

**NAATP**  
NATIONAL 2018  
QUALITY  
ASSURANCE

**40TH ANNUAL**  
NATIONAL  
ADDICTION LEADERSHIP  
CONFERENCE



NATIONAL ASSOCIATION  
OF  
ADDICTION TREATMENT PROVIDERS

**MAY 20-22, 2018**  
Omni Interlocken Resort  
Denver, Colorado



**MARVIN VENTRELL**  
NAATP Executive Director

## QUALITY ASSURANCE

Join us for NAATP National 2018, the 40th Anniversary Conference of The National Association. NAATP is pleased to host the addiction field this year in our hometown of Denver, Colorado. The Interlocken Resort will be a wonderful venue for our annual convening.

We have a lot to talk about. The conference theme is Quality Assurance, which reflects NAATP's focus on the new Quality Assurance Initiative (QAI). The QAI is designed to improve the operation of addiction treatment, which, in some sectors, is out of control. It is lost on none of us that the field has a problem. Unethical conduct by certain treatment providers continues to harm patients and damage the reputation of credible providers as well as the very nature of our service.

The QAI addresses this through a series of measures designed to promote best business practice, deter problematic business practice, educate and protect the consumer, train the provider, and inform policy makers and payers. Details and components of the QAI will be revealed at the conference.

The National Association of Addiction Treatment Providers must be the place where treatment programs are distinguished as high-quality ethical providers. NAATP members, for 40 years now, have been and continue to be honorable, values-based, ethical, high quality programs. We know that. We also know that we devalue ourselves as a professional society if we tolerate unethical practitioners within our association.

NAATP Ethics Code 2.0 was released on January 1, 2018. It is a fundamental component of the QAI and honorable treatment operation. It addresses the unethical practices that haunt our environment and all NAATP members must adhere to the Code as a condition of participation. As a result, our membership composition is undergoing some important changes.

We will convene, therefore, as a professional society, unified by a common vision of values-based service, and dedicated to working together to best serve our patients.

See you in Colorado!





**NATIONAL ASSOCIATION  
OF  
ADDICTION TREATMENT PROVIDERS**

Voice. Vision. Leadership.

## SUNDAY MORNING, MAY 20TH

### THE GOLF CLUB AT OMNI INTERLOCKEN

Championship Golf in the Rockies

### 2018 NAATP PAC GOLF TOURNAMENT

Proceeds Support the NAATP Political Action Committee

### EARLY BIRD GOLF SPONSORS:

Alpha 180, Avea Solutions, Boost Promotional Branding, Bradford Health, Capstone Treatment Center, Cirque Lodge, Hired Power, Jaywalker Lodge, Visions Adolescence

### HOLE IN ONE SPONSOR:

Alpha 180 and Jaywalker Lodge

7:00 a.m.	<b>Shuttle</b>
7:30 a.m.	<b>Breakfast   Sponsored by:</b> Cirque Lodge and Bradford Health
8:30 a.m.	<b>Shotgun Scramble Tee Off</b>
1:30 p.m.	<b>Lunch and Awards   Sponsored by:</b> Capstone Treatment Center

## SUNDAY EVENING, MAY 20TH OPENING NIGHT AT NAATP 2018

4:00 p.m.	<b>Registration and Exhibit Hall Open</b>
6:30 p.m.	<b>CONFERENCE DINNER BANQUET</b> <b>Celebrating 40 Years</b> <b>as a Professional Society</b> All Attendees Invited, Cost Included in Registration, RSVP Required
	<b>THE STATE OF OUR PROFESSION IN 2018</b> <b>THE NAATP VISION</b>
	<b>Art VanDivier</b> NAATP Board Chair and Director La Hacienda Treatment Center
	<b>Marvin Ventrell</b> NAATP Executive Director

