

## ANTICIPATED 2000 ACTIVITIES

Since 1978, the National Association of Addiction Treatment Providers has represented its members at the national, state and local level. NAATP has also addressed issues related to accreditation, quality of care and reimbursement. Wherever there are issues related to the quality and integrity of addiction treatment, you can expect to find your organization, the National Association of Addiction Treatment Providers!

More than ever, NAATP will be executing strategies to ensure the foundational premise of alcoholism and other chemical dependencies as a disease. NAATP will be looking to develop collaborative and partnership relationships with those organizations and associations that share this basic premise and are committed to affordable and available quality addiction treatment.

Throughout 2001 you will see NAATP's name and logo attached to:

- An enhanced *fourth year* Benchmark survey process with the ability to develop custom reports for participants,
- Publication of 2001 Membership Directory,
- Availability of published 2000 NAATP Salary Survey,
- NAATP Visions* – a ten issue per year information packed newsletter,
- Expanded Member benefits including subscriptions to *Alcoholism & Drug Abuse Weekly* newsletter and *Behavioral Healthcare Tomorrow* magazine,
- Annual Conference in Scottsdale, AZ – May 20-22, 2001,
- Development and presentation of James W. West, M.D. Quality Improvement Award,
- [www.naatp.org](http://www.naatp.org),
- Membership Dues restructure,
- Position paper on Faith-Based Initiatives, and
- Much more!

Your organization – the National Association of Addiction Treatment Providers – is your strong and effective voice for addiction treatment. To represent you, and to effect those changes that are important for the addiction treatment field, it is imperative that you not only join **NAATP**, but that you participate!

## THE NATIONAL ASSOCIATION OF ADDICTION TREATMENT PROVIDERS

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A Premier Association representing  
Premier Providers of Addiction Treatment

# 2000 ANNUAL REPORT



national association of addiction treatment providers

A Premier Association representing  
Premier Providers of Addiction Treatment

**Philip W. Eaton**  
**Board Chair**  
**2000-2001**

Last year it was Y2K. This year we learned the significance of "chads." We are now attempting to determine the impact the election will have on addiction treatment. Joseph A. Califano Jr., president of the National Center on Addiction and Substance Abuse Treatment at Columbia University, recently wrote that, "For the first time in the nation's many wars on drugs, the forces are there to balance and strengthen all four legs of the effort against abuse and addiction: research, prevention, treatment and law enforcement." Califano further stated, "The Texan in the White House has the opportunity to spark a revolution in how the nation views all substance abuse and addiction." A recently released report commissioned by The Robert Wood Johnson Foundation documented its title, *Substance Abuse: The Nation's Number One Health Problem*. A recent article in JAMA by Alan Leshner again cites addiction as a chronic, progressive, potentially fatal disease, not unlike diabetes, hypertension, and asthma. The science is there. Study after study has confirmed the need for and value of prevention, intervention, and treatment. The stars are aligned for NAATP to take a leadership role in addressing how the disease of addiction is viewed in the future. NAATP has an opportunity to offer leadership in public policy, as well as impacting public behavior from viewing addiction as a criminal or moral defect to offering science based, outcome driven treatment for a chronic disease. Toward this end, several working groups have been formed to develop position papers on this and several other important issues. **Your membership in NAATP Matters!** It matters to the extent that you support and are part of an organized, well-run nationally recognized intentional voice of addiction treatment.

This past year of serving as Chairman of NAATP has been enormously gratifying from both a personal and professional perspective. I am so impressed with the leadership, commitment, and wisdom demonstrated by the NAATP Board of Directors and our CEO, Ron Hunsicker.

Take a look at some of NAATP results for the past year:

- *Benchmark Survey* with improved methods of uniform data collection, as well as facility specific tailored reporting and custom presentations.
- Salary Survey with over 200 participating organizations/respondents reporting on forty- (40) specific job classifications. The information was then sorted and presented in the aggregate and sorted by facility classification, ownership structure, volume of operations and six geographic regions.

These two products speak to service and quality for members as they manage their organizations.

