



ANNUAL REPORT 2020-2021



THE INSTITUTE FOR
FUNCTIONAL
MEDICINE®

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A Letter From IFM's CEO and Board Chair

The Institute for Functional Medicine's (IFM) 2020-2021 Annual Report provides a review of its critically important, mission-driven work in leading the field of functional medicine and advancing the transformation of health and well-being for all.

The COVID-19 pandemic necessarily required an adjustment to the focus and intention of our work over the last two years. IFM leaned into the disruptive changes in the healthcare landscape and leveraged those challenges as an opportunity to broaden and increase access to functional medicine education and training for both practitioners and patients. We provided, and continue to provide, free education, training, and resources on functional medicine approaches to SARS-CoV-2 infection and the longer-term effects of long-COVID to support frontline essential workers and patients worldwide. We also remained focused on providing world-class education in functional medicine through online programming, increasing the reach and accessibility of our trainings.

The COVID-19 pandemic re-illuminated the health disparities and injustices experienced by practitioners and patients around the globe. As an organization, we listened, learned, and challenged ourselves about our responsibility as a nonprofit to promote an organizational culture of inclusion and belonging and advocate for the advancement of health equity for all patient and practitioner populations worldwide.

This work is accomplished in collaboration with our invested partnering organizations. In this report, you will read incredible stories demonstrating how we, with you, our partners, delivered on our commitment to increase access to education and training while supporting and lifting the field of functional medicine.

“Together, we are creating transformational change in medicine for all individuals around the globe.”

Your interest, collaboration, contribution, and support has never been more important to our ability to reach and serve all patient populations, especially those in marginalized communities, both domestically and internationally.

Together, we are creating transformational change in health medicine for all individuals around the globe.

Yours in service,



AMY R. MACK, MSES/MPA
CEO, IFM



JOSEPH E. PIZZORNO, ND
BOARD CHAIR, IFM

Our Mission, Vision, & DEIB Commitment

IFM WAS ESTABLISHED IN 1991 AND IS A 501(C)(3) NONPROFIT ORGANIZATION.

OUR MISSION STATEMENT

IFM's mission is to ensure the widespread adoption of functional medicine.

OUR VISION STATEMENT

We believe health and vitality are essential to the human spirit. IFM's vision is to advance the highest expression of individual health.

OUR DEIB COMMITMENT

IFM affirms its commitment to a more diverse, equitable, and inclusive (DEI) future for the functional medicine and wellness field. Through creating a culture of belonging (B) for its team members, IFM will partner with others in our collective responsibility to help advance health equity for all patients, practitioners, and individuals worldwide.

Development and Collaboration Within the Ecosystem

Collaboration is vital to the transformation of health care, and it is through our partnerships that we can create real change together. With our partners, we are training practitioners in functional medicine, expanding access to functional medicine for practitioners and patients, and supporting the functional medicine field in research and clinical patient care. In stewardship with our partners, we have integrated functional medicine into a greater number of clinics, academic medicine settings, and vulnerable and medically underserved communities.

Trusted Leader in the Functional Medicine Approach to COVID-19

The COVID-19 pandemic challenged us to fully step into our role as both educators and leaders in the field of functional medicine. A functional medicine approach to health can enhance immune function and resilience. Clinicians are on the frontlines, providing care for patients with COVID-19 and for those suffering from the long-term impacts of post-acute COVID. To support this need, IFM became, and continues to be, the trusted resource for evidence-based information to address conditions related to SARS-CoV-2 infection.

With subject matter experts, we [curated a robust collection of free resources](#) to support frontline practitioners in diagnosing, monitoring, and treating symptoms of COVID-19 through lifestyle, nutritional, botanical, and nutraceutical interventions. In addition, we made available a suite of free resources for consumers and patients. Our work continues in 2022 as we provide ongoing updates and equip our partnering institutions, such as Nebraska Methodist and Western Michigan, with educational tools that help them build the resistance and resilience of their patients against SARS-CoV-2 infection.

