



INDEPENDENT™
MEDICAL ALLIANCE

2025 IMPACT REPORT



Joseph Varon, MD, FACP, FCCP, FCCM
President & Chief Medical Officer
Independent Medical Alliance

MESSAGE FROM OUR PRESIDENT

As we reflect on 2025, I am deeply proud of what the Independent Medical Alliance (IMA) has accomplished—and even more inspired by the path ahead.

Over the past year, IMA has continued to grow into one of the nation's most trusted voices for independent, patient-centered medicine. Our network of more than 12,000 physicians, scientists, and healthcare professionals has expanded its reach, delivering evidence-based education, advancing critical research, and engaging directly with policymakers at the state and federal levels. Through our publications, including the *Journal of Independent Medicine*, our national conferences, and our growing educational platforms, we have worked to elevate rigorous, unconflicted science and restore integrity to medical discourse.

Just as important, we have strengthened our role in shaping the future of healthcare policy—bringing frontline clinical insight into conversations that too often exclude practicing physicians. From advocating for transparency and informed consent to supporting patient autonomy and cost-effective care, our mission has remained clear: to place patients—not systems—at the center of medicine.

Looking ahead to 2026, the opportunity before us is extraordinary. With growing alignment around key reforms and increasing demand for independent expertise, IMA is uniquely positioned to help guide meaningful change. We will continue to build our physician network, expand research initiatives, and work alongside leaders who share our commitment to restoring trust in medicine.

Thank you for being part of this movement. Together, we are redefining what healthcare can, and should, be.



Vision:

A world where people live healthier lives through transparent, patient-first care.

Mission:

Restore trust between doctors and patients with an ethical, science-driven medical model free from corporate agendas.

Core purpose:

Empower independent healthcare professionals and patients with unconflicted research and resources.

WHAT IS HONEST MEDICINE?[®]



Integrity in Healthcare:

Commitment to honesty, accountability, and ethical conduct.



Transparency and Trust:

Clear, open communication as the foundation of healing relationships.



Patient-Centered Care:

Keeping each patient's well-being at the center of decisions.



Informed Consent:

Ensuring access to accurate, balanced, information to make independent choices.



Scientific Rigor:

Truth through transparent inquiry, open debate, diverse evidence, and humility.



Innovative Solutions:

Openness to new and unconventional approaches guided by evidence.



Patients Over Profits:

Placing patient welfare above financial or institutional interests.

CORNERSTONES OF HONEST MEDICINE



Medical Education



Evidence-Based Treatments



Conflict-Free Research



Expand Network of Trusted Physicians



Advocacy & Legal



BIG DEVELOPMENTS IN 2025

FLCCC ALLIANCE BECAME INDEPENDENT MEDICAL ALLIANCE (IMA)

- Position for broader mission
- Counter to the American Medical Association (AMA)
- Building credibility with press and legislators as alternative source

FLCCC[®]
ALLIANCE



INDEPENDENT[™]
MEDICAL ALLIANCE



The change to the Independent Medical Alliance signifies our unwavering commitment to restoring the doctor-patient relationship and prioritizing patient autonomy in medical decision-making. This is about looking forward—to creating a healthcare system built on trust, integrity, and the principles of informed consent. The future of medicine starts here.

Dr. Joseph Varon

IMA President and Chief Medical Officer

RFK JR. CONFIRMED



RFK JR. CONFIRMED TO LEAD HHS

IMA Action formed and mobilized to help support RFK Jr. confirmation

Other aligned leaders, such as **Jay Bhattacharya**, took leadership roles in the new administration



SECRETARY OF HEALTH AND HUMAN SERVICES

IMA develops policy priorities to help drive transformational change

- Combatting Chronic Disease
- Patient Empowerment
- Informed Consent
- Promoting Health Culture



IMA SENIOR FELLOWSHIP: GROWTH & INFLUENCE

54

SENIOR FELLOWS

40

MEDICAL SPECIALTIES

16

U.S. STATES
& COUNTRIES



To learn more about IMA Senior Fellows visit IMAHealth.org/about/senior-fellows

Added 15 Experts to IMA Fellowship



Growing influence over federal healthcare policy



Chairman and Vice Chairman of ACIP for childhood vaccines

- Dr. Kirk Milhoan
- Dr. Robert Malone

Working Group for COVID Vaccines

- Dr. Suzanne Gazda
- Dr. Jordan Vaughn

In January 2026: momentum continues

- Dr. Kim Biss appointed to ACIP
- Dr. Elizabeth Mumper appointed to HHS Interagency Autism Coordinating Committee (IACC)