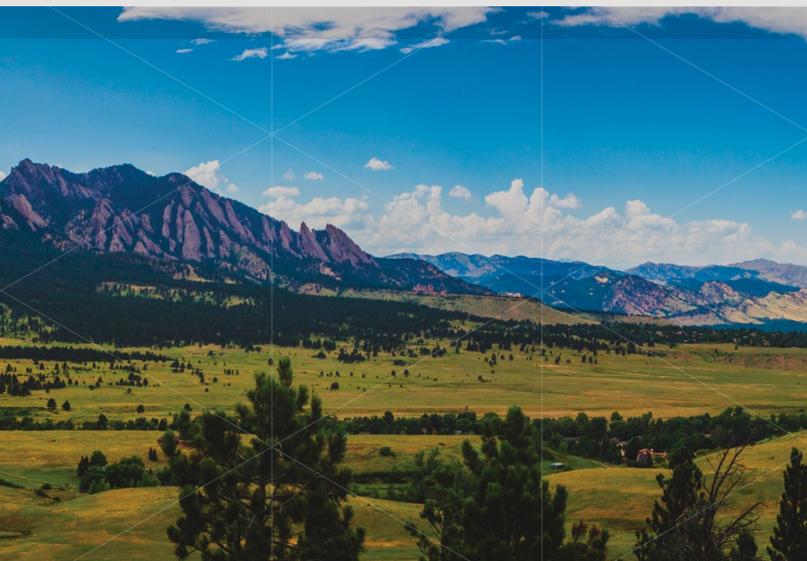
### HONORING OUR FINEST: THE 2018 NATIONAL LEADERSHIP AWARDS

**Paul Bacharach**  
NAATP Awards Committee Chair  
CEO, Gateway Rehabilitation

**Jasper G. Chen See, MD, Volunteer Leadership Award**  
**James W. West, MD, Quality Improvement Award**  
**Michael Q. Ford Journalism Award**  
**Nelson J. Bradley Career Achievement Award**

### OPENING NIGHT AT NAATP IS MADE POSSIBLE BY THE GENEROSITY OF:

Ashley Addiction Treatment  
Caron Treatment Centers  
Hazelden Betty Ford Foundation  
Additional Underwriting provided by NSM Insurance



**MONDAY, MAY 21ST**

7:30 a.m.	<b>Breakfast   Sponsored by:</b> Beacon House and Rosecrance Health Network	1:30 p.m.	<b>QUALITY ASSURANCE SESSION I</b> <b>QA 1: Ethics Code 2.0 Compliance</b> Jay Crosson NAATP Ethics Chair CEO, Cumberland Heights
7:30 a.m.	<b>Exhibit Hall Open</b>		
9:00 a.m.	<b>WELCOME TO NAATP NATIONAL 2018</b> <b>The 40th Anniversary Conference of the National Association</b> Robert Ferguson Conference Co-Chair Alpha 180 and Jaywalker Lodge Annie Peters Conference Co-Chair Harmony Foundation		<b>QA 2: Evidence Based Addiction Treatment Practice: Integrating the Essentials of High Quality Care</b> Thomas Britton, DrPH, LPC CEO, Gateway Foundation Annie Peters, PhD, LP NAATP Education Chair and CCO, Harmony Foundation
9:30 a.m.	<b>GENERAL SESSION 1:</b> <b>The NAATP Quality Assurance Initiative – The QAI:</b> Assuring the Identification and Delivery of Ethical Competent Care Marvin Ventrell, JD NAATP Executive Director		<b>QA 3: The Landscape of Treatment Licensing and Accreditation: State and NAATP Transparency and Compliance</b> Rebecca Flood CEO, Ashley Addiction Treatment Kathy Steadman, JD Coppersmith Brockelman
10:30 a.m.	<b>Break   Sponsored by:</b> Lakeside-Milam Recovery Centers and Sundown M Ranch	3:00 p.m.	<b>Break   Sponsorship Available</b>
11:00 a.m.	<b>GENERAL SESSION 2:</b> <b>The NAATP Outcomes Pilot Program 2015-2018:</b> The Project, The Data, The Media, and The Member Toolkit Moderator: Carl Kester CEO, Lakeside-Milam Recovery Centers NAATP Outcomes and Measures Chair The OPP Research Team: Jessica Swan, CACIII, NCACCII Project Manager Holen Katz Hirsh, PhD Senior Researcher Katie Gelman, DrPH, MPH Director of Research and Evaluation	3:30 p.m.	<b>QUALITY ASSURANCE SESSION II</b> <b>QA 4: Deceptive or Transparent? There IS a Bright Line in Web Marketing</b> Moderator: Robert Ferguson Jaywalker Lodge and Alpha 180 Peter Thomas NAATP Quality Assurance Officer Gina de Peralta Thorne Harmony Foundation Leslie Crowley Harmony Foundation
12:00 p.m.	<b>Lunch on your Own</b>		<b>QA 5: Spirituality as an Operational Leadership Competency</b> Spiritual Care Addiction Treatment Professionals: Jack Abel, Eyglo Bjarnadottir, Jim Yoxall
	<b>VISIT THE EXHIBIT HALL!</b>		<b>QA 6: Managed Care Partnering: From UR Ethics to UR Strategy</b> Cade Saurage Director of UR and Strategic Partnerships La Hacienda Treatment Center With Optum/UBH
		5:00 p.m.	<b>Adjourn   Dinner on Your Own</b>