“IFM’s COVID-19 and pre-vaccination resources were well thought-out and readily available for me to use as a reference. It was nice to have solid evidence-based information on how to prepare for the vaccine, and working with IFM, I can rely on evidence-based recommendations from their website.”

– *Ramona Wallace, DO*
Assistant Professor, Western Michigan University
Department of Family and Community Medicine



Training and Equipping Clinicians in Functional Medicine

Although the global pandemic led us to shift our educational offerings to online experiences, we remain committed to ensuring that practitioners have both the clinical skills and the confidence to be able to provide the highest quality functional medicine care. IFM has been educating clinicians since 1991—and formally through its certification program since 2009. In 2020-21, IFM had **more than 18,000 registrations** for our training programs, and **an additional 10,000 individuals** participated in our COVID-19 webinar series. In 2020-2021, **536 practitioners** received their IFM certification, bringing the number of certified practitioners to nearly **1,800**. In addition, we are experiencing a growing number of practitioners on the path to certification—**more than 3,000 active candidates**. This growth is exciting, as more

than **one million searches per year** are processed on [IFM's Find a Practitioner database](#), indicating the increasing demand from patients and consumers seeking functional medicine care.

In 2020-21, IFM had more than **18,000** registrations for our training programs, and an additional **10,000** individuals participated in our COVID-19 webinar series.

NEW ONLINE TRAINING WITH THE AMERICAN NUTRITION ASSOCIATION (ANA)

Nutrition plays an important role in health and in the progression of most disease states. In collaboration with the American Nutrition Association (ANA), IFM co-developed a new online course for practitioners who are early in their functional nutrition journey: *Therapeutic Food Plans: A Component of Personalized Nutrition (TFP)*. This program trains providers and nutritionists on how to identify and prescribe the appropriate IFM food plan and associated nutrition regimens to their patients. The inaugural TFP cohort consisted of more than 400 clinicians and nutrition professionals.

IFM Therapeutic Food Plans

Piece together lifelong health with personalized nutrition.



A CME EARNING COURSE



AMERICAN NUTRITION ASSOCIATION



THE INSTITUTE FOR FUNCTIONAL MEDICINE®



Training Active-Duty Military Practitioners & Those Serving Our Veterans

Our continued partnerships with military and veteran population providers demonstrate the impact of utilizing root-cause approaches on chronic disease. Through the Department of Defense (DoD) National Capital Region Pain Initiative (NCRPI), IFM is working

to help train military providers in an integrative approach to pain. Since 2019, more than 110 military practitioners have completed IFM training. In addition, more than 134 military members have taken AFMCP and 89 have become IFM Certified Practitioners.

VETERANS AFFAIRS NEW JERSEY (VA NJ)

We collaborate with various Veterans Integrated Service Networks (VISNs), one of which is Veterans Affairs in New Jersey (VA NJ). In an ongoing innovative partnership, IFM and the VA NJ have been training VA providers in functional medicine in support of the VA's Whole Health approach to address chronic conditions among the veteran and underserved populations. This partnership is funded through a two-year grant from the Office of Patient Centered Care and Cultural Transformation (OPCC&CT) to support the design and implementation of a 10-week shared medical appointment intervention designed to identify and address specific social determinants of health through clinically effective lifestyle modification approaches to type 2 diabetes in the veteran population. Nearly 90% of those clinicians surveyed who completed the functional medicine training program agreed the course helped them to identify effective ways to utilize functional medicine within the VA's Whole Health system to provide better patient care. 100% of the clinicians agreed the training would lead to improved patient outcomes within the VA.

Since 2019, more than 110 military practitioners have completed IFM training.

“We at VANJ are thrilled with the skill, responsiveness, creativity, and pioneering attitude offered by the IFM team. For our clinicians, it is a breath of fresh air and a door to new possibilities. For Primary Care and Whole Health leadership, it is an opportunity to empower and equip veterans and clinicians alike to engage in proactive and personalized healthcare.”

