

47th Annual
Addiction
Leadership
Conference

2026

Pocket
Program

NATIONAL
ASSOCIATION
OF
ADDICTION
TREATMENT
PROVIDERS



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

WELCOME

Download the NAATP National mobile app!

- Full conference schedule
- Customize your agenda
- Interactive exhibit hall map
- Detailed speaker, sponsor, and exhibitor info



47th Annual Addiction Leadership Conference

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Scan this QR code or search for "NAATP" in your phone's app store. The app is the best way to access all the conference details in one place.

Wi-Fi Credentials

Network Name: NAATP

Password: EleosHealth303

Exhibitors

Visit the conference app for the full exhibitor list and floor plan layout.

Hashtag for Social Media

Use the hashtag #NAATP2026 to share your experience on social media.

Exhibit Hall Hours

Monday: 4:30 pm – 6:30 pm

Tuesday: 8:00 am – 4:30 pm

Wednesday: 8:00 am – 12:00 pm

Reminder to visit our exhibit hall often. Our exhibitors, ranging from treatment centers to industry vendors, are integral to our conference's success!

Attendee Badges

Your badge is your pass to all conference sessions and will be scanned at each entrance for CE credits. Please always have it visible and accessible.

CE Credits

Continuing Education Credits Provided through NAADAC #435 and CADTP #265 A total of 10.5 CE credits are possible. NAATP is solely responsible for all aspects of the programs.



Opening Banquet

The opening night awards banquet is on Monday from 6:30 – 8:00 pm. It is open to all attendees, but space is limited.

Breakfast

A grab-and-go breakfast will be available in the exhibit hall on Tuesday and Wednesday from 8:00 – 9:00 am.

Coffee

Coffee will be available during the exhibit hall opening, each morning at breakfast, and during refreshment break times in the exhibit hall.

Lunch

The C-suite Leadership Luncheon is on Tuesday from 12:30 – 1:45 pm which requires advanced payment and registration and the **Women in Leadership Luncheon** is on Wednesday from 12:00 – 1:30 pm which is complimentary but requires advanced registration. Limited box lunches available in the exhibit hall on Wednesday at 12:00 pm.

Reception & Prize Drawing

Join the NAATP membership team on Tuesday at 4:45 pm for appetizers and refreshments and a chance to win two \$1,500 prizes.

Land Acknowledgment

As we gather on Amelia Island, we acknowledge that we are on the ancestral and present-day lands of the Timucua (tim-uh-KOO-uh) and Miccosukee (mik-uh-SOO-kee) peoples. This place is also shaped by its history as a plantation economy built on the forced labor of enslaved Africans. We honor those who were displaced and exploited and commit to learning from this history and working to ensure we do not repeat it. As we advance healing and recovery, we strive to promote dignity, equity, and justice in our field.

OPENING NIGHT

NAATP NATIONAL 2026

7:00 am
Political Action Committee
Golf Tournament

1:00 pm
Registration Opens

4:30 pm
Welcome Coffee Reception
in Exhibit Hall

6:30 pm
Opening Night
Awards Banquet
Amelia Ballroom



Host:
NAATP CEO
Marvin Ventrell

Banquet Sponsored by

Ashley Addiction Treatment
Caron Treatment Centers
Cumberland Heights Foundation
Hazelden Betty Ford Foundation
Underwriting by: NSM Insurance

The NAATP 2026 Addiction Leadership Awards

Dr. James West Quality Improvement Award

The American Society of Addiction Medicine (ASAM)

Nelson Bradley Career Achievement Award

Pia Mellody (posthumous)

Michael Ford Journalism Award

Debra and Jeff Jay

Dr. Peter Hayden Diversity, Inclusivity, and Racial Equity Award

Philip Rutherford

7:00 am **Open Recovery Meeting**
Ossabaw (12 Step Format – All are Welcome)

8:00 am **Exhibit Hall Breakfast & Visit Exhibitors**
Magnolia Ballroom

8:45 am **WELCOME TO NAATP NATIONAL 2026: Annual State of the Association and Industry Address**
Amelia Ballroom

9:30 am **Keynote Address: Leading From the Future through Future-Back Strategy**
Amelia Ballroom

10:30 am **Exhibit Hall Coffee & Networking Opportunity**
Magnolia Ballroom

11:15 am **PANEL PRESENTATIONS**
Ethics and the Fluctuating Landscape of **Online Marketing**
Cumberland A

The Emerging Role of **GLP-1** Receptor Agonists in Addiction Care: Early Experience and Future Directions
Cumberland B

Serving the **Underserved**
Talbot

12:30 pm **C-SUITE LEADERSHIP LUNCHEON: Rewiring the Brain and Becoming a "Get To" Leader**
Amelia 4

