

Learn & Network Rejuvenate!



MAY 19-22, 2012

Sheraton Wild Horse Pass
Chandler, Arizona

7.5 Precon Hrs.
9.75 Conference Hrs.

Where the Leaders in addiction treatment come together to discuss the important issues, showcase innovative resources and programs and network with other decision makers of addiction treatment.

Register Online
www.naatp.org



Plenary Speakers

Christopher Lawford



Tom McLellan



Renée Popovits



Plus

- 2 Continental Breakfasts
- Plenary Breakfast
- Awards Luncheon
- Roundtable Luncheons
- 2 Evening Receptions
- Golf Outing
- Entertainment, networking and more.....
- All in a stunning setting.
- Come Join us!

FRIDAY, MAY 18

Hazelden Preconference

7.5 Hours

8:00am-4:30pm

“Leadership Summit: Leading the Way Toward Integrated Treatment”

As programs offering integrated treatment for co-occurring disorders move from theory to practice, the field continues to learn from the successes they have had in overcoming implementation hurdles. This Leadership Summit will identify successes of some earlier adopters, explore some of the early findings of Learning Collaboratives currently in the field, and provide a hands-on, interactive opportunity to share and learn from other leaders in the Behavioral Health field.

- A 7.5 hour full-day institute
- Interactive, guided discussion by Dr. Timothy Sheehan, Ph.D., Professor and Director of Institutional Effectiveness, Hazelden
- Participants receive 7.5 Hours
- Participants receive complimentary Dartmouth/Hazelden CDP Clinical Administrator’s Guidebook (\$85 value)

Leadership Summit Learning Objectives

- Identify the benefits and challenges of integrated treatment
- Discuss the philosophy and research behind the evidence-based Dartmouth PRC/Hazelden Co-occurring Disorders Program (CDP)
- Interpret comprehensive guides to evaluate your organization’s capability for treating patients with non-severe co-occurring disorders: the DDCAT (Dual Diagnosis Capability in Addiction Treatment) and the DDCMHT Dual Diagnosis Capability in Mental Health Treatment)
- Learn from colleagues and other administrators currently utilizing the DDCAT and DDCMHT to integrate their own treatment programs
- Identify the top 10 leadership challenges (system, program, and staff level) to the delivery of integrated services and develop specific, actionable plans to address those barriers
- Identify the top hurdles, in general and specific to your own program, standing in the way of delivering true integrated treatment for co-occurring disorders
- Generate 3-5 specific, actionable steps that you can take in your own program immediately to better serve clients with co-occurring disorders.

SATURDAY, MAY 19

7:00am-7:45am

7:45am-2:00pm

12:00pm-5:00pm

12:00pm-5:00pm

3:00pm-5:00pm

5:30pm-7:00pm

7:00pm-8:00pm

Golf Breakfast

Golf Outing & Lunch

Exhibitor Setup

Registration

NAATP Board Meeting

Opening Celebration

Town Hall Meeting

Breakfast sponsored by Pine Grove

Golf Luncheon Sponsored by Sundown M Ranch

In Exhibit Area

Sponsored by

There is an additional charge for the Golf breakfast, outing and lunch. Pre-Registration Required.

SUNDAY, MAY 20

7:00am-8:00am

7:30am- 1:00pm

7:30am-8:30am

7:30am-3:00pm

8:15am

8:30am-9:30am

9:30am –10:30am

10:30am–11:00am

Twelve Step Meeting

Registration

Continental Breakfast In Exhibit Area

Exhibits Open

Welcome, Introductions and Opening Remarks

Opening Plenary - Christopher Kennedy Lawford, Global Recovery Solutions; The time is now.

In his work as an Author, Advocate and Ambassador to the UN for Addiction treatment, Christopher Kennedy Lawford has been spreading the word that Addiction is the no 1 healthcare problem in our nation, and Treatment and Recovery is possible, as demonstrated by our programs for Physicians, Pilots and Attorneys. Why not for EVERYONE. Christopher will Address the PROBLEMS and present SOLUTIONS, through a GLOBAL RECOVERY INITIATIVE.