## TUESDAY, MAY 22ND

7:30 a.m.	<b>Breakfast   Sponsored by:</b> Alina Lodge & Haley House and Pine Grove Behavioral Health and Addiction Services	1:00 p.m.	<b>GENERAL SESSION 5:</b> <b>Treatment Provider Community Engagement, Public Relations, and Public Policy</b> Moderator: <b>Scott Munson</b> NAATP Public Policy Chair CEO, Sundown M Ranch <b>Dave Aronberg, JD</b> Florida State Attorney Sober Homes Task Force <b>Philip Rutherford</b> Director of Operations Faces and Voices of Recovery <b>Greg Williams</b> Executive VP – Facing Addiction National Council on Alcoholism and Drug Dependence
7:30 a.m.	<b>Exhibit Hall Open</b>		
8:30 a.m.	<b>GENERAL SESSION 3:</b> <b>Aligning Google and the Treatment Field: Transparent Ethical Marketing through SEO, AdWords, and Maps</b>  The NAATP Google Work Group		
10:00 a.m.	<b>Break   Sponsorship Available</b>		
10:30 a.m.	<b>GENERAL SESSION 4:</b> <b>The NAATP QAI and the Tradition of Values-Based Addiction Treatment</b> Doug Tieman CEO, Caron Treatment Centers		
11:30 a.m.	<b>Annual NAATP Membership and Political Action Committee Luncheon</b> Included in Registration <b>Art VanDivier</b> NAATP Board Chair La Hacienda Treatment Center <b>Marvin Ventrell</b> NAATP Executive Director <b>Edward Diehl</b> PAC Chair – Seabrook <b>Sponsored by:</b> The NAATP Board of Directors	3:00 p.m.	<b>Ice Cream Social   Sponsored by:</b> Harmony Foundation
		3:30 p.m.	<b>QUALITY ASSURANCE SESSION III</b> <b>NAATP Public Policy Advocacy: Federal and State Initiatives</b> <b>Mark Dunn</b> NAATP Director of Public Policy Washington, DC <b>QA 7: The NAATP State Advocacy Forum (SAF) Program</b> Breakouts by Region
		5:00 p.m.	<b>Adjourn NAATP National 2018</b>

### 2018 NAATP Board of Directors

- |                                     |   |  |
|-------------------------------------|---|--|
| Ashley Addiction Treatment          | Hired Power                                       | Sundown M Ranch                                    |
| Bradford Health Services            | Jaywalker Lodge                                   | TASC – Treatment Alternatives for Safe Communities |
| Caron Treatment Centers             | La Hacienda Treatment Center                      | Tully Hill Chemical Dependency Treatment Center    |
| Cirque Lodge                        | Lakeside-Milam Recovery Centers                   | Valley Hope Foundation                             |
| Chestnut Health Systems             | Northbound Treatment Services                     |  |
| Cumberland Heights Treatment Center | Origins Behavioral Healthcare                     |  |
| Gateway Rehabilitation              | Pavillon  |  |
| Gosnold on Cape Cod                 | Pine Grove Behavioral Health & Addiction Services |  |
| Harmony Foundation                  | Rosecrance Health Network                         |  |
| Hazelden Betty Ford Foundation      | Seabrook  |  |

# SPONSORS



**SPONSORSHIPS  
ARE STILL  
AVAILABLE**

Addiction/Recovery eBulletin



**BECOME A CONFERENCE SPONSOR**  
**NAATP.org/conference**

# REGISTER ONLINE FOR ALL NAATP NATIONAL 2018 EVENTS

- The Conference
- The Golf Tournament
- Sponsorship
- Exhibit Booths
- Book Your Lodging