Journal

of INDEPENDENT MEDICINE®



Launch of the *Journal of Independent Medicine*

Four editions launched in 2025

- Double-blind peer-reviewed
- Editorial Board: 43 members
- 40 Articles; 76 Authors
- 17 countries represented
- 95,000+ article views & downloads



IMA RESEARCH PUBLISHED IN EXTERNAL JOURNALS

- 19—all peer-reviewed, including 5 top-tier publications
- IMA covers 12 chronic disease domains—the broadest portfolio among medical freedom organizations
- IMA Senior Fellows published 28 additional articles—a total of 47 publications
- Student Mentorship and Training: 20+ students in active research programs, building research experience and output.



MEDICAL EDUCATION

207

ARTICLES
PUBLISHED

4M

TOTAL WEBSITE
TRAFFIC

100

EDUCATIONAL
VIDEOS

12000+

VIDEO STREAMS

260,000+

DOWNLOADS FOR
JUST OUR TOP GUIDES



LAUNCH OF CRITICAL MEDICAL EDUCATION & RESOURCES

SMART MOMS ASK RESOURCE CENTER

FAQ's on COVID vaccines for children & pregnancy

9

IMA pediatricians contributed educational videos



NUTRITIONAL LIBRARY

58

New health guides



CANCER RESOURCE HUB

5

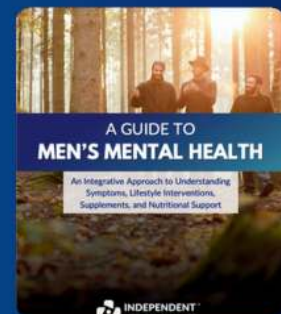
New guides developed as well as Cancer Care resources updated throughout 2025



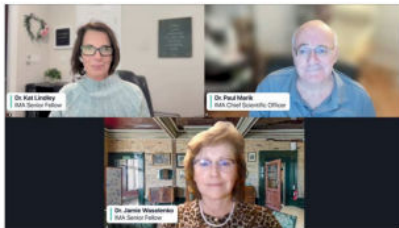
TOP PATIENT GUIDES

48

New guides across over 29 topics—chronic disease to prevention



WEEKLY WEBCASTS



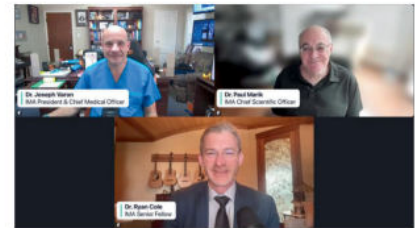
Rethinking Cancer: Root Cause
Over Routine Care

October 30, 2025



Decoding Men's Health: Labs,
Hormones, Lifestyle, and Longevity

November 20, 2025



Journal of Independent Medicine
No. 4: New IMA Research Insights

November 13, 2025

Total views: 900,000

- Through live and on-demand episodes
- Generating 1,087,615 total impressions

Top webcast produced: 48

Number of guests: 96

Social Media Reach

- Followers across all social media: 5.8M
 - IMA, Co-Founders, Sr. Fellows & Advisors
- Across the following social accounts:
 - X/Twitter, Facebook, Instagram, YouTube, Rumble, Odysee, and Telegram
- Total video views: almost 3.5M

X/Twitter:

- Total Followers IMA & Founders: Over 312K
 - Generated almost 14M impressions
- Fellows & Advisors: Over 4M Followers



Substack:

Total IMA & Fellows: 240,000 subscribers

- IMA: 90,000 subscribers
- (10) Senior Fellows Publish: 150,000 subscribers
- Over 8 million views on IMA alone

Community Forums:

Email List: over 170,000

IMA Forum Users: 11,000

- Over 4,500 posts and engagements



2025 Events



February—Washington, DC, with legislators

April—Brownstone Supper Club (Hartford, CT)

May

- React19 “Follow the Silenced” Premier (Austin, TX)
- FPEA Homeschool Convention (Orlando, FL)

July—29th Asian Symposium on Critical Care (Bali)