– Nancy Ann Cotter, MD

Director, Whole Health Flagship, VANJHCS, and Associate Clinical Professor, Department of PMR, Rutgers NJ Medical School

Collaboration With Providence St. Joseph Ambulatory Health Network



In collaboration with Providence St. Joseph Ambulatory Health Network, a gateway to care services for the majority of patients in the Providence Network, IFM supports more effective identification and treatment of the 10 most common health conditions (such as hormone, stress, sleep) seen in urgent and express care settings through a customized range of educational trainings and clinical tools for providers. This work is particularly important for patients in underserved communities who rely on ExpressCare options and are more heavily impacted by COVID-19 and seasonal influenza. The reach of this work and the resulting improvements to quality of care is significant. **The Providence ExpressCare group (virtual and onsite) treats an excess of 300,000 patients a year.** Through collaboration with IFM, more than 50% of full-time ExpressCare providers have been trained through dedicated and facilitated trainings in the application of the foundations of functional medicine, specifically modifiable lifestyle factors.

“Providence is a national not-for-profit Catholic health system and family of organizations driven by a belief that health is a human right and united in our commitment to caring for all, especially those who are most vulnerable. We serve at the intersection of innovation and compassion, striving for a healthier world and pioneering new and better ways to bring health, hope and healing to more people in need. In addition to developing and continually improving our health delivery system, we seek like-minded experts to partner with on new and novel health and wellness services. IFM is one such valued partner.”

– *David Brown*

Senior Vice President & Chief Administrative Officer, Ambulatory Care Network, Providence

ADVANCING HEALTH EQUITY AND INCREASING ACCESS TO FUNCTIONAL MEDICINE

PARTNERING WITH IM4US

Since 2017, IFM has been proud to collaborate with Integrative Medicine for the Underserved (IM4US) to improve the quality of care provided to underserved populations. In addition, IFM provides customized clinical tools and resources that IM4US practitioners can utilize more effectively with their vulnerable populations. This partnership enables IFM to support the provision of quality health care focused on lifestyle modifications for marginalized populations. Through our collaboration, up to \$50,000 of scholarship dollars per year are awarded to IM4US practitioners to attend IFM programs.

“The IFM scholarship awards continue to provide an extraordinary educational experience for our IM4US practitioner members providing care in some of the most underserved communities. We are grateful for IFM’s generosity and commitment to increasing integrative health care access. Thank you from all of us at IM4US!”

– Heather Carrie, MAS
Executive Director of IM4US

STUDENT DISCOUNT PROGRAM FOR MEDICAL PROFESSIONALS

From 2017-2020, there has been a 162% increase in interest amongst medical students, residents, and other medical professionals in receiving functional medicine education through IFM. To meet this demand, IFM provides functional medicine training at a 50% reduced tuition rate so that new medical professionals may begin their functional medicine curriculum alongside their academic and residency programs. These practitioners are better equipped with the necessary tools needed to care for their patients through a functional medicine lens from the beginning of their practice, which will ultimately support their overall confidence and competence as practitioners.

In addition, IFM partners with academic institutions to integrate and introduce functional medicine as a complement to their programs. We are proud to support the development of a functional medicine residency certification track for MDs at Western Michigan University Homer Stryker M.D. School of Medicine.

From 2017-2020, there has been a **162% increase** in interest amongst medical students, residents, and other medical professionals in receiving functional medicine education through IFM.



INAUGURAL LAUNCH OF NEW IFM SCHOLARSHIP PROGRAMS



In memory of a longtime IFM team member, in 2021, IFM launched the inaugural annual [Debbie Sanstad IFMCP Scholarship program](#). This scholarship covers the cost of IFM's Certification Program coursework/fees

and AIC registration for the recipient. For its inaugural launch, IFM awarded scholarships to two recipients: [Remy Paille and Victor Maredi](#).

