



CALIFORNIA NATUROPATHIC DOCTORS ASSOCIATION  
CALIFORNIA'S NATURAL MEDICINE EXPERTS™  
FRIENDS FOR NATURAL HEALTH PROGRAM

# Friends for Natural Health

*How you can help* integrate Natural Medicine into  
Mainstream Healthcare in California and Beyond.



**CALIFORNIA NATUROPATHIC DOCTORS ASSOCIATION  
FRIENDS FOR NATURAL HEALTH**

**Dear Friend,**

Our vision is a California health care system where Naturopathic Doctors have parity with other physician groups and serve as the path for patients to access safe and effective complementary and alternative medicine.

As Naturopathic Doctors in California, we are also aware that “*As California goes, so goes the nation*”. At the California Naturopathic Doctors Association, we see this statement as both a challenge and a responsibility to Californians and to all Americans. It is our mission to become the leading association in the progress and integration of Naturopathic Medicine into mainstream medicine.

We are partnering with companies, individuals and other associations who are stakeholders in the success of natural medicine. By supporting our leadership role in driving forward the key areas impacting the growth of Naturopathic Medicine today you can make our vision a reality and impact natural medicine at a national level.

The CNDA and our Board of Directors are pursuing:

- Fair and just scope of practice legislation that will allow NDs to practice within their full scope of training.
- Fair and reasonable insurance reimbursement that reimburses NDs for the time they spend educating patients about better food choices and living a healthier lifestyle.
- Developing Physician level education and training programs so that NDs interact more with other medical doctors
- Integration of safe and effective CAM into mainstream medicine so that all Californians have access
- Public recognition of NDs as the Experts in Natural and Integrative Medicine

Our goals for 2007 and 2008 include:

**Legislative**

- Eliminating sales tax on supplements sold by Naturopathic Doctors; the same benefit that other medical doctors have
- Clarification on existing laws allowing NDs to use injectable vitamins for weakened or immuno-compromised patients
- Modification of existing laws to perform CLIA waived, in office laboratory tests just like other MDs

**Public Awareness**

- Publishing an informative and highly valued newsletter for patients and supporters of Naturopathic Medicine
- Organizing local community events to teach Californians about Naturopathic Medicine, whole foods and healthy living
- Make the phrase “Naturopathic Doctors – California’s Natural Medicine Experts™” a household phrase

**Insurance**

- Aggressively pursuing insurance reimbursement for California Naturopathic Doctors that reflects our education and training and respects the time NDs spend educating patients and the concept of individualized treatment plans.

**Education**

- Post graduate physician training program so that graduates of accredited Naturopathic Medical Schools receive the necessary training to achieve parity with other physician groups.

**Integration**

- A Natural Medicine Summit in 2007 focused on strengthening the working relationship between Naturopathic Doctors and other CAM providers.
- An Integrative Leadership Summit in 2008 that brings together the thought leaders in Naturopathic Medicine and integrative medicine and developing a working model for integrating CAM into mainstream medicine.

**Organizational**

- Establish a permanent office in Sacramento to support our legislative, insurance and grass roots public awareness efforts, and to give us the tools to help us partner with other organizations to strengthen and align the integrative medicine movement.

We ask for your support as we work to change the face of Natural Medicine in California and beyond.

Yours in health,

Dr. Gina Nick ND  
President  
California Naturopathic Doctors Association



**CALIFORNIA NATUROPATHIC DOCTORS ASSOCIATION  
FRIENDS FOR NATURAL HEALTH**

**As a *Friend for Natural Health*, you'll be supporting our Naturopathic Doctors, who urge their patients to use natural supplements, alternative testing procedures, and whole foods to lead the change in our health care system towards preventative medicine and healthier living.**

**Why you should Support the California Naturopathic Doctors Association.**

**We are bringing the message to California, and “As California goes, so goes the nation”.**

We are bringing this message of health care integration to the public, local communities, government institutions and the entire health care system throughout California. Our message of integration increases public access to Natural and Integrative Medicine and increases the public trust in safe and effective natural modalities such as clinical nutrition, botanical medicine and mind/body medicine.

Through a comprehensive branding and public education campaign we serve to educate local communities and integrate licensed Naturopathic Doctors into private practices, medical groups, HMOs, and governmental health programs and effect change within our entire health care system.