**NAATP.org/conference**

## CONFERENCE PRICING

### EARLY BIRD REGISTRATION

DECEMBER 1, 2017  
TO MARCH 31, 2018

Member **\$425**  
 Non-Member **\$575**  
 Day Pass **\$275**

### REGULAR REGISTRATION

APRIL 1, 2018  
TO MAY 19, 2018

Member **\$475**  
 Non-Member **\$625**  
 Day Pass **\$300**

### ON-SITE REGISTRATION

Member **\$525**  
 Non-Member **\$675**  
 Day Pass **\$325**

STARTING  
MAY 20, 2018

### EXHIBITOR FEES

Premium Booths **\$2,250**  
 Standard Booths **\$1,750**

MEMBER PRICING

### GOLF TOURNAMENT

Individual **\$250**  
 Foursome **\$1,000**

### EXHIBITOR FEES

Premium Booths **\$3,000**  
 Standard Booths **\$2,500**

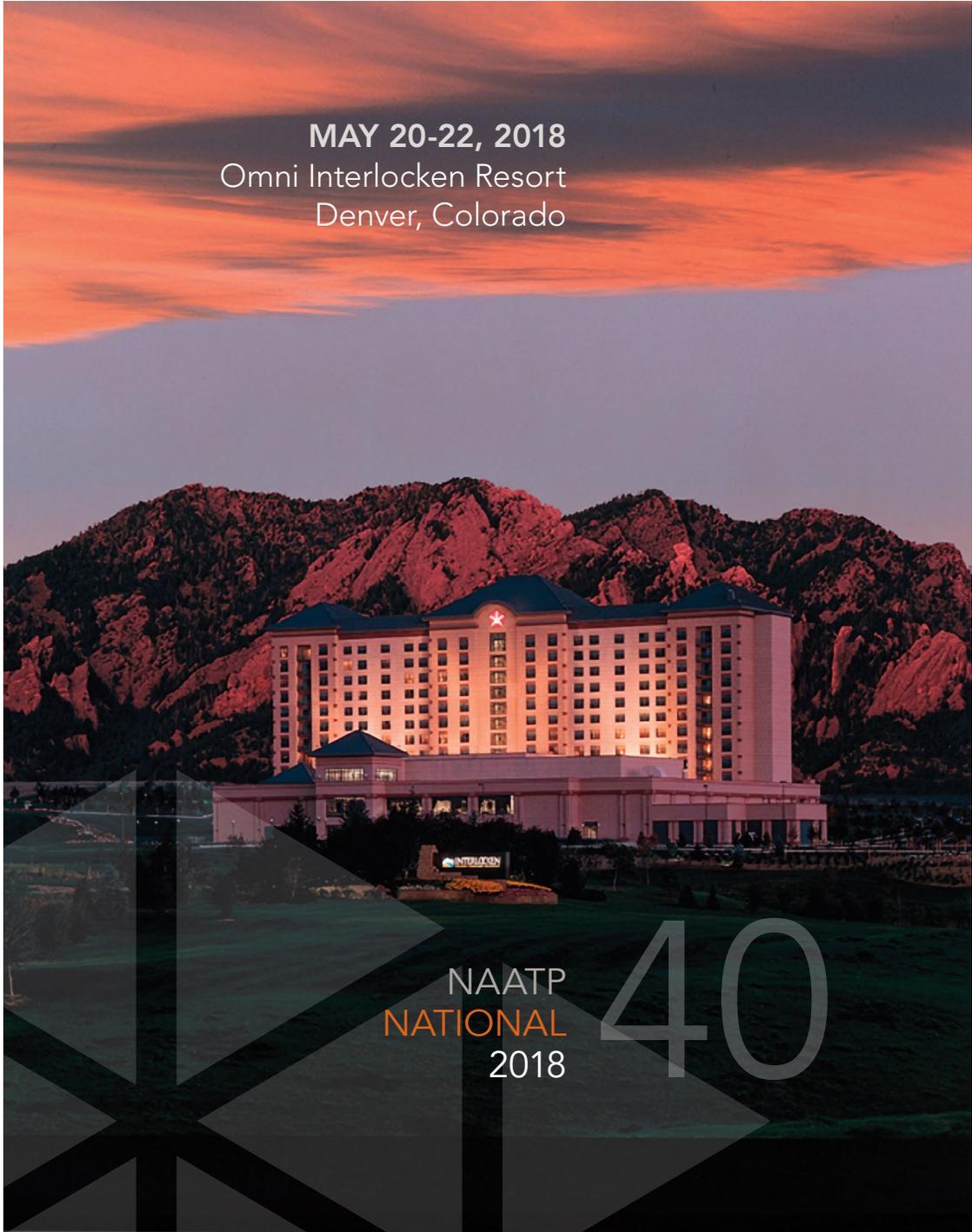
NON-MEMBER PRICING



Continuing Education Credit Provided NAADAC #435. Programs that do not qualify for credit will be clearly identified in conference program. NAATP is solely responsible for all aspects of the programs.

**NEED HELP WITH ONLINE REGISTRATION?**  
**888.574.1008**

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