12:30 pm **Lunch on Your Own**

2:00 pm
Cumberland A

Cumberland B

Talbot

3:00 pm
Magnolia Ballroom

3:45 pm
Cumberland A

Cumberland B

Talbot

4:45 pm
Magnolia Ballroom

5:30 pm
Sapelo

TRAINING SESSIONS
From Theory to Practice: Operationalizing **AI** Applications

Public Policy Advocacy in Washington and at Home

Introducing The **Middle Management** Academy: A National Council for Mental Wellbeing and NAATP Collaboration

Exhibit Hall Popcorn Social & Networking Opportunity

PANEL PRESENTATIONS
Provider-Payer Relations: Bilateral Negotiations Using NAATP Rate Transparency Reporting

Hidden Harms: The Human Cost of **Problem Gambling**

From Stigma to Solutions: **Advancing Equity and Inclusivity** in SUD Treatment

Open Reception: Mix, Mingle, and Explore NAATP Membership

Town Hall Discussion: Evolving Payer-Provider Relationships and the Value-Based Contract

7:00 am
Ossabaw
Open Recovery Meeting
(12 Step Format – All are Welcome)

8:00 am
Magnolia Ballroom
Exhibitor Appreciation Breakfast

9:00 am
Amelia Ballroom
WELCOME & OPENING

9:15 am
Amelia Ballroom
GENERAL SESSION
NAATP Talks: A Brave New World

Integrated Care is Necessary and Achievable

Neurocognitive Assessment and Neurorestorative Care for SUDs

Heroes, Villains, and Everything In-Between: The Reality of Treatment

10:30 am
Magnolia Ballroom
Exhibitor Appreciation Coffee & Final Visits

11:00 am
Amelia Ballroom
GENERAL SESSION
NAATP Talks:
Workforce Transformation

Applying Augmented Intelligence to Workforce Challenges and Care Delivery

Highly Reliable Organizations: Essential Elements to Prevent Burnout, Detect Turnover, and Correct Cultures

It's Hard to Say Goodbye, Say Farewell

12:00 pm
Amelia 4
WOMEN IN LEADERSHIP LUNCHEON
Health, Healing, and Joy

12:00 pm
Box Lunches in Exhibit Hall

1:45 pm
Amelia Ballroom
GENERAL SESSION
May the ForSE Be With You:
Benchmarking Treatment and Recovery in the ForSE Outcomes Program

2:45 pm
Amelia Ballroom
Farewell & Announcement of NAATP National 2027



POST CONFERENCE SURVEY

Share your thoughts with us by completing the post-conference survey and offering your feedback. This survey will take 5 minutes to complete and will help us better serve the field's needs.

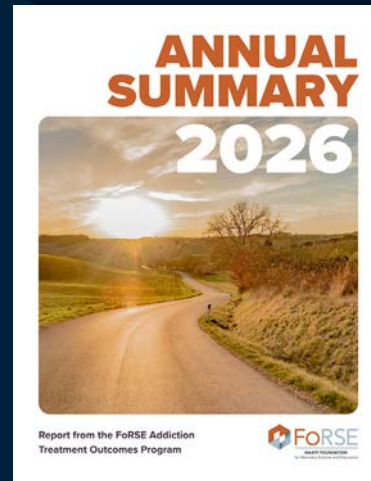
MAY THE FoRSE[®] BE WITH YOU

The NAATP Foundation for Recovery Science and Education (FoRSE) helps providers to:

- Leverage treatment outcome data
- Communicate value
- Compare outcomes with other organizations
- Advance data-informed practices



Annie Peters, Ph.D.
NAATP, Director
of Research and Education;
FoRSE Executive Director



Download the FoRSE
2026 Annual Summary



Learn more, become a data site,
or donate now.

Stop by the FoRSE booth in the
Exhibit Hall for more information

THANK YOU

PREMIER SPONSORS



Tier 1 Sponsors



Tier 2 Sponsors

NAATP
NATIONAL 2026



Tier 3 Sponsors

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Mental Health and IDD

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Maryland Addiction
Recovery Center

National Council for
Mental Wellbeing

Pavillon

Petree Consulting

Serenity Lane

Snapshot

TASC

Tully Hill Treatment
& Recovery

Valley Hope

We the Village

RECEPTION

Mix, Mingle, and Explore
NAATP Membership

Tuesday, May 5 | 4:45 pm
Exhibit Hall

Join NAATP leadership, board, and committee members for a relaxed networking reception. Connect with peers, exchange ideas, and learn how NAATP membership supports you and your organization.

Enjoy hors d'oeuvres and mocktails, and stay for raffles and giveaways, including a chance to win a complimentary membership or conference registration.

Sam Bierman
Membership
Chair



Zina Rodriguez
Director of Membership
and Marketing



Crystal Lybarger
Member Specialist

OUR MISSION

Provide leadership, advocacy, training, and member support services to ensure the equitable availability and highest quality of addiction treatment.



