

Adopted: January 28, 2020

# Naturopathic Medicine Committee

Strategic Plan 2020 - 2024



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## Members of the Naturopathic Medicine Committee

Dara Thompson, N.D., Chair

Greta D'Amico, N.D., Vice Chair

Gregory Weisswasser, N.D.

Minna Yoon, N.D.

Vera Singleton, N.D.

Thomas Gregory Quinn, M.D.

Bruce Davidson, Ph.D., Public Member

Shirley Worrels, Public Member

Myles Spar, M.D.



**Gavin Newsom**, *Governor*

**Lourdes M. Castro Ramirez**, *Secretary*,  
Business, Consumer Services, and Housing Agency

**Kimberly Kirchmeyer**, *Director*, Department of Consumer Affairs

**Rebecca Mitchell**, *Executive Officer*, Naturopathic Medicine Committee

## Message from the Committee Chair



It is my privilege to present to you the 2020 strategic plan for the Naturopathic Medicine Committee of California.

This plan would not have been possible without the combined efforts of the members of the Committee, the Committee staff, and the support of the DCA SOLID team. The Committee looks forward to working toward our goals with precision and perseverance.

As always, the health and safety of all Californians is our primary goal. To that end strategic goal areas for 2020-2024 are:

- Licensing
- Enforcement
- Legislation and regulation
- Administration
- Outreach and Education

With each action we take, the Committee holds these goals, as well as our mission, vision and values at the forefront of our minds. We continue to advocate for all Californians and their access to safe, effective health care.

In health,

Dara Thompson ND  
Chair, Naturopathic Medicine Committee



**“The Committee looks forward to working toward our goals with precision and perseverance.”**

## Goal Area Summaries

### **Licensing**

The Committee promotes licensing standards for licensees to protect consumers and allow reasonable access to the profession. The Committee also oversees and approves continuing education standards to promote excellence in practice and public safety.

### **Enforcement**

The Committee protects the safety of consumers through enforcement of the laws and regulations governing the practice of naturopathic medicine.

### **Legislation and Regulations**

Committee statutes, regulations, policies and procedures strengthen and support their mandate and mission.

### **Administration**

Through effective leadership, the Committee efficiently utilizes its resources and personnel to meet its objectives. It provides excellent customer service and consumer protection.

### **Outreach and Education**

The Committee informs consumers, licensees, and stakeholders about the practice and regulation of the profession, while providing responsive customer service.

## Mission, Vision, and Values

### **Mission**

To protect California health care consumers and expand access to safe and effective primary care by licensing and regulating Naturopathic Doctors through vigorous enforcement of the Naturopathic Doctors Act.

### **Vision**

Naturopathic physicians' practice to the full extent of their training to provide collaborative and crucial health care services to California consumers.

### **Values**

1. Consumer Protection
2. Excellent Quality
3. Transparency
4. Integrity
5. Access
6. Collaboration

## 1. Licensing

- 1.1 Clarify and communicate the turnaround time for license applications and renewals to manage expectations.
- 1.2 Empower applicants to monitor their own licensing application process to improve customer service.
- 1.3 Update website information regarding Committee-approved continuing education offerings to provide current information to licensees.

## 2. Enforcement

2.1 Strengthen penalties for illegal use of N.D. title to protect consumers from unscrupulous practitioners.

2.2 Improve the efficiency of enforcement reporting and internal notifications through the BreEZe system to aid enforcement timelines.

2.3 Encourage licensees and stakeholders to report unlicensed activities to reduce unlicensed use of the N.D. title.

2.4 Educate licensees in verifying and confirming that any professional practitioner they work with is appropriately licensed, to prevent being in violation and further protect consumers.



### 3. Legislation and Regulation

3.1 Advance a plan to gain title protection to protect the public and aid in enforcement activities.

3.2 Modernize scope to allow licensees to practice-as-trained; improving primary care services and access for the consumer, while creating parity with neighboring states.

3.3 Advance scope of practice to meet legislative mandates of the Committee.

3.4 Open communication between the Naturopathic Medicine Committee, appropriate boards, and associations in order to facilitate greater understanding of potential legislative and regulatory changes.

3.5 Add North American Naturopathic Continuing Education Accreditation Council (NANCEAC) as a continuing education provider, to broaden continuing education opportunities.

3.6 Clarify guidelines for naturopathic medical assistants and create regulations, as needed.

3.7 Create intravenous and injection therapy regulations and guidelines to provide clarity and facilitate safe practice.

3.8 Review and update naturopathic childbirth attendance statutes and regulations.

## 4. Administration

4.1 Create more email templates and voicemail branches to increase efficiencies in public service.

4.2 Identify and implement a resource to assist members in tracking the Committee's work.

## 5. Outreach and Education

5.1 Explore opportunities to educate legislators, health related boards and professional associations about naturopathic medicine and the Naturopathic Medicine Committee in order to inform and foster relationships and support.

5.2 Develop outreach campaigns to educate the public about naturopathic medicine.

5.3 Communicate the approach of naturopathic medicine to vaccines, homeopathy, and supplementation to clarify misconceptions.

