

# NAATP NATIONAL 2021



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ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.



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## NAATP National 2021

Welcome  
to  
Opening Night

- Dinner
- Welcome Board Chair
- CEO Remarks
- NAATP Annual Leadership Awards
- Adjourn for the Evening



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## NAATP National 2021



Bob Ferguson  
NAATP Board Chair  
2022-224

Serving on the NAATP  
National Board of Directors



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# Opening Night at NAATP



NAATP CEO

Convening as  
Treatment Leadership

**NAATP** NATIONAL 2021



# Thank You Opening Night Sponsors

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Additional underwriting provided by:



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Thank you NAATP Members!

*Resilience  
during  
Isolation*

First Things First

You made it

You are here

We are here as a community



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Thank you NAATP Leadership!

NAATP Board  
of  
Directors

John Driscoll, Past Chair  
Bob Ferguson, Current Chair

# The NAATP Board of Directors

Paul Alexander, CEO, Northbound Treatment Services

Jane Barnes, COO, PaRC Discovery Behavioral Health

Tom Britton, CEO, Gateway Foundation

Jay Crosson, CEO, Cumberland Heights

John Driscoll, Senior VP, Hazelden Betty Ford Foundation

Robert Ferguson, Founder, Jaywalker Lodge

David Gomel, CEO, Rosecrance Health Network

Terri Hayden, CEO, Pride Institute

Gregory Hobelmann, Co-CEO, Ashley Addiction Treatment

Rick Hubbard, Executive VP, Origins Behavioral Healthcare

Carl Kester, CEO, Lakeside-Milam Recovery Centers

Scott Munson, Executive Director, Sundown M Ranch

Charles O'Dell, CEO, Dilworth Center

Cathy Palm, Executive Director, Tully Hill Treatment and Recovery

Robin Piper, CEO, Turning Point of Tampa

Brad Sorte, CEO, Caron Treatment Centers

Philip Rutherford, COO, Faces and Voices of Recovery

Debbie Sanford, CEO, Pinegrove Behavioral Health

Clay Simmons, Chairman, Bradford Health Services

Art VanDivier, Executive Director, La Hacienda Treatment Center

Jaime Vinck, CEO, CPF Recovery Ways

Nanette Zumwalt, CEO, Hired Power

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## Returning to Resilience

Resilience

...comes  
at a cost

Recognizing our own reality  
and  
our own trauma

*Trauma doesn't pass when the  
emergency passes*



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## Leading with a Heavy Heart

You “Pivoted”

You were  
“Nimble”

I Got this!

- Kept Patients Safe
- Kept Staff Safe
- Cut Programs
- Modified Programs
- Developed Telehealth
- Took Pay Cuts
- Imposed Pay Cuts
- Furloughed Staff
- Released Staff
- Regulated Admissions

You put on a brave face

“brave face” article

[psychologytoday.com/us/blog/crisis-earth/202104/is-it-good-put-brave-face](https://psychologytoday.com/us/blog/crisis-earth/202104/is-it-good-put-brave-face)

AND...

all the while you had your own loved ones to care for



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## Moving Forward Started with "Stay Open, Stay Safe"

### Stages of Operational Recovery

1. Emergency Response
2. Stabilization
3. *\*Charting the Path Forward*
4. Operating in Recovery



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## Charting the Path Forward

Reality  
isn't  
Broken

The path goes through

*Inventory*





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## Inventory: The Big Picture



800,000 COVID Deaths in the United States  
200,000 SUD deaths

1 Million Deaths 2020 - 2021  
From Our Two National Healthcare Emergencies

# Inventory: Environmental Scan

## A Look at a Complex and Challenging Environment

### External

- Social determinants of health
- Social hostility
- Ailing economy & job market
- Pervasive systemic racism and inequity
- The addiction crisis
- COVID-19 and its variants
- Stigma continues to block care
- Healthcare absorption of Behavioral Health
- Living in an information "Meta Verse"

### Internal

- Evolving clinical model: social to medical
- Greater patient acuity
- Braided/collaborative care coming
- Reimburse: fee-for-service to value-based
- Parity violations
- Leadership transition (Progress = Change)
- Harm reduction as "recovery"
- Field consolidation: Mergers and acquisitions
- Patient agency
- Language: Person in Long-Term Recovery

# The Longstanding Addiction Constants No Longer Constant

- 40.3 million with SUD in 2020 *\*Doubled*
- 100,000 overdose deaths
  - Up 31% and approaching 300 per day
  - Fentanyl is a killer
    - 50x stronger than heroin
    - 100x stronger than morphine

2019 to 2021: We Got Sicker

- 12 million drugs (Rx and illicit)
- 9.5 million misused opioids
- 9.3 million misused prescriptions
- 18.4 million misused illicit drugs
- 6.5 million with both alcohol use disorder and an illicit drug use disorder

Sources: SAMHSA (CDC) National Study on Drug Use and Health (NSDUH). 2021.

National Center for Drug Abuse Statistics. 2021.

\*DSM-IV to DSM-5 SUD classification changed some numbers (and COVID changed it all!)

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# Alcohol Use Disorder

*The Atlantic*

## ESSAY

### America Has a Drinking Problem

A little alcohol can boost creativity and strengthen social ties. But there's nothing moderate, or convivial, about the way many Americans drink today.

KATE JULIAN JULY/AUGUST 2021



(PHOTOGRAPH BY CHELSEA KYLE; PROP STYLIST: AMY ELISE WILSON; FOOD STYLIST: SUE LI)

*This article was published online on June 1, 2021.*

- Out of 40.3 million with SUD
  - 28.3 million with AUD
  - 6.5 million drug & alcohol
- 95,000 people in the US died from effects of alcohol
- 60% of people report an increase in alcohol use during lockdowns
- Alcohol use among women rose 41%

Sources: SAMHSA (CDC) National Study on Drug Use and Health (NSDUH). 2021.  
National Center for Drug Abuse Statistics. 2021.