Congressman Paul Ryan (R-WI) and John Sullivan (R-OK), Co-chairs of the Congressional Addiction, Treatment and Recovery Caucus have been invited to speak.

Coffee Break in Exhibit Area

11:00am-12:00pm

Workshop A - Thought Leadership and Succession Planning - Mike Ferguson, Ferguson Behavioral Health Consulting
As a younger member of the field, my drive and passion has been finding new ways to reach out to the public regarding addiction in families and pushing for new and different models of treatment while incorporating the methodologies that have worked since the inception of treatment. As we start to see the baby boomer generation move towards retirement, we need to start passing that knowledge along to the next generation of leaders in the field. What are we doing, as a field, to move our mission forward?

Workshop B- Creating Sustainable Funding - It's Time for a System - Terry Axlerod, CEO of Benevon
In this session, Benevon Founder Terry Axlerod will give you an overview of the Benevon Model -- a systematic process for engaging and developing relationships with mission-focused individual donors. You will learn how to make your organization more visible in your community and how to identify and cultivate individual donors who are passionate about your mission.

12:30pm-2:00pm

Roundtable Luncheons

Clinical Roundtable: Implementing Integrated Treatment for Co-Occurring Disorders

Dr. Timothy Sheehan, PhD., Professor and Director of Institutional Effectiveness, Hazelden

Up to 75% of clients receiving treatment for a substance use disorder also have a diagnosable mental health disorder, and integrated treatment for co-occurring disorders has been shown to work, but implementing integrated treatment remains a challenge. Drawing from real-world successes, ongoing Learning Collaboratives of leaders in the behavioral health field, and NAATP's own "Leadership Summit: Leading the Way Toward Integrated Treatment," Dr. Sheehan will highlight real-world solutions to some of the hurdles other leaders in our field have encountered.

CEO / Board Roundtable: Developing Leadership in your Organization through Mentoring

Sherri Layton, MBA, LCDC, CCS and Wes Humphrey, LCDC

Recognizing the industry wide need for leadership development and succession planning, La Hacienda created and implemented a mentoring program to grow our next generation of leaders. During the Round Table Luncheon we will offer our program design as a model for other facilities to work from, as well as present research-based best practices from other industries, and discuss adaptation of those practices to the business of addiction treatment. Program participants will leave with a framework from which to develop their own mentoring program.

CEO Roundtable Sponsored by Tully Hill

Marketing Roundtable: Blogs, Pokes and Tweets and what they have to do with the Treatment of Alcoholics and Addicts - Kristen Black, Interactive Media Coordinator, LaHacienda and

Ann Premazon, Premazon, Inc.

This is an engaging presentation regarding social media strategies and how to use it to improve search engine optimization for treatment centers and mental health professionals. Participants will be given practical strategies for implementation and how to create an ongoing plan. There are a lot of unknowns and fears that are keeping many individuals and organizations from utilizing this very powerful tool.

Insurance Roundtable: Insurance Claims and Lawsuits against Behavioral Healthcare Providers

Sean F. Conaboy, Broker-NSM Insurance Group - Phila. Pa.

Rich Willetts, CPCU,ARM, Director- Addiction Treatment Providers Insurance Program-NSM Insurance Group-Phila. Pa.
John O'Connor, AIC, Claims Director NSM Insurance Group- Phila., Pa.

In this roundtable discussion, insurance experts from NSM Insurance Group will pull back the curtain for an inside look at what happens when a treatment provider is the target of a liability claim or lawsuit. We will discuss best practices to follow when a claim or lawsuit is received, and the biggest mistakes treatment providers make that can impact insurance coverage or the outcome of a claim. We will review the steps that insurers take to investigate and defend a treatment provider, and we will talk about current trends in claim activity in the behavioral health field. This session will provide time for attendees to bring their questions and get answers to their own individual claim questions.