5.4 Communicate the process of appealing consumer insurance denials to ensure parity between healthcare professional services and improve patient access.

5.5 Increase frequency of online communications and website updates to better educate the public and licensees.

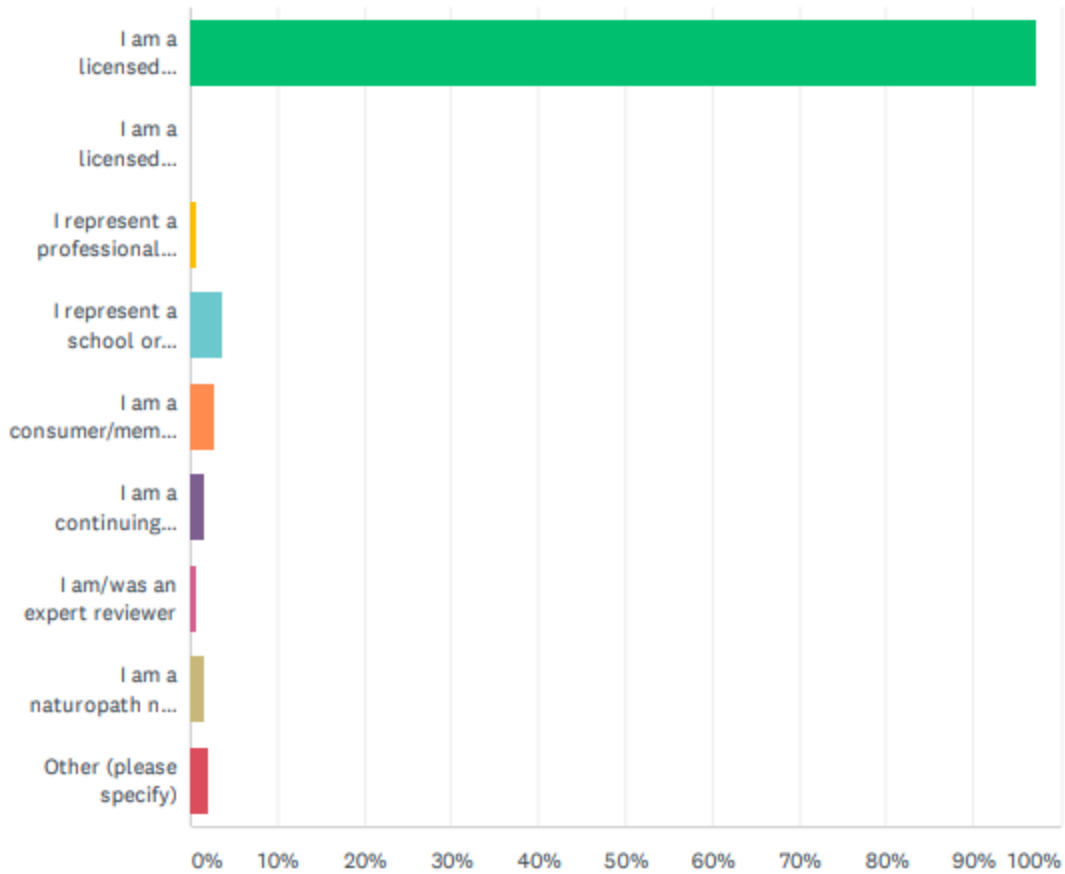
5.6 Coordinate with the California Naturopathic Doctor's Association to facilitate communication with licensees and the public.

5.7 Create Health Insurance Portability and Accountability Act (HIPAA) and telehealth links to clarify law for licensees.

## Strategic Planning Process

To understand the environment in which the Committee operates and identify factors that could impact the Committee's success, the California Department of Consumer Affairs' SOLID Unit conducted an environmental scan of the internal and external environments by collecting information through the following methods:

- Interviews conducted with all staff, including the Executive Officer, completed during the month of May 2019 to assess the challenges and opportunities the Committee is currently facing or will face in the upcoming years.
- Two online surveys were sent to external stakeholders and Committee members in May 2019 to identify the strengths and weaknesses of the Committee. A total of 144 stakeholders and 9 Committee members completed the survey. The table on the next page shows how stakeholders identified themselves in the online survey. Stakeholders were able to select multiple relationships to accurately state their relationship.



ANSWER CHOICES	RESPONSES	
I am a licensed naturopathic doctor	97.22%	140
I am a licensed naturopathic assistant	0.00%	0
I represent a professional association of the industry.	0.69%	1
I represent a school or college.	3.47%	5
I am a consumer/member of the public.	2.78%	4
I am a continuing education provider	1.39%	2
I am/was an expert reviewer	0.69%	1
I am a naturopath not licensed by the Committee	1.39%	2
Other (please specify)	2.08%	3
Total Respondents: 144		



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*This strategic plan is based on stakeholder information and discussions facilitated by SOLID for the Naturopathic Medicine Committee from January 2019 through July 2019. Subsequent amendments may have been made after Committee adoption of the plan.*