- We have seen membership increase to over 180! We have a greater diversity in membership than ever before; representing inpatient, outpatient, private and publicly funded, with dual diagnosis, gender specific, and criminal justice programming. We are seeing large and small, rural and urban providers seeking the support, fellowship, products and services offered by NAATP
- This past year NAATP purchased the rights to the SECAD Conference, and in November of 2000 conducted the 25th annual conference with over 825 in attendance. The 2001 NAATP/SECAD will be held in Atlanta, GA from November 28 to December 1.
- In an effort to further assist members, NAATP has continued to partner with MSJ Corporation to offer products and services that are value added and financially attractive. MSJ Corporation offers Satis, Consulting Services for quality and performance improvement, accreditation, organizational planning, and leadership development. NAATP members are eligible for member only discounts on each of these services.
- The Irwin Siegel Agency offers NAATP members property and liability insurance, specialized risk management at affordable prices.
- NAATP members now receive the Alcoholism and Drug Abuse Weekly newsletter via email as a member benefit.
- At the 2001 NAATP Annual Conference we will be awarding the 1st annual James W. West, MD Quality Improvement Award. The award is a cooperative recognition program on the part of NAATP, MSJ Corporation, and Manisses Communication Group, Inc. The award is intended to recognize outstanding member organizations involved in documented quality improvement projects. The 2000 award recipient is Liberty Management Group, Inc.
- At the conclusion of 2000, NAATP announced that it was adding another member benefit in the form of a subscription to *Alcoholism & Drug Abuse Weekly* newsletter. This benefit will begin early in 2001 for all NAATP member organizations.

For more than 20 years NAATP has been the voice for addiction treatment providers throughout the U.S., assuming a strong leadership role in the areas of treatment and accreditation standards, education and advocacy, and member products and services. At the heart of all this is still the alcoholic or other drug addicted individual. The welfare mom, the blue collar worker, the executive, the schoolteacher or doctor, or the scared teenager about to be confronted with the realities of a life of addiction. NAATP is motivated and is organized to serve its members who provide access to the miracle of recovery, and who know treatment works!

**Membership in NAATP does matter!**

**BENCHMARKING**

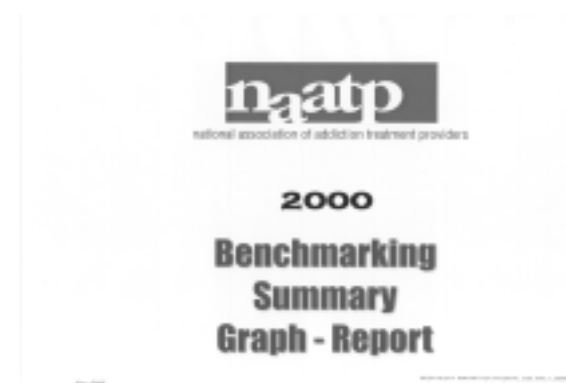
What do National Association of Addiction Treatment Providers members have access to that is not available to other addiction treatment providers? *The Answer:* Benchmarking information that is addiction treatment specific! For the third consecutive year, the National Association of Addiction Treatment Providers has taken leadership in providing valuable information using clinical, financial and operational parameters.

If you do not have a full set of color graphs on the over 50 data collection points from 1999, then you were not one of the over 65 NAATP members who participated in this process. Keeping with a tradition and commitment made in 1998, the National Association of Addiction Treatment Providers only makes this information available to those programs that provide data. So the old adage seems to work - *No Data, No Graphs!*

2000 saw a new level of report generation sophistication added as custom reports and individual program trends are available. Using the three year data base, the NAATP office is able to provide, on request, trending reports for programs and also "most like" comparisons for participating members.

The NAATP generated benchmarking reports have proven to be highly valued by NAATP members and have been used in conjunction with JCAHO surveys and with organizations' board sessions and in the strategic planning process.

The 2001 NAATP Benchmarking collection process will occur in the first quarter of 2001 with the finished reports first available at the 2001 Annual Conference in Scottsdale, AZ. - May 20-22, 2001.