In addition, in 2021, IFM created the [Functional Medicine for All Scholarship program](#), intended for clinicians who are beginning their functional medicine education journey and who are currently working with medically underserved communities. In 2021, 12 practitioners received scholarships to attend IFM's Applying Functional Medicine in Clinical Practice (AFMCP) online program.

“IFM changed the way I see things, especially in the practice of medicine. It opens my mind and heart that there are still a lot of things to do in our health system. We must be more holistic, and we must work as a team. Thank you, IFM, for this opportunity. I will forever be grateful.”

– *Victor Maredi, MD*

Debbie Sanstad IFMCP Scholarship Recipient

IMPACT OF SCHOLARSHIPS, TUITION ASSISTANCE, AND DISCOUNT PROGRAMS

We are committed to lowering the barrier of functional medicine training for practitioners, thereby expanding the reach of functional medicine care for patients worldwide. To that end, in 2020, we released a much-requested payment plan option on our website for all our programs and products. In addition, in 2020-21, we have awarded more than **\$1.66M** in program scholarships, discounts, and tuition assistance:

2020 -2021 BREAKDOWN	VALUE
More than 90 practitioners took advantage of the 15% military discount.	\$69,775
112 program scholarships were awarded to practitioners in partnering organizations and case-by-case recipients.*	\$173,800
39 IM4US practitioners received scholarships to attend one of IFM's core programs.	\$99,350
There were more than 1,200 program registrations at the student discount rate for medical professionals.	\$1,249,255
Two recipients were awarded the Debbie Sanstad IFM Certified Practitioner Scholarship.	\$33,050
There were 12 recipients of the Functional Medicine for All Scholarship Program.	\$35,400

*Through our collaborations, providers from notable institutions have been trained through these scholarships and discounts, such as:

- Cleveland Clinic Center for Functional Medicine
- Bastyr University, Naturopathic Medicine
- Mayo Clinic Integrative Medicine and Health
- Providence St. Joseph
- University of Western States, Human Nutrition and Functional Medicine
- University of Wisconsin, Integrative Health

Enhancing the Collaborative Care Team With FMCA Health Coaches

A strong collaborative care team includes functional medicine-trained certified health coaches. Since 2015, IFM has been a proud partner of the Functional Medicine Coaching Academy (FMCA) to train the growing number of health coaches needed in functional medicine and nutrition. On its five-year anniversary, FMCA certified more than 1,250 health coaches, bringing the total to 3,183. IFM and FMCA expanded our partnership by pairing 819 practitioners enrolled in IFM's 2021 programs, with 586 FMCA health coaches. These functional medicine practitioners experienced IFM's Elimination Diet and other modifiable lifestyle factors themselves, with the support of their FMCA health coach. By engaging in the experience of health coaching at the beginning of their educational journey, practitioners and health coaches learn how to elevate patient care together, realizing the benefits of the collaborative care model.

On its five-year anniversary, FMCA celebrated **3,183 certified health coaches.**

IFM and FMCA paired **819** practitioners enrolled in IFM's 2021 programs, with **586** FMCA health coaches.



“A doctor's recommendation isn't worth much if a person doesn't have the tools to make the changes necessary. Implementation is a huge missing piece. I see the coach as that key person to help put the pieces together to allow people to make the necessary changes.”

– Practitioner coached by FMCA Health Coach through IFM program

Technology Innovations Improve Functional Medicine Resource Delivery

Integration of IFM's functional medicine education, resources, and tools into an institution's electronic medical records (EMRs) improves the delivery of functional and lifestyle medicine for patients. Functional medicine practitioners can provide patients these resources through EMRs such as LivingMatrix to enhance the therapeutic partnership between practitioner, patient, and delivery of care. IFM is dedicated to continuing to support the integration of technology and functional medicine patient resources to support patient care within health systems. For example, in 2021, IFM developed the Patient Education Series (PES), an interactive, online, on-demand educational resource designed for patients to guide them with prescribed IFM food plans. Integration of patient education information streamlines the process for providers to deliver IFM tools and resources more easily to the patients through their EMR charts, which supports patient adherence and education

“Our partnership with IFM has helped many practitioners fully integrate the functional medicine model into their practice and provided valuable clinical insights for over 90,000 patients, contributing to the clinical efficiency and efficacy of their functional medicine practices.”