2:00pm - 2:30pm

Refreshment Break in Exhibit Area

2:30pm-3:30pm

Workshop A - Parity and Health Care Reform from a Managed Care Perspective

Andrew Martorana, MD. Regional Medical Director, Optum Behavioral Solutions

An overview of major changes arising from recent federal legislative reform involving mental health and substance use disorder parity as well as the broader health care reform act.

Workshop B - Retirement Planning, Pitfalls, and Serenity - Frank Lisnow

As our industry workforce ages and as baby boomers begin to see retirement over the horizon we must openly discuss this topic. In this workshop we will examine two key aspects of retirement for executives and managers. This will not exclude important personal issues for line and support staff. The first part will look at strategies and issues for succession planning. We will outline the obvious and the not-so-obvious. Next, and as important, is the individual. How does the potential loss of identity, excess time, fixed income, social network, etc effect us and strategies to minimize the impact.

Sunday Evening

No events planned!! We purposely set this time aside for you to attend dinner meetings and site tours. As a courtesy to our speakers, exhibitors and sponsors please do not plan private events when conference activities are being held. Thank you for your consideration!

MONDAY, MAY 21

7:00am–8:00am
7:30am – 3:30pm
7:30am – 8:30am

Twelve Step Meeting

Exhibits Open

Continental Breakfast – In Exhibit Area **Sponsored by Tully Hill**

8:30am – 9:30am

Workshop A - Abstinence “versus” Medication Assisted Recovery

David Rotenberg MA, MBA, CAC Diplomate and Kenneth W. Thompson, MD, Caron Treatment Centers

This workshop will hopefully stimulate critical thinking in regards to recovery and a patient centered approach. It will look at various interventions available for treatment including medications, psychosocial interventions and spiritual interventions. Outcome studies for medications, psychosocial and spiritual interventions will be reviewed. The limitations and problems in over generalizing the outcomes of such studies will be discussed. 12 step recovery will be discussed as a “disease modifying medication” with a discussion of how to address making 12 step recovery more “palatable” and dealing with “side effects”.

Workshop B - Staying Connected with Your Program Graduates: Best Practices

Moderator: Steve Diogo, Editorial Director, Renew Media

Panelists: Mike Early, Executive Vice President/Chief Clinical Officer, Caron; Janelle Wesloh, Executive Director, Recovery Management, Hazelden; Phil Herschman, Chief Clinical Officer, CRC Health Group; Tim McLeod, Senior Alumni Coordinator, Sierra Tucson

Top treatment centers recognize that addiction is a chronic disease requiring continued support long after patients leave their doors. But many facilities are challenged by the logistics of tracking and engaging former patients. How do top treatment facilities keep in touch with their program graduates and what are some suggestions for maintaining open lines of communication and ongoing care for clients who have graduated? A panel of representatives from successful alumni development and recovery management programs will offer their best practices, followed by an audience Q&A session.

10:00am – 11:00am

Plenary Session – Model State Parity Legislation and Strategies to Address Parity Pushback to Get Paid!

Renée Popovits/Principal Attorney, Popovits & Robinson

Renée will share strategies of how states can address and close some of the federal parity loopholes by revealing Illinois’ “behind the scenes” multifaceted parity approach to its groundbreaking statute effective as of August 18, 2011. The session will also address an overview of parity trends on a national level, data gathering for compliance with the federal parity law, patient education materials, state departments of insurance enforcement activities and suggestions for NAATP members. All of these activities are designed to have the law achieve its maximum potential so patients may access the benefits they purchased, and in addition assist NAATP members to increase admissions and get paid for their services!

11:00am – 11:30am
11:30am – 12:15pm

Coffee Break in Exhibit Area

Sponsored by Valley Hope

Plenary Session – Presentation by the 2011 Recipient of the Dan Anderson Research Award –

Dr. Michael L. Dennis and Dr. Christy K. Scott of Chestnut Health Systems, “Four-year outcomes from the Early Re-Intervention (ERI) experiment using Recovery Management Checkups (RMCs)”.

