

VISIONS

NAATP SAYS: "HAVE INFORMATION, WILL TRAVEL"

FEBRUARY, 2001

NAATP Visions is the official newsletter of the National Association of Addiction Treatment Providers (NAATP), the American College of Addiction Treatment Administrators (ACATA), the National Adolescent Treatment Consortium (NATC) and the National Treatment Consortium (NTC).



While other organizations are talking about it, NAATP has gotten it done! Almost weekly the National Association of Addiction Treatment Providers office receives information regarding conferences that are being initiated, discussions being held and plans underway to discuss the need for "benchmarking information" in the behavioral health field. On the other hand your association, NAATP, decided in 1997 to stop talking about it and to begin a data collection effort in 1998 that launched the NAATP Benchmarking initiative. Since the inaugural year of 1998, the participation in this NAATP project has almost **doubled!** Thanks to you, NAATP has again taken the leadership in the addiction treatment area and provided its members with the information they have asked for and the only information that benchmarks addiction treatment providers to addiction treatment providers.

2001 marks the fourth consecutive year that the National Association of Addiction Treatment Providers has been involved in this effort to provide members with a graphical way to look at their operational activities in relationship to other NAATP members. The 2001 data collection form was mailed in early February and has a return date of March 25, 2001. This return date will allow the data to be entered into the database and for graphs to be developed on the over 45 different data set points on the form. The completed color graph package will be ready for distribution at the NAATP Annual Conference May 20-22, 2001 and those attending will receive their material at the Monday Awards Luncheon.

The National Association of Addiction Treatment Providers has taken this leadership in providing a vehicle for members to examine various

"Any NAATP member that does not participate in the 2001 Benchmark Survey and does not order a custom report and presentation by the NAATP office has missed an excellent opportunity to enhance their decision making process with information."

David W. Hillis
Chair, NAATP Benchmarking Committee

component parts of their operation in relation to other NAATP members. This entire process is done within the highest level of confidentiality possible. The completed reports are provided to all **organizations participating** in the 2001 survey with only their bar graph number identified to them. This high level of confidentiality has enabled this tool to become a highly prized package of information both for operational information and for documentation of an organizations participation in benchmarking activities.

Over the course of the past several years, a great deal of "ink" has been used to describe and persuade organizations about the value of benchmarking. As opposed to establishing particular targets that get labeled as "should be" targets, NAATP has developed a process for reporting what actually is happening and then allowing participating organizations to curiously ask the question as to why they are above or below the average for the NAATP reporting organizations.

In an era when information is so very important, the NAATP benchmarking process takes that most important step of helping to turn data into information. Many NAATP members have long collected a wide variety of data! It is not uncommon for organizations to have data on:

- How long the average wait is between first phone contact and first outpatient appointment?
- How many hours per week are outpatient services available?
- Average Length of Stay for Outpatient Detoxification Services?
- Average Length of Stay for Inpatient Detoxification Services?
- Average Number of Days in Accounts Receivable?
- Percent of Total Operating expenses spent on marketing and Public Relations?

The list could go on and it does go on with the 2001 Benchmarking data collection form. However, when 80 or more organizations submit the data that they have collected and it is graphed, allowing for a quick reference of your data, of the average and of the range of other reported data, bingo **it becomes information!** Data presented in

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WHY WE DO NOT ALWAYS GET INVITED TO THE BIG DANCE

Many years ago, I was attending a family gathering and was often the case, the conversation turned to some distant family relative that was not present at the gathering. As you might expect, the conversation was not particularly complementary of that individual. However, after the conversation had droned on for some time a favorite uncle of mine who up to this point had been silent, sort of opened his eyes and slowly said, "well, I generally believe that if you don't have something positive to say about someone, maybe it is best to just not say anything at all."

Of course, that effectively ended that conversation and the next topic was the weather or crops or baseball or something equally benign. Even though no one asked my uncle just what he meant, his words have remained with me and from time-to-time I remind myself of their value.