Recovery for all.

OUR VISION

LEARN ABOUT NAATP MEMBERSHIP

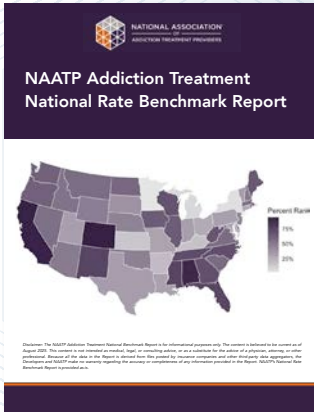
naatp.org/membership



Empowering NAATP Treatment Providers through Insurance Rate Benchmarks



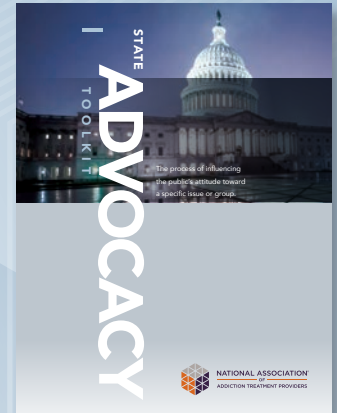
Download the NAATP Transparency in Coverage Report!



Implementing NAATP's Collective Voice for System Improvement



Download the NAATP State Public Policy Advocacy Guide



Setting NAATP Members Apart through Core Competency Operation



Download the NAATP Quality Assurance Guidebook



Your Guide to Acquiring and Retaining Talent



Download the 2025 NAATP Salary Survey



Recovery is for *Everyone.*

Every day, we provide life-saving treatment and support to individuals struggling with substance use and mental health disorders. We've helped over 1,000,000 people and counting.

Gateway Foundation can help you, too.

If you or a loved one needs help, call 877-630-HOPE or visit GatewayFoundation.org.



We're here for you, for life

Pavillon is a non-profit residential treatment center located in the foothills of the Blue Ridge mountains in NC. We provide addiction treatment for adults over the age of 18. The 160-acre campus provides the serenity so needed for the intensive therapy and education of individuals suffering with substance use disorders.

- Residential Program
- Outpatient Services
- Detox Services
- Licensed Clinicians
- Chef Prepared Meals
- Professional's Program
- Extended Care
- Family Education
- Alumni Program
- Comprehensive Assessment

Pavillon is recognized by The Federation of State Physician Health Programs as a nationally accredited provider for the evaluation and treatment of professionals who are monitored through physician health programs.

Our Comprehensive Assessment involves our skilled, licensed professionals using a holistic, multidisciplinary approach to explore a person's health, behavior and personality. The result: a clear blueprint for their next steps in wellness and recovery.



www.pavillon.org • 828-694-2300

241 Pavillon Place • Mill Spring, NC 28756



Dilworth Center

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We use them to
change people's lives.

Snapshot is a behavioral health
marketing agency that understands
the nuances of care and recovery
like you do.

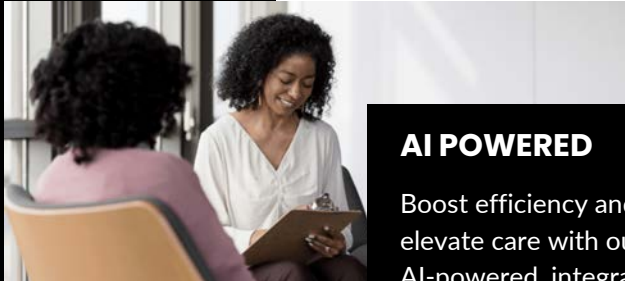


See how we can help you help other
people find the care they need.

snapshot + Behavioral Health



SIGMUND
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Innovative Enterprise EHR Solutions

Industry-leading EHR for Behavioral Health and Addiction Treatment. Innovative, powerful and user-friendly software designed to empower providers and enhance patient care

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we the
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Helping Families Recover Better, Together.

The Leading Evidence-Based Method for Engaging Treatment-Resistant Individuals

Upskill Staff. Refer Families. Expand Your Impact.

Community Reinforcement and Family Training (CRAFT) is backed by decades of research showing that skilled families can reliably help loved ones enter and engage in treatment.

Now available through:

- Clinically validated online family program & coaching
- Professional training with ongoing consultation
- Learn from CRAFT's creator, Dr. Robert J. Meyers

V 76.9% vs 40%

Treatment entry (CRAFT vs peer support)



Macky JP et al. Community Reinforcement and Family Training (CRAFT) goes digital: Randomized pilot trial for families of individuals with opioid use problems. *Experimental and Clinical Psychopharmacology*.

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2027

NAATP

NATIONAL

THE **SAVE DATE**
MAY
23-25

HILL DAY
MAY
26

Crystal Gateway Marriott
Washington D.C.