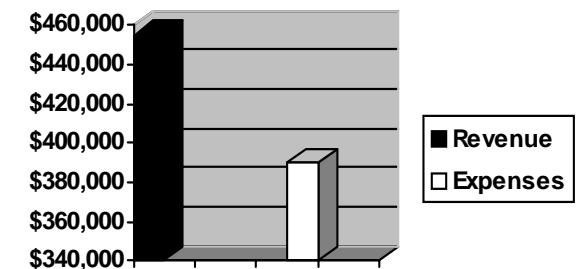


**Cover of the 2000 NAATP Benchmark Report**

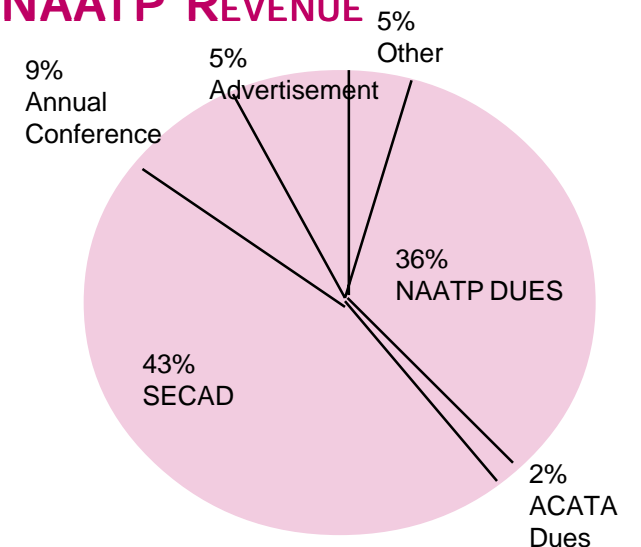
**2000 FINANCIAL PERFORMANCE**

For the fourth consecutive year, your association (NAATP) operated with fiscal stability and showed a modest net income at the end of the year 2000. This has resulted in the ability to increase the products and services made available to NAATP members and thereby increase the value of membership! With the addition of the SECAD activity, the percentage of revenue by category has dramatically changed for 2000. Nevertheless, revenue from dues showed a marked increase as evidenced by the list of new members joining NAATP in 2000.

The following graphs display a view of the revenue and expenses for 2000 and the major revenue categories for 2000. Your Board of Directors continues to work off a strategy that will allow them to invest as many resources as possible into infrastructure and systems that allow NAATP to deliver information to its members.



**NAATP REVENUE**



### NAATP Membership Growth

For the second consecutive year, the National Association of Addiction Treatment Providers saw its membership grow by more than twenty-five (25) new members. The growth in 2000 represented the largest single year gain in membership in over nine years.

However, more than numbers this growth represents *diversity!* NAATP has a growing number of outpatient only members, a growing number of programs that have heretofore been identified as "public sector" programs and a growing number of organizations that offer a wide array of services to persons who are addicted and to their family members.

The 2000 new NAATP members were:

- MERIT Resource Services**, Sunnyside, WA
- PBA, Inc. - The Second Step**, Pittsburgh, PA
- Neil Kennedy Recovery Clinic, Youngstown, OH
- L.E. Phillips - Libertas Center**, Chippewa Falls, WI
- Willingway Hospital**, Statesboro, GA
- Recovery Plus**, St. Cloud Hospital, St. Cloud, MN
- Omegon, Inc.**, Minnetonka, MN
- Pathways Drug & Alcohol Treatment Center**, Annapolis, MD
- Promises Residential Treatment Centers**, Malibu, CA
- Mayo Psychiatry & Psychology Treatment Center**, Rochester, MN
- Lake Grove Treatment Centers of New York, Inc.**, Lake Grove, NY
- Serenity House, Inc.**, Addison, IL
- Mercy Hospital**, Portland, ME
- Challenges, Inc.**, Fort Lauderdale, FL
- AREBA Casriel, Inc.**, New York, NY
- Williamsburg Place - Farley Center**, Williamsburg, VA
- Tidal Technologies Corporation**, Glen Burnie, MD
- Waismann Institute**, Beverly Hills, CA
- Great Lakes Recovery Centers, Inc.**, Marquette, MI
- Turning Pont, Inc.**, Verona, NJ
- PACE, Inc.**, Wilmington, DE
- Heritage Behavioral Health Center**, Decatur, IL
- Ottagan Addictions Rehabilitation, Inc.**, Holland, MI
- Health Communications, Inc.**, Deerfield Beach, FL
- Gateway Foundation, Inc.**, Chicago, IL
- Popovits & Robinson, P.C.**, Tinley Park
- Gray Wolf Ranch, Inc.**, Port Townsend, WA
- Bethesda Alcohol and Drug Treatment Program**, Cincinnati, OH
- San Diego Span, Inc.**, San Diego, CA
- Wyoming Recovery Program for Addictions**, Casper, WY
- Cornerstone Treatment Facilities, Inc.**, New York, NY
- Central Kansas Foundation for Alcohol and Chemical Dependency**, Salina, KS
- Banner Behavioral Health of AZ**, Scottsdale, AZ
- Advanced Recovery Center**, Delray Beach, FL
- Illinois Alcoholism and Drug Dependence Association**, Springfield, IL