– Priya Kamani, MD

Founder and CEO of LivingMatrix

The Impact of Functional Medicine on Patient Care

IFM has played an important role in the success of Cleveland Clinic Center for Functional Medicine since its inception in 2014. IFM provides opportunities for functional medicine training, access to patient and practitioner resources, and ongoing support for research activities originating from the Center. IFM supported the Center's initiative to develop and study innovative care delivery models for patients with chronic diseases, resulting in the Center's expansion of care delivery to shared medical appointments (SMAs) in clinical and community-based settings. Early evidence demonstrates that the model of care as delivered in an individual appointment setting in the clinic improves health-related quality of life, including global physical and mental health,^{1,2} and that a functional medicine-based SMA enhances these outcomes while being less costly to deliver.³ The SMA model can also be transferred to the community setting and achieve similar outcomes.⁴ The Center is focused on building internal and external collaborations and performing more rigorous research to evaluate the model of care in various chronic conditions in order to expand the available evidence.^{1,2,3}

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4. Bharmal N, Beidelschies M, Alejandro-Rodriguez M, Alejandro K, Guo N, Jones T, Bradley E. A nutrition and lifestyle-focused shared medical appointment in a resource-challenged community setting: a mixed-methods study. *BMC Public Health*. 2022;22(1):447. doi:10.1186/s12889-022-12833-6

Financials

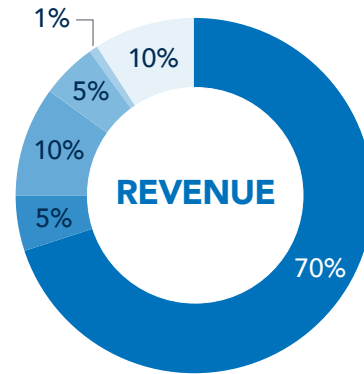
In 2020 and 2021, revenues exceeded expenses, despite the unprecedented challenges faced. Registration revenues increased year over year due to the availability of our online programs and return to international programs in 2021. Program expenses remained a consistent percentage of total expenses over both years as we increased staffing to handle the demands of the organization. We were able to utilize payroll protection loans in each year, which were fully forgiven. These are shown in "Other Revenue." The allocation between types of revenues and expenses remained consistent between the years.

2020 FINANCIALS

REVENUE

Registration	\$10,087,684
Exhibitor and Sponsorship	\$717,275
Content Licensing	\$1,424,885
Membership	\$696,222
Contributions	\$78,511
Other	\$1,444,876

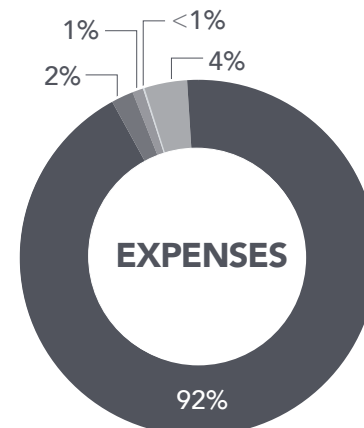
TOTAL REVENUE \$14,449,453



EXPENSES

Educational Programs	\$12,230,057
Program Development	\$283,939
Membership	\$167,952
General and Administrative	\$555,737
Fundraising	\$12,114