More recently I was at a meeting in our Nation's Capital where there were over forty different organizations and associations represented. During the course of the meeting we had occasion to review some printed material that had been prepared and offer our observations. One particular participant seemed to use every occasion possible to make a point of special interest to them and their organization. After several hours of this I found myself sort of embarrassed every time this person spoke and wondered if they had anything positive to say concerning the material prepared. I also recalled the words of that sleepy eyed uncle of mine on that humid summer afternoon at a family gathering!

As I hammer out this piece on my computer I am aware that during the last week of February, the NAATP board will be gathering to review the activities of 2000 and setting in motion some plans for 2001. Elsewhere in this newsletter you will find reference to a number of issues and agenda that seem to already have marked the "intersection points" for NAATP and public policy. In one form or another the issue of affordable, accessible, and quality addiction treatment remain the overall areas of importance for the National Association of Addiction Treatment Providers. Whenever affordable or accessible or quality is compromised there is tension and NAATP needs to speak up and out! However, we cannot just be against something. It is not enough for us to be against something, we also need to know what we are for and what it will take to make it work.

Perhaps one of the reasons that we do not always get invited to the big dance is that we, like so many others, find it easier to articulate what we do not like and what we are against as opposed to what we are for and what we are willing to work toward to make things happen.

At the upcoming board meeting, I will be asking your board to form and create a number of work groups to address some of the specific issues cited in this newsletter and kept before us almost daily in our own professional press as well as in the general press. I will be asking your board to craft and fashion position papers and model legislation to address a number of very important issues that have here-to-for polarized the addiction treatment field and to some extent the general public as well. Instead of just taking a position against something, I believe that the role of NAATP is to propose working models and working alternatives that can be presented, debated and refined.

We have an opportunity to take a leadership role addressing how the disease of addiction is to be viewed in the future. We have an opportunity to offer leadership in terms of moving public policy and public behavior from reacting to addiction as criminal behavior to offering treatment for a chronic disease. We have an opportunity to grab a hold of the spirituality so often upheld by the early pioneers of the addiction treatment field (many of them former Nelson J. Bradley Award winners) and interject it into the debate over how treatment is to be done, where treatment is to be done and who provides addiction treatment.

Public policy, legislative initiatives and referendums are all about crafting a language that is understandable and positive. In order to influence the way that these big issues are broken up into little pieces, we will have to be willing to say something positive about someone. In order to get invited to the big dance and to stay out on the dance floor, we are going to need to say something positive about people and about solutions. NAATP has a history of taking the leadership in addressing some of the big issues of the past. Why should the present and the future be any different?

The big dance is about to begin and we want to be on the dance floor. So, let's grab some partners have a few positive proposals ready and give it a whirl.

THAT'S THE PERSPECTIVE OF RJH

relation to data collected from similar organizations and presented in a "relationship" format suddenly provides you with information that you never had before. Your data is now more than a number, it is a value in relationship to 80 or more other numbers all coming from organizations doing similar activities.

Each year, the NAATP benchmarking effort has attempted to glean the best comments from the previous years participants and to build into the process the most consistency possible. Under the leadership of Mr. David W. Hillis, President/CEO of AdCare Hospital of Worcester, the benchmarking effort is an example of willing something to happen and at the same time establishment of high standards of quality. While other organizations continue to hold conferences and call for expert advice, NAATP's benchmarking committee has been providing you with "the product" for the past three years.

In the 2001 material, you will find the NAATP Benchmarking "glossary". As can be expected, this is a "work in progress" and will continue to evolve over the course of the next several years. It has become clear to the benchmarking committee that terminology is not consistent throughout our field. This means that sometimes we have compared apples to golf balls and bananas to cantaloupes. The glossary is our attempt to put in place some common definitions of terms and processes. We are not suggesting that you need to use these definitions all the time, we are only asking that for the sake of this benchmarking effort, you use the definitions provided and use the formulas provided for calculating the data you provide.