### SECAD

One of the truly foresighted decisions of 2000 was the decision of the Board of Directors of the National Association of Addiction Treatment Providers to purchase the rights to the SECAD Conference. This conference, held in Atlanta during the last week of November of each year, draws nearly 1,000 attendees and over 100 exhibitors. SECAD - South East Conference on Alcohol and other Drugs - has become the premier training conference in the field of addiction. With a twenty-five year history, this conference has presented all of the outstanding authorities in the addiction treatment field.

In 2000, NAATP purchased the rights to this conference and added this training conference to the growing list of products and services associated with the commitment to quality and excellence made by NAATP. 2000 marked the first SECAD conference under the direction and guidance of NAATP and will be a launch site for this Atlanta, GA based event. 2001 promises to be an even larger gathering with research based speakers and inspirational speakers already making presentation commitments for 2001. The 2001 event will be held November 28 - December 1, 2001 at the Sheraton Atlanta Hotel. Information on this event can be obtained via [www.naatp-secad.com](http://www.naatp-secad.com). SECAD is one more vehicle whereby NAATP delivers accurate, timely and needed information for the delivery of addiction treatment.



### Quality Improvement Award Launched in 2000

Consistent with the mission and vision of the National Association of Addiction Treatment Providers, is the commitment to quality. NAATP believes that through the dissemination of timely, accurate and valuable information its members can offer the highest quality addiction treatment at affordable costs.

In 2000, NAATP launched an effort to recognize the many innovative and dedicated quality improvement efforts being carried out by its members. The **James W. West, M.D. Quality Improvement Award** was initiated to recognize and preserve the efforts of NAATP members in this area. This award, which will first be presented at the 2001 Annual Conference, will be annually awarded to those organizations that submit an application detailing their quality improvement efforts.

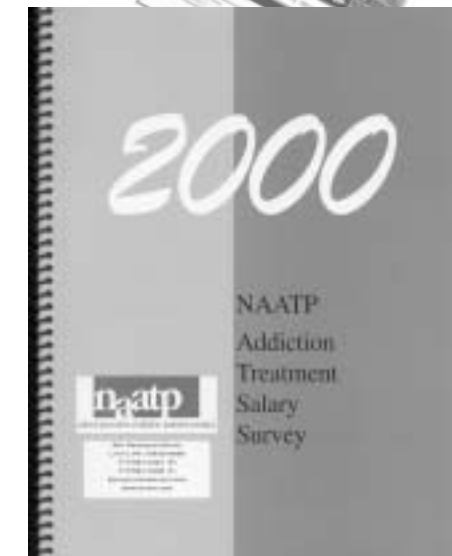
The award itself carries with it the name of James W. West, M.D. a life long champion for addiction treatment and quality improvement efforts on the part of addiction treatment providers. Dr. West was instrumental in the development of the Haymarket Center in Chicago, IL and has provided leadership and medical oversight at the Betty Ford Center.

In addition to the recognition at the NAATP annual conference, the recipient of the award will be featured in the April issue of *Behavioral Healthcare Tomorrow*. The James W. West, M.D. Quality Improvement Award is a joint effort by the National Association of Addiction Treatment Providers, the MSJ Corporation and the Manisses Communications Group.

The application for the 2002 award will be available by the 2001 Annual NAATP Conference!



### NAATP Products and Services - Salary Survey, Benchmark Report, Annual Conference, Newsletter and much more!



Salary Survey



Annual Conference View