TOTAL EXPENSES \$13,249,799

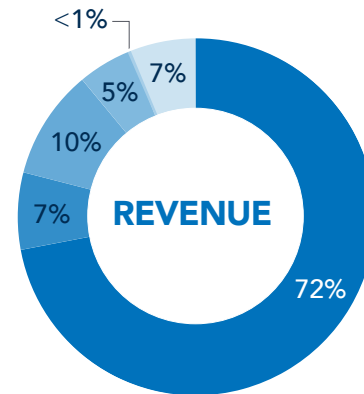


2021 FINANCIALS

REVENUE

Registration	\$11,356,452
Exhibitor and Sponsorship	\$1,047,935
Content Licensing	\$1,512,168
Membership	\$742,830
Contributions	\$57,075
Other	\$1,071,296

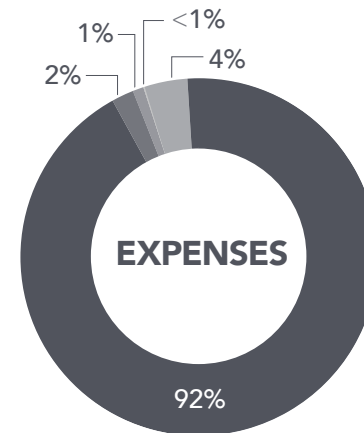
TOTAL REVENUE \$15,787,756



EXPENSES

Educational Programs	\$13,580,694
Program Development	\$315,296
Membership	\$186,500
General and Administrative	\$617,110
Fundraising	\$13,452

TOTAL EXPENSES \$14,713,052



SUPPORT US

We are proud of the incredible work we are doing in partnership with others in the functional medicine and wellness fields. Treating patients through a personalized approach to care advances health and well-being for all individuals worldwide. As a nonprofit organization, we rely on the generosity of supporters to our unrestricted fund. Through our partners' generous financial and in-kind contributions, together we can continue to train the next generation of practitioners in functional medicine and increase the accessibility of functional medicine for practitioners and patients worldwide. For more information on donating, please connect with Rachel Wilberding, Associate Director of Community & Philanthropic Initiatives, at partnerships@ifm.org.

Our Supporters

On behalf of the Board of Directors, a special thank you to our supporters who donated to IFM's unrestricted, general fund. Your investment supported IFM's ability to pivot and respond to the needs of patients and practitioners through mission-driven initiatives such as COVID-19 rapid response and research and increasing access to education and training. Your support of functional medicine and the critical, mission-focused work of IFM allows us to serve the growing number of practitioners and patient populations in diverse communities worldwide.

INDUSTRY SUPPORTERS (\$10,000 AND ABOVE)

- \$37,750 – Fullscript
- \$25,000 – Emerson Ecologics, LLC
- \$25,000 – Metagenics, Inc.
- \$10,000 – Dr. Mark Hyman Digital, LLC

INDUSTRY SUPPORTERS (\$5,000 AND BELOW)

- Cardiology Institute of America
- Biotics Research Corporation
- OmniBiotic (AllergoSan USA)
- Your Energy Systems

OTHER SUPPORTERS (\$5,000 AND ABOVE)

- Navias Family Foundation
- Anonymous Individual
- Tracy Gaudet, MD

OTHER SUPPORTERS (\$1,000-\$4,999.99)

- Network for Good
- Jeffrey Bland, PhD, and Susan Bland, MA, IFM cofounders
- Bethany Hays, MD
- Mary Sanna James
- Patricia Jay, MD
- Alexandra West

OTHER SUPPORTERS (\$1.00-\$999.99)

- Benevity Community Impact Fund
- Deborah Bernstein, MD
- Marianne Bielinski
- Shawn Blymiller
- Kristina Boucher, LCN
- Kenneth Browning, DO
- Charlotte Bruning
- Aaron Bunnell
- Rebecca Fleisch Cordeiro
- Mark Flores
- Megan Foehr
- Joel Frieders
- Thomas Gallagher
- Elena Klimenko, MD
- Erin Kochendorfer
- Steven Kuchinsky
- Kaung Naing
- Ross Raddi
- Bryanne Reynolds
- Anish Savla
- Nancy Schmit
- Cynthia Soszka

Our Partners

As we look ahead to the further maturation of key partnerships to advance our mission, we are grateful for the commitment demonstrated by our partners, collaborators, and exhibitors. Together, we are expanding our ability to serve the growing demand of practitioners and equipping them with the clinical skills and tools needed to provide the best care to their patients.