September

- AAPS Conference (Chantilly, VA)
- Brownstone Polyface Retreat (Swoope, VA)
- Reclaim Conference (Calgary, Canada)

October

- CHEST (Chicago, IL)
- Washington, DC, with legislators
- Congress of Doctors for Truth (Spain)
- Brownstone Conference (Salt Lake City, UT)

November

- Children’s Health Defense (Austin, TX)

December

- Washington, DC, with legislators
- AmFest (Scottsdale, AZ)



IN THE NEWS

The National News Desk (Sinclair)

- Monthly health news segment featuring IMA Founders and Senior Fellows
- 11 segments
- The National News Desk is syndicated in 80 U.S. markets, with an average of 3.5 million weekly viewers.

46

NUMBER OF PRESS STATEMENTS

Press

- 72 OpEds across Brownstone and Epoch Times

35,000

REACH OF LIST

Proprietary outreach lists to DC & health policymakers, Admin and HHS staffers, state legislators, and policy leaders

2025 Mentions: 4,255

Audience: 2,718,958,780

Publicity Value USD: \$31,832,614



yahoo/news



STAT

The New York Times



AXIOS

THE Sean Hannity SHOW

theguardian

TCN Tucker Carlson Network

© CBS NEWS

CNN



The Washington Post



REBELNEWS

EPOCH TIMES

NEWSMAX

TND THE NATIONAL DESK

BlazeTV

POLITICO

The News

REAL AMERICA'S VOICE

THE NATIONAL NEWS DESK

RealClear Politics

THE HIGHWIRE

GP

THE HILL



CONFLICT-FREE RESEARCH

TOP-LINE: 87 PUBLISHED RESEARCH ARTICLES

IMA Research Published with External Journals

- Published in 25+ medical journals, including 5 top-tier
- IMA covers 12 chronic disease domains

IMA Senior Fellows published 28 additional articles

Student Mentorship & Training

20+ students in active research programs, building research experience and output.

NOTABLE 2025 PUBLICATIONS

- "Breaking the Silence" — Heliyon (Cell Press)
- "Restoring Trust: Acknowledging PACVS" — Frontiers in Medicine
- "DARE-SAFE Methodology" — Pharmacoepidemiology
- "Mitochondrial ROS in Long COVID" — Biomolecules
- "Spike Protein Susceptibility Factors" — Advances in Virology
- "Metabolic modulation as a therapeutic strategy for post-acute vaccination syndrome (PACVS) " — Biomedicine & Pharmacotherapy



ADVOCACY RESULTED IN KEY WINS WITH HHS

January

Vaccine Policy Reform: narrower, risk-based schedule.

Parental Rights: Stronger protections for parents' authority over their children's care.

March

Restructures childhood schedule; fewer under universal recommendation.

May

Placebo Testing for Vaccines

HHS Removes mRNA Vaccines from Childhood & Pregnant Women's Schedules.

HHS accomplishments advance ~70% of IMA's policy

February

Robert F. Kennedy Jr. officially confirmed by the U.S. Senate as Secretary of Health and Human Services.

HHS replaced 17 conflicted members with independent experts.

April

DoD Reinstatement of 8,700 Service Members.

Healthcare Incentive Reform: Ends financial incentives tied to vaccination quotas in Medicaid/CHIP.

June

New framework for vaccine ingredient and adverse event transparency.

Scales back federal childhood vaccination reporting under Medicaid/CHIP.

July

Non-routine vaccines remain covered but not mandatory; restores parental choice.

September

A formal review of the entire childhood vaccine schedule.

ACIP's unanimous vote to end universal COVID-19 mRNA shot recommendations.

HHS and the FDA to tighten rules on direct-to-consumer (DTC) prescription-drug advertising.

November

HHS Report Confirming Medical Dangers of Pediatric Sex Transitioning Procedures.



pillars directly, transforming rhetoric into action.

August

Canceled 22 mRNA contracts of \$500 million; mercury exemption removal from vaccines; new HHS era of "gold-standard science."

Rescinding COVID Shots Emergency Use Authorization.

October

HHS announced the "best childhood vaccine schedule" framework, delaying ACIP votes on newborn hep B shots pending maternal testing data.

Banning school coercion for non-mandated vaccines.

December

ACIP voted to end the universal recommendation Hepatitis B vaccine for newborns when the mother tests negative.