12:30pm – 2:00pm

Annual Awards Luncheon/Welcome New Members

- Nelson J. Bradley Life Time Achievement Award
- Michael Q. Ford Journalism Award
- Dan Anderson Research Award - Dr. Michael L. Dennis and Dr. Christy K. Scott of Chestnut Health Systems
- James W. West, M.D. Quality Improvement Award
- ACATA Administrator of the Year Award

Sponsored by Southworth Associates, Pine Grove and Little Hill Alina Lodge

2:30pm – 3:30pm

Refreshment Break in Exhibit Area **Sponsored by Casa Palmera**

Visit 5 Exhibitors and YOU could win airfare for 2 anywhere in continental US

4:00pm
5:00pm – 7:00pm

Exhibitors may breakdown

NAATP Board Reception - Caron’s Jasper Chen See Award

Please join us for great food and unforgettable entertainment by Richard Leigh

Sponsored by Caron Treatment Center and NSM Insurance

Everyone is invited and welcome to attend this reception.

Monday, May 21 2:30-3:30 in the exhibit hall

How to be a Winner!

- Visit the Exhibit Hall Monday afternoon between 2:30 -3:30
- Be entered in a chance to win airfare for 2 to anywhere in the Continental US! Sponsored by John Southworth
- Attend Tuesday’s Breakfast presentation by Tom McLellan

How it works:

- Pick up a Visitation Validation Sheet before entering the hall on Monday afternoon. Have your exhibit visitation form validated by at least 5 exhibitors. Deposit in drawing box.
- Winner will be chosen during Tuesday’s closing plenary. Must be present to win.

Sponsored by Southworth Associates

TUESDAY, MAY 22

7:00am – 8:00am
8:00am – 9:30 am

Twelve Step Meeting

Closing Plenary Breakfast - Healthcare Reform and Substance Abuse – A Whole New World

A. Thomas McLellan, PhD

Healthcare reform is likely to have a larger effect upon the prevention and treatment of substance use disorders than it will have on any other illness or health condition. The changes are not likely to affect the specialty care treatment of “addiction” but will have profound effects upon the insurance benefits, prevention, early intervention and medication of less severe “substance use disorders.” This presentation will discuss the rationale for the major provisions of the Affordable Care Act and will describe how those changes will affect the prevention, treatment and insurance reimbursement for substance use disorders.

Registration Form

2012 NAATP Annual Conference

May 19 - 22, 2012

(Each individual attending the Conference MUST fill out a separate registration form, including exhibitors. Please Print Clearly.)

Last Name First

Title

Organization

Address

City/State /Zip

Phone Fax

Email (You must provide email address to receive confirmation)

Contact Hours for this activity are provided by Bradford Health Services:

- National Board of Certified Counselors NBCC #5414
- Alabama Board of Nursing ABNP #1107
- National Association of Alcohol and Drug Abuse Counselors NAADAC #435
- Social Work Board of Alabama Approved

NAATP Member Non-Member

Preconference (7.5 Hours) \$225 \$325 _____

Annual Conference \$350 \$450 _____

Become a Member of NAATP and get One free Conference Registration!

Round-Table Luncheons (Luncheons are Included in the registration price. For planning purposes you MUST select which luncheon you will attend.)

- Clinical
- CEO/Board
- Marketing
- Insurance

NAATP Golf Outing & Lunch \$250 \$250 _____

I would like to play in the following Foursome: _____ Total \$ _____
(Each player **must** register separately)

Payment

Make check payable to NAATP

Mail form to:

NAATP

313 W. Liberty Street, Suite 129

Lancaster, PA 17603

Phone: 717-392-8480 Fax: 717-392-8481

sanderson@naatp.org



(Name as it appears on card)

(Billing Street Address) (Zip Code)

3 digit security code back of Visa, M/C Disc _____ 4 digit code on front of card for Amex _____

(Credit Card #) (Expiration date)

(Signature)

Register Online at www.naatp.org

Application for Exhibit / Sponsorship

Sponsorships opportunities and exhibits are going fast. Below are a few remaining sponsorship opportunities.