2020-2021 PARTNERS:

- American Nutrition Association (ANA)
- Apex Energetics, Inc.
- Cleveland Clinic Center for Functional Medicine
- Clinical Education (United Kingdom)
- Department of Defense (DoD) — National Capital Region Pain Initiative (NCRPI)
- Diagnostic Solutions Laboratory
- Doctor's Data, Inc.
- Emerson Ecologics, LLC
- Fullscript
- Functional Medicine Coaching Academy, Inc. (FMCA)
- Functional Medicine Conference (Ireland)
- Functional Medicine Pharmacists Alliance
- Fundanatura/Nutrabiotics (Colombia)
- Genova Diagnostics
- Integrated Connections
- Integrative and Functional Nutrition Academy
- Integrative Medicine for the Underserved (IM4US)
- Dr. Kara Fitzgerald
- LivingMatrix
- Maryland University of Integrative Health
- Mayo Clinic Integrative Medicine and Health
- Metagenics, Inc.
- MBN Systems
- NutriDyn
- Ortho Molecular Products
- ROMLAS Health Group/LifeScience Center (Philippines)
- Providence St. Joseph
- Parsley Health
- Pure Encapsulations/Atrium
- Quest Diagnostics/Cleveland HeartLab
- Universidad San Ignacio de Loyola (Peru)
- University of Western States
- Wellness Pharmacy
- Western Michigan University
- Veterans Administration – New Jersey

2020-2021 EXHIBITORS:

- Allergy Research Group
- Alletess Medical Laboratory
- Apex Energetics, Inc.
- Arterosil (Calroy Health Sciences)
- Bio-Botanical Research, Inc.
- Biotics Research Corporation
- BodyBio
- ChromaDex, Inc.
- Cyrex Laboratories, LLC
- Designs for Health, Inc.
- Diagnostic Solutions Laboratory
- Doctor's Data, Inc.
- Dr. Wilson's Original Formulations (ICA Health)
- Emerson Ecologics, LLC
- Fullscript
- Functional Medicine Coaching Academy, Inc. (FMCA)
- Genova Diagnostics
- Great Plains Laboratory, LLC
- Integrated Connections
- Integrative Therapeutics, LLC
- Kalish Institute of Functional Medicine
- LivingMatrix
- Metagenics, Inc.
- Nature-Throid (RLC Labs)
- Nordic Naturals
- NuMedica
- NutriDyn
- OmniBiotic (AllergoSan USA)
- Ortho Molecular Products
- Precision Analytical, Inc.
- Pure Encapsulations, LLC
- Quest Diagnostics/Cleveland HeartLab
- Researched Nutritionals
- SpectraCell Laboratories, Inc.
- T.A. Sciences
- Vasolabs
- Vital Nutrients
- Wellness Pharmacy
- Xymogen
- ZRT Laboratory

OUR GOVERNING BOARD OF DIRECTORS

IFM's volunteer Governing Board of Directors (BOD) guides the strategic direction of the organization with a global focus on ensuring the widespread adoption of functional medicine through education and collaboration. In December 2021, the Board elected Joseph Pizzorno, ND (chair), Gail C. Christopher, DN (vice chair), Terry Cook, CFP®, CIMA® (treasurer), and David Jones, MD (secretary) as Board officers for two-year terms: January 2022–December 2023. [View IFM's full Board of Directors here.](#) We are grateful for their leadership and guidance during this unprecedented period in health care.