Not only does NAATP have this information, but it has the ability now to provide you with some trend analysis (assuming that you have participated for the past several years) and the capability to sort the data in ways that match most "like" organizations. In addition, the NAATP staff has the capability of putting together a presentation to your staff and or board on the benchmarking results. The slogan for NAATP has become: "Have Information, Will Travel". This latter service is available for a modest fee and expenses incurred. Contact the NAATP office for more information on this expanded service of the benchmarking effort.

This is one of the most exciting efforts of NAATP and perhaps one of our better-kept secrets. As a member of NAATP you are urged to complete the data collection form and be part of the 2001 effort. If you are not a member of NAATP, call the office immediately to join NAATP and become part of an organization that does much more than talk about benchmarking, **we do it!**

HELP STOP THE EROSION!

Over the course of the past several years, there has been slow an erosion of what we thought was the bedrock soil of recognizing alcoholism and other drug addictions as a disease. Slowly and silently this erosion has left the bank on which we find ourselves unstable and susceptible to the slightest shift in public opinion.

The immediate and 2001 manifestation of this erosion can be seen embodied in three current issues:

- The Faith Based Initiative
- California's Proposition 36 and many other iterations, and
- Parity, or the lack thereof

Taken separately, any of the above issue can be argued to have a positive side. It is often this positive side that is presented and the downside ignored. However, taken together, these three issues and several others like them, represent the new danger of having addiction treatment viewed as a moral issue, a lack of character, a lack of will power or worse yet, criminal behavior. It is hard to imagine that 50 years of effort could be eroded so quickly, but stranger things have happened.

For NAATP the number one public policy issue in 2001, bar none, is to set in motion a short range and long plan to restore the disease concept, the public health implications of alcoholism and other drug addictions.

Faith Based Initiatives, Proposition 36 and Parity will emerge again and again as our society attempts to respond to what it first thought was a war and now must recognize is an epidemic! Over the course of the next several months several working groups of NAATP members will be formed to develop position papers on these and several other important issues. **It is important that the National Association of Addiction Treatment Providers be viewed as an organization with "real" solutions and not just an organization opposed to every issue.** As soon as those papers have been formulated and reviewed by the Board of Directors of NAATP, they will be made available to the membership. Then the work begins. The challenges for 2001 is to let every elected official (local, state and federal) who represents you know about the positions of NAATP on these and other key issues. During the remainder of 2001 you can expect to hear regularly from the NAATP office on how to challenge the growing assumption that alcoholism and other drug addictions are not diseases and those suffering from this disease do not deserve the best resources possible to ensure a life of recovery.

In 2001 NAATP is going to ask you to make some noise before everyone forgets what we are really about!

480-948-7111 – USE IT!

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**480-948-7111 –
CALL TODAY!**

SEE PAGE 6

BRADLEY AWARDS WILL HIGHLIGHT LUNCHEON

Every year, the National Association of Addiction Treatment Providers recognizes an individual or individuals whose lifetime achievements exemplify the passion, commitment and energy of Dr. Nelson J. Bradley for whom this award and recognition has been named. In 1983 NAATP first initiated this lifetime achievement award and Dr. Bradley was the recipient. Following his death, shortly after the presentation, the award was named in honor of his contributions to the addiction treatment field. Today, what we refer to as the Minnesota Model of Addiction Treatment had its origins with Dr. Bradley.

In 2001, NAATP has selected two individuals to receive the Nelson J. Bradley Lifetime Achievement Award. These two outstanding individuals

join a list of distinguished “friends” of NAATP who have received this highest honor of the association. On May 21, 2001 NAATP will bestow the honor of receiving the Nelson J. Bradley Award on Jasper G. Chen See, M.D. and Monsignor Ignatius McDermott. These awards will be part of the annual award luncheon celebration.

For more than a half of a century, Dr. Jasper G. Chen See has unselfishly given himself to his community, the state of Pennsylvania as well as nationally, providing leadership and guidance to establish programs to effectively diagnose, treat and counsel chemically dependent individuals and the families that are impacted by this chronic, devastating disease.