**Naturopathic Doctors are the best trained physicians group to integrate complementary and alternative medicine (CAM) into mainstream medicine.**

Mainstream medicine has not yet embraced complementary and alternative medicine because most CAM providers and conventional physicians do not speak the same language. Naturopathic Doctors are well-positioned to change that paradigm. With our physician level training and a focus on safe and effective natural medicine, Naturopathic Doctors create a reliable path for mainstream medicine to effectively utilize complementary and alternative medicine in patient care. We aim to grow the entire market for safe and effective natural-based products services and complementary and alternative medicine.

**We believe that delivering evidence-based natural medicine to patients is the best way to gain the public trust and ensure the growth and sustainability of natural medicine.**

Natural medicine works. It promotes health, saves lives, and saves money. The best way to create public trust in natural medicine is to support Naturopathic Doctors. As the experts in natural medicine, our training in natural products and natural-based therapies ensures the delivery of the very best in evidence-based natural medicine.

By focusing on delivering evidence-based natural medicine, we will bring natural medicine into the mainstream.

**The CNDA is partnering with other medical groups and companies who share our values in natural and nutritional medicine is ready to move natural medicine forward as a whole.**

We believe in creating a better defined system of natural medicine as the best way to integrate natural medicine into mainstream medicine and grow the market for natural products and services. The CNDA is prepared to take the lead role in strengthening the working relationship among NDs, MDs, Acupuncturist, Chiropractors, Traditional Naturopaths, other naturally focused care providers to develop a model of medicine that works for all Californians.

*With your help and support we can make this happen.*



CALIFORNIA NATUROPATHIC DOCTORS ASSOCIATION  
FRIENDS FOR NATURAL HEALTH

***The Friends for Natural Health Supporting Member Program***

**Program levels and benefits**

**\$250 - 1 year Friends for Natural Health member**

- Thank you letter from our President and Executive Director
- A thank you plaque from the CNDA
- Listing on our Website as a Friend for Natural Health
- Quarterly updates via email from our Executive Director on the CNDA and our mission

**\$500 - 2 year Friends for Natural Health member**

- Thank you letter from our President and Executive Director
- A distinguished thank you plaque from the CNDA
- A distinguished listing on our Website as a Friend for Natural Health
- Quarterly updates via email from our Executive Director on the CNDA and our mission

**Any questions or concerns?**

**Just contact our Executive Director, Bill Bond at (626)303-4300 or [executive@calnd.org](mailto:executive@calnd.org)**

---



**CALIFORNIA NATUROPATHIC DOCTORS ASSOCIATION  
FRIENDS FOR NATURAL HEALTH**

**Yes! I would love to join the CNDA Friends for Natural Health Program!**

Name \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Website(optional) \_\_\_\_\_

Name of organization (if applicable) \_\_\_\_\_

For your listing on our website, in your own words, why did you decide to support the CNDA? (optional)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please check:                      . 1 Year Program (\$250)                      2 Year Program (\$500)

Additional amount I would like to donate to the CNDA (Optional) \_\_\_\_\_

**Payment Options**

Mail a check payable to the "California Naturopathic Doctors Association"

Credit Card, please check one:   . VISA                      . MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**To join, mail this form to: CNDA, 1121 L Street, Suite 610, Sacramento, CA 95814**

**Thank you for supporting Naturopathic Medicine!!**



**CALIFORNIA NATUROPATHIC DOCTORS ASSOCIATION  
FRIENDS FOR NATURAL HEALTH**

**What is the California Naturopathic Doctors Association?**

The CNDA is a non-profit association of licensed or license-eligible naturopathic doctors within California. Our goal is to advocate for the acceptance of natural medicine within the larger community by strengthening the positions and practices of our members and increasing public awareness of Naturopathic Medicine. We work closely with the thought leaders within California by monitoring and commenting upon legislative developments that impact the status of natural health care.

Our governing board is composed of leading naturopathic doctors within the state. The CNDA works hand in hand with the Department of Consumer Affairs and the Advisory Council to the Bureau of Naturopathic Medicine to ensure that California Naturopathic doctors have the greatest possible freedom to practice within this state.

**Who supports the CNDA?**

Our partners include individuals and leading natural product and service corporations who are working together to develop a healthier world. An up-to-date list can be found on our website.

Our Advisory Board includes some of the best-known leaders in the world of natural medicine, including prominent MDs (including Andrew Weil), leaders within the natural products industry, the natural medicine publishing and media world, and the naturopathic community (including Michael Murray ND) and the presidents of all three US naturopathic medical schools on the west coast.

We participate at the national level in partnership with the American Association of Naturopathic Medicine (AANP), the American Association of Naturopathic Medical Colleges (AANMC) as well as collaboration with the National Board of Naturopathic Examiners (NABNE).