White House aligns U.S. childhood vaccine schedule with best practices of peer nations 17 → 11 routine diseases.

Limit gender-affirming care for children and adolescents, including puberty blockers, cross-sex hormones, and surgeries.



LEGAL DEFENSE

Independent Medical Alliance (IMA) is very targeted in its efforts for legal action, given we are an organization of medical professionals. Any direct action we invest in is to support doctor and patient rights and the unjust censorship of doctors.

IMA has responded to a troubling national pattern in which the medical establishment moved aggressively during the COVID-19 pandemic to shut down physicians through the threat of reprimands and loss of their medical license to practice.

Such retaliatory actions were based on physicians that pursued early treatment options outside the narrow protocols endorsed by federal agencies as well as publicly called out the evidence-based risks of the COVID-19 mRNA vaccines.

IMA supported these key cases of censorship & retaliation in 2025:

ABIM Board Certification Revocations for Dr. Paul Marik & Dr. Pierre Kory

- IMA partnered with AAPS, which is leading the case. IMA doctors as named as lead plaintiffs.
- Key claim: ABIM (and other Medical Boards) use their monopoly over board certification to suppress physicians' speech.
- Status: Still proceeding in federal court



Dr. Ryan Cole Medical License Defense

- Washington & Idaho Medical Boards: against the threat to his medical license



Dr. Mary Talley Bowden

- Texas Medical Board: Case against the threat to her medical license
- Defamation against Houston Methodist Hospital

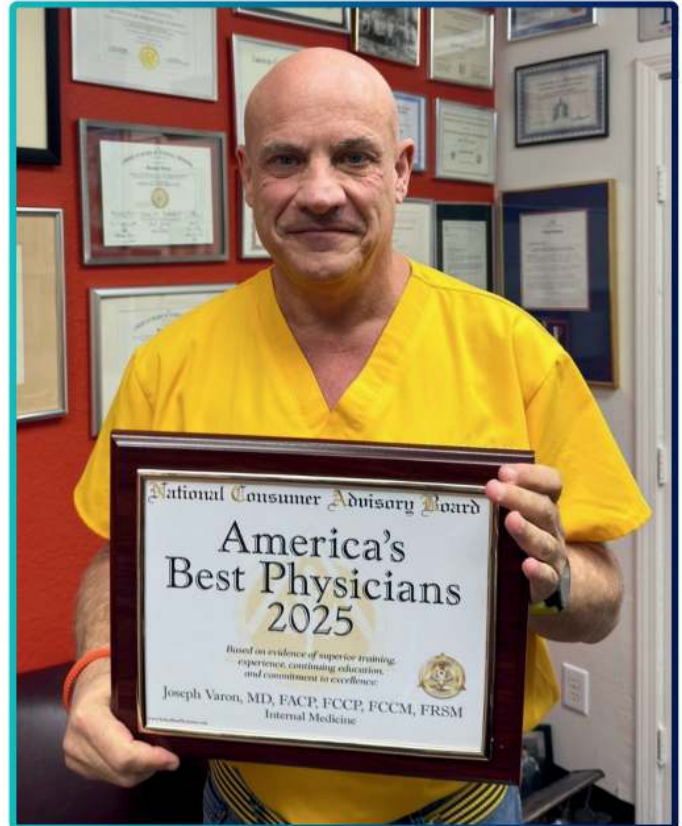


AWARDS:



January

Dr. Joseph Varon: America's Best Physicians 2025, Internal Medicine



April

Dr. Kat Lindley,
IMA Global Champion Award

Dr. Kirk Milhoan,
IMA Honest Medicine Award

Dr. JP Saleeby, IMA
Excellence in Holistic Health Award

Dr. Kristina Carman, IMA
Excellence in Holistic Health



May

Dr. Mary Talley Bowden,
Texas House of Representatives Honors as an unwavering defender of doctor-patient rights, direct primary care, and patient safety.



October

Dr. Paul Marik.
Inducted into the Orthomolecular Medicine Hall of Fame.



