doctors, chiropractic doctors, nutritionists, integrative doctors, and so many more stand ready.

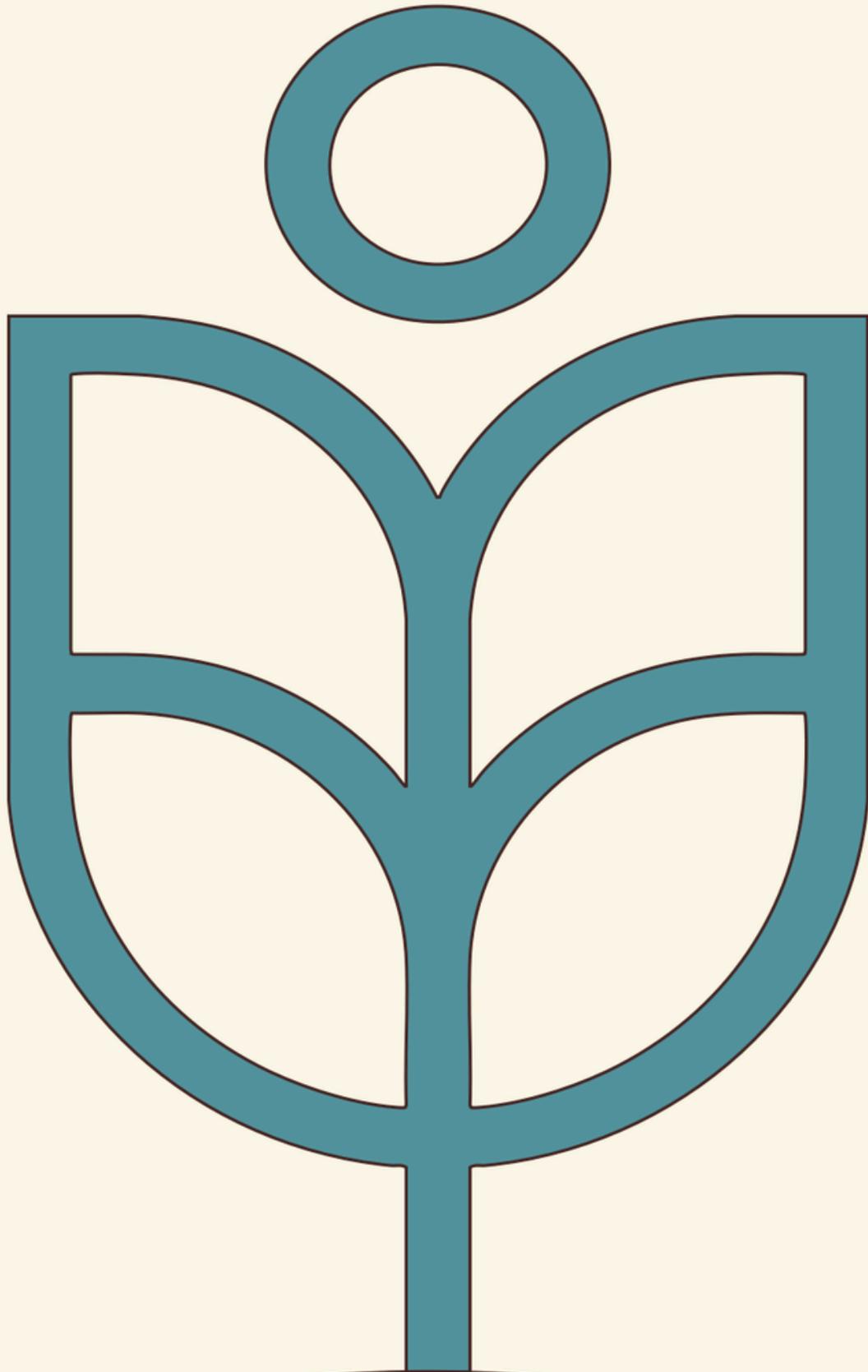
Consumers want this evolution, practitioners need this evolution, and **INM is here to help make it happen.**

Michelle Simon, Ph.D, ND

President and CEO

msimon@naturemed.org





THE INSTITUTE FOR NATURAL MEDICINE

MISSION: Bringing Whole Person Health Mainstream

VISION: Whole Person Health, Enriched by the Medicine of Nature