Since the 1960's, Dr. Chen See has evidenced his humanitarian concern for others through his intense commitment to working with alcoholics and individuals suffering from the disease of chemical dependency. Dr. Chen See served as a founding member of the American Society of Addiction Medicine, serving as president from 1989 - 1991. In 1990, he established the Ruth Fox Endowment Fund, named after the founding president. In 1994, he was the recipient of ASAM's Annual Award for his outstanding contribution to the growth and vitality of the society, for thoughtful leadership in his field and for his deep understanding of the art and science of addiction medicine.

Dr. Chen See has served on the Board of Directors of the Richard J. Caron Foundation since 1964, having been since named Director Emeritus. In addition to his board involvement with the Caron Foundation, Dr. Chen See gave regular lectures on the pathology of the disease of addiction to patients at the residential facility.

NAATP is honored to bestow on Dr. Jasper G. Chen See and to have him accept the Nelson J. Bradley Lifetime Achievement Award for 2001.

“Dr. Chen See’s vision and his genius for administration and strategic planning are matched by the largeness of his love and sincerity, and by his total commitment to those who suffer from addictive disorders.”

James F. Callahan
Executive Vice President/CEO
ASAM

Monsignor Ignatius McDermott (“Father MAC”) has worked tirelessly for nearly 70 years to provide high quality innovative and effective addiction treatment for Chicago’s underprivileged citizens. His philanthropic history dates back to 1936 when he first became known as the “Priest of Skid Row” for his assiduous efforts to help men of the notorious “skid row” area defeat alcoholism in their lives.

Msgr. McDermott was a leader in the decriminalization of addictions and the establishment of treatment to restore quality of life to chemically addicted people. His understanding of addiction as a disease that does not discriminate on the basis of race, creed, ethnic origin, gender or socioeconomic background and his willingness to speak for treatment in lieu of criminalization led to the 1975 founding of Haymarket Center, the largest substance abuse treatment facility in Chicago. With Dr. James West, a Chicago physician and surgeon, now Medical Director emeritus of the Betty Ford Center (1992 recipient of the NAATP Nelson J. Bradley Award) Msgr. McDermott es-

established Haymarket Center as a haven for pioneering and innovative substance abuse treatment that addresses a myriad of specific issues such as chemical addiction and pregnancy, the relationship between addiction and criminal behavior, and the benefit of long term residential treatment for women with their children in residence during treatment.

Additional innovative programs established by Msgr. McDermott at Haymarket Center include: the O’Hare Outreach program to provide substance abuse treatment and housing referrals for homeless persons dwelling at O’Hare International Airport, the JCAHO accredited Dr. James West Medical Clinic which is housed on-site at Haymarket Center, and many others.

After almost 70 years, Msgr. McDermott has not retired from opening doors and removing barriers to recovery for chemically addicted persons. He continues to live up to his personal motto (adopted from St. Vincent DePaul), “When you no longer burn with love, others may die of the cold”.

NAATP is honored to bestow on Monsignor Ignatius McDermott (“Father MAC”) and to have him accept the Nelson J. Bradley Lifetime Achievement Award for 2001.

“We try to make too many people out to be saints in my business, but when you come across the real thing, you can’t over do it. That’s why the name of Monsignor Ignatius McDermott, better known as Father Mac, appears so often in the pages of this newspaper”

Mark Brown
Columnist
Chicago Sun-Times
December 18, 2000

GET THE MESSAGE?

Unless you have paid your 2001 NAATP dues, or filled out the form, returned it to the NAATP office and committed yourself to the 2001 dues, **you will not receive** the *Alcoholism & Drug Abuse Weekly* newsletter as a member benefit! Get the Message?

If you have not paid your 2001 NAATP membership dues, call, fax, write or email the National Association of Addiction Treatment Providers office today! Do not miss this special offer for NAATP members.

If you are not sure about your dues for 2001 call the NAATP office at 717-581-1901. Fax 717-581-1902. Email Rhunsicker@naatp.org

GET THE MESSAGE?