November

Dr. Joseph Varon,
2020 Lone Star Regional Emmy® Awards, Outstanding Achievement, Interview/Discussion

EXECUTIVE LEADERSHIP TEAM



Dr. Joseph Varon,
President & Chief Medical Officer

- Former Chief of Critical Care Physician; Chairman at hospital
- President of Dorrington Medical Associates
- Professor, highly published in peer-reviewed scientific journals; over 1,000 scientific published



Dr. Paul Marik
Chief Scientific Officer

- Pulmonary and Critical Care Specialist; Internal Medicine, Neurocritical Care, Pharmacology, Anesthesia, and Nutrition
- Former tenured Professor of Medicine and Chief of the Division of Pulmonary and Critical Care



Kelly Bumann
Executive Director

- MBA, 30-year expertise in advertising, entertainment, and product development
- Corporate Chief Marketing Officer and SVP roles (Comcast, Starz Entertainment)
- Core leader with IMA since 2021



Dr. Ryan Cole
Head of Medical & Scientific Affairs

- Founder, Cole Diagnostics
- Board-certified Anatomic and Clinical Pathologist
- 20 years of experience in dermatopathology and molecular diagnostics



Dr. Kat Lindley
Program Director Fellowship Program

- Owner, Lindley Medical
- Fellow of the American College of Osteopathic Family Physicians
- Board-certified family physician



Lynne Kristensen
Sr. Director of Communications, & Fellowship Program

- 22-year expertise in corporate communications, media relations, crisis management
- V.P. Corporate Communications, Wells Fargo
- Chief Marketing Officer and Board member for Unity Project, non-profit advocacy group



Eric Jensen
Head of Technology & Operations

- 25 years of development, technology, and operational systems management
- Chief Technology Officer, Order Snapp
- Software engineer and developer across both B-to-B and B-to-C businesses

BOARD MEMBERS

Dr. Joseph Varon

- IMA President & Chief Medical Officer
- President of Dorrington Medical Associates

Jeff Hanson

- Chairman, American Healthcare REIT (NYSE: AHR)

Tom Markson

- Retired technology entrepreneur

Chris Martensen

- President and Founder, Peak Prosperity
- IMA Senior Fellow, Toxicology

Steve Thames

- Retired business litigation attorney
- IMA's pro bono General Counsel

BUILD THE FUTURE OF HONEST MEDICINE

A LEGACY OF TRUTH, INTEGRITY, AND PATIENT-CENTERED CARE

This Work Must Continue

The Independent Medical Alliance (IMA) was founded at a pivotal moment in history, and it has grown into a movement to restore trust in medicine and put patients first.

For many of our supporters, the question is not whether this work matters, but how to ensure it continues for generations to come.

Your Legacy Can Carry These Values Forward

By including IMA in your estate plans, you help build a permanent infrastructure and protect a future where:

- Patients have access to honest, science-based care.
- Physicians are empowered to practice with integrity.
- Independent medical research and education continue to grow.

A legacy gift is more than a future contribution. It is a reflection of your values and a way to extend them into the future.

A Gift for the Next Generation

Many supporters are motivated by a simple desire: leave the world better than they found it.

A healthcare system rooted in honesty, independence, and patient-first care must be built, protected, and passed on.

Your legacy can help make that future possible.

Simple Ways to Leave a Legacy

There are several ways to include IMA in your estate plans:

- Name IMA in your will or living trust.
- Designate IMA as a beneficiary of a retirement account.
- Include IMA as a beneficiary of a life insurance policy.

These gifts do not affect your finances today, but they can have a lasting impact tomorrow.



Join the IMA Legacy Society

We are deeply grateful to those who choose to make a legacy commitment. Legacy Society members share a commitment to ensuring that Honest Medicine continues for generations to come.

We're Here to Help

- If you are considering a legacy gift, we would be honored to speak with you confidentially.
- Our team can provide answers to your questions and work with your advisors to make the process simple.
- If you have already included IMA in your estate plans, please let us know so we can thank you and include you in special IMA legacy society special invitations.

Strategic Partnership Team

Eastern Division: Brad Neuhaus — bneuhaus@imahealth.org
Central Division: Jeremy Crane — jcrane@imahealth.org
Western Division: Spencer Schulze — ssschulze@imahealth.org


General contact:
 (202) 987-5660
donations@imahealth.org

Learn more:

IMAhealth.org

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 Washington, DC 20036*

IMA is a 501(c)(3) non-profit organization.



“I included IMA in my estate plans because I believe in the future they are helping build – one rooted in integrity, courage, and patient-centered care.”

– Dr. William G.



INDEPENDENT™ MEDICAL ALLIANCE







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IMAhealth.org