- Opening Celebration (Saturday Evening) \$9,000.00** or 2 sponsors at \$5,000 each ***
All registrants are invited to attend this function. Includes a sign at the entrance noting your sponsorship and recognition in the program.

- Tee and Green Sponsorship for Golf Outing \$500.00**
The annual Golf outing is on Saturday, May 19. Price is per tee and per green.

- Roundtable Luncheon \$4,500.00* (2 available)**
Provides you with an opportunity to provide a brief welcoming comment during the luncheon; a sign at the entrance noting your sponsorship and recognition in the program.

- Continental Breakfast \$5,500.00***
Provides you with an opportunity to provide a brief welcoming comment during the continental breakfast; a sign at the breakfast entrance noting your sponsorship and recognition in the program.

- Coffee Break \$2,500**
Coffee, Juice, water and light snacks in the exhibit area. A sign at the entrance noting your sponsorship and recognition in the program.

- Beverage Break \$1,500**
Coffee and Water Break in the exhibit area. A sign at the entrance noting your sponsorship and recognition in the program.

- Have Your Name listed on the Conference Bags \$500.00**
Have your name prominently displayed on the conference bag.

- Conference Bag Inserts \$500.00 per item**
An opportunity for you to ship 400 copies of an item you would like to provide to the NAATP Conference registrants. Can include books, magazines, conference announcements, proceedings or other free materials. Materials will be placed into the registrants' packets. Sorry, we will not be able to return left-over materials.

- Place your Ad in the Conference Program \$700**
Place your full page color ad in the conference program. A limited number of ads will be accepted.

Please note that sponsorship opportunities are available on a first-come, first serve basis and are Subject to Change.

***Sponsorships with an asterisk include ONE complimentary conference registration.**

**** Sponsorships with 2 asterisks include TWO complimentary conference registrations.**

Please return application and payment to Sherry Anderson
Fax: 717-392-8481
Email: sanderson@naatp.org
313 W Liberty St., Suite 129
Lancaster, PA 17603

- Booth Exhibit/Display and two (2) registrations for \$1,200.**
Includes: 8' draped table, back & side drapes, ID sign, 2 chairs & wastebasket. 2 Registrations

Booth Exhibit/Display Space Preference: See diagram on next page for remaining booths or contact Sherry at 717-392-8480. Please indicate space selections in the order of your preference. All booth assignments made on a first come, first served basis.

1st Choice: _____

2nd Choice: _____

3rd Choice: _____

Total Cost of Sponsorship And Booths

\$ _____

Name (please print): _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ FAX: _____

Email: _____ NAATP Member? _____



(Name as it appears on card)

(Billing Street Address) _____ (Zip Code) _____

3 digit security code _____ 4 digit code on front
back of Visa, M/C Disc _____ of card for Amex _____

(Credit Card #) _____ (Expiration date) _____

(Signature) _____

Hotel Reservation Information

Room rate is \$239.00 per night plus 12% occupancy tax. In addition to the rate, a one time \$12 luggage assistance gratuity will be added to your bill as well as a nightly \$4 housekeeping gratuity.

A deposit of one night will be charged 7 days prior to arrival and you will have until 72 hours prior to cancel with no penalty. Early departures are subject to a \$119.50 charge.

To make a room reservation, call the Wild Horse Pass at 1-866-837-4156 by April 15, 2012. Identify yourself as attending the NAATP Annual Conference.

Book Online at:
www.starwoodmeeting.com/Book/2012NAATP



Be Sure to visit our Exhibit Hall. Anyone who visits 5 exhibitors Monday afternoon between 2:30 and 3:30 will receive a special entry to win a prize given away at the Tuesday Plenary Breakfast. Must be present to win.



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Arizona



2012
NAATP ANNUAL

ADDICTION TREATMENT
LEADERSHIP
CONFERENCE

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