2001 JAMES W. WEST QUALITY IMPROVEMENT AWARD SELECTED:

LIBERTY MANAGEMENT GROUP, INC.

One of the "21st Century" initiatives for the National Association of Addiction Treatment Providers was to increase its involvement in the area of Quality Improvement and to enhance its recognition of member organizations involved in documented quality improvement projects. Out of this commitment grew the James W. West, M.D. Quality Improvement Award. This award is a cooperative recognition program on the part of the National Association of Addiction Treatment Providers, Manisses Communications Group, Inc., and the MSJ Corporation, Inc. 2001 marks the inaugural year for this award.



Following the development of "Instructions for Completing the Application" and identifying and delineating the four (4) sections to the application process, a November 30, 2000 deadline date was established for receiving applications for the 2001 award.

The received applications were reviewed and evaluated based on the application process provided to all interested organizations. The results of that process has led to the selection of **Liberty Management Group, Inc.** of Ramsey, New Jersey as the recipient of the 2001 James W. West, M.D. Quality Improvement Award.



The Liberty Management Group submission was under the direction of Gay Hartigan, Chief Operating Officer and John Neikirk, Performance Improvement Director. Their specific initiative was: **Design and Implement an Inter-facility Quality Benchmarking Instrument to Help Facility Improvement Efforts.**

This initiative will be featured in the April issue of *Behavioral Healthcare Tomorrow*, which will become a member benefit to all NAATP members who have paid their 2001 membership dues. Liberty Management Group will also have an opportunity to present their initiative as a part of the James W. West, M.D. Quality Awards Breakfast on May 22, 2001 at the NAATP annual conference. The award presentation will be made during the awards luncheon on May 21, 2001.

NAATP is especially pleased to know that through this award process a number of member organizations have undertaken serious efforts to ensure quality improvement within their programs. Kudos to all those organizations that submitted entries for this award and to all organizations that continue to make quality improvement a priority.

Congratulations to Liberty Management Group, Inc. for their outstanding work in initiating this quality improvement project and in preparing a comprehensive report on their effort.

NAATP SHOW GOES ON THE ROAD

Over the next several weeks, the National Association of Addiction Treatment Providers will be on the road and participating in a number of events. The first scheduled stop for the NAATP Road Show will be Billings, MT on February 23, 2001. In Billings your NAATP executive will participate in the Annual Meeting Luncheon of the Rimrock Foundation Board of Directors. The scheduled topic for this stop will be: **"The State of Addiction Treatment in the United States"**.

The second stop will be in Springfield, IL March 27-28, 2001 where NAATP will be represented at the Illinois Alcoholism and Drug Dependence Association annual conference. In addition to having the NAATP booth display available, your executive will also be conducting a workshop on **Transforming Data into Management Information**. If you would like to have the NAATP Road Show in your area, contact the NAATP office to arrange the details.

480-948-7111

THIS IS THE NUMBER FOR HOTEL RESERVATIONS AT THE MARRIOTT'S MOUNTAIN SHADOWS HOTEL IN SCOTTSDALE, AZ. THE LOCATION OF THE NAATP 2001 ANNUAL CONFERENCE.

- SEND IN YOUR CONFERENCE REGISTRATION TO THE NAATP OFFICE
- CALL TODAY AND MAKE HOTEL RESERVATIONS.

“EMBRACE IT. DON’T FIGHT IT”

A new President, Vice-President, Secretary of HHS, Drug Czar, Attorney General, etc. etc. What will the change in administration bring to the addiction field? We know that any change is scary, but also that change is inevitable! It does us no good to stand rigid in resistance to the future. It is rather, one more opportunity to come together as a field united behind the message of **treatment works**.

It is imperative that all of the addiction field work together to educate the new administration on how addiction treatment is a cost-effective alternative to incarceration. That while many persons with addictions have had some contact with the criminal justice system, a large percent of addicts are hard working, law abiding individuals. That every dollar spent on treatment creates savings of 4 - 12 dollars. That addiction is a primary disease that responds to professional intervention and treatment outcomes are as good or better than the treatment of other chronic illnesses like asthma, hypertension, and diabetes. While persons with addictions are suffering from a chronic illness, they remain responsible for their behavior. Taking responsibility for one’s own behavior is a cornerstone of recovery. That addiction treatment oftentimes is holistic in approach and integrates faith issues with other healthy living and recovery skills. That stigma continues to exist and is an impediment to accessing treatment.

The list goes on and on but it is our collective responsibility to provide an integrated and universal message. This is where NAATP and other professional organizations can help. We as individuals in leadership roles in addiction prevention and treatment in our local com-

munities have a responsibility to “carry the message”. The first step to carrying that message in a consistent manner is to join a group that can help organize that message. That group in my mind is NAATP. If you are a member of another group encourage that group to enter in dialog with groups with common goals. This dialog needs to result in a common message and mutual respect.

Let us commit to working in our local communities, our states and on a national level to continue to take the message that treatment works to the new administration. Let us be responsible for reacting to change as an opportunity and to enter into collaborative and supportive relationships with others interested in the addiction field to bring positive change to the field. While there are battles to be fought... we need to embrace change, and not fight it because it is scary. Change is good! Change is what we have been working to achieve in NAATP for years! NAATP has been our proactive agent for the advancement of the field of addiction and continues to be the vehicle for rational conversation and advocacy.

Embrace It! Don’t fight it!

**KERMIT A. DAHLEN PRESIDNET /CEO
GORDON RECOVERY CENTER
MEMBER, NAATP BOARD OF DIRECTORS**

UPCOMING EVENTS FOR YOUR CALENDER

The **National Association of Addiction Treatment Providers**, the **National Association of Psychiatric Health Systems** and **Centromine, Inc.** will present a teleconference on the Health Insurance Portability and Accountability Act (HIPAA) **Feb 27**. For more information, call 202-393-6700, ext 15 or visit www.naphs.org.

The **California Association of Alcohol and Drug Program Executives Inc.** will present its annual public policy conference, "Places, People, Policies, and Promises," **February 26 and 27 in Sacramento, CA**. For more information, call 916-329-7409.

The **Child Welfare League of America** will hold its national conference **March 7 to 9 in Washington, D.C.** For more information, call (202) 942-0289 or visit www.cwla.org.

The **Ben Franklin Institute** will present the Summit for Clinical Excellence 2001 **March 15 to 19 in Chicago**. For more information, call 800-643-0797 or visit www.benFRANKLINinstitute.com.

The **American Society of Addiction Medicine** will present the Ruth Fox Course for Physicians **April 19 in Los Angeles**. For more information, call 301-656-3920.

The **American Society of Addiction Medicine** will present a Buprenorphine Training Course **April 22 in Los Angeles**. For more information, call 301-656-3920.

The **National GAINS Co-Occurring Disorders and Justice Center** will present a regional forum, "Developing Integrated Strategies for Youth with Co-Occurring Mental Health and Substance Abuse Disorders in Contact with the Juvenile Justice System," **May 16 to 18 in Tampa, FL**. For more information, call 800-311-4246 or visit www.prainc.com.

The **National Association of Addiction Treatment Providers** will hold its 2001 annual conference May 20-22, 2001 in Scottsdale, AZ. The theme will be: "SUCCESS = Quality Clinical Programs and Quality Business Plans". For more information, call (717) 581-1901.

The **National Association of Alcoholism and Drug Abuse Counselors** will hold its 25th annual Conference on Addiction Treatment **May 23 to 26 in Portland, OR**. For more information, call (800) 548-0497 or visit www.naadac.org.

The **Substance Abuse and Mental Health Services Administration** will present the third National Women's Conference, "A Generational Journey: Women Carrying the Vision," **June 18 to 21 in Orlando, FL**. For more information, visit www.samhsa.gov.

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NAATP VISIONS is published ten times a year by NAATP. Information printed in NAATP Visions does not represent official NAATP policy or positions.

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V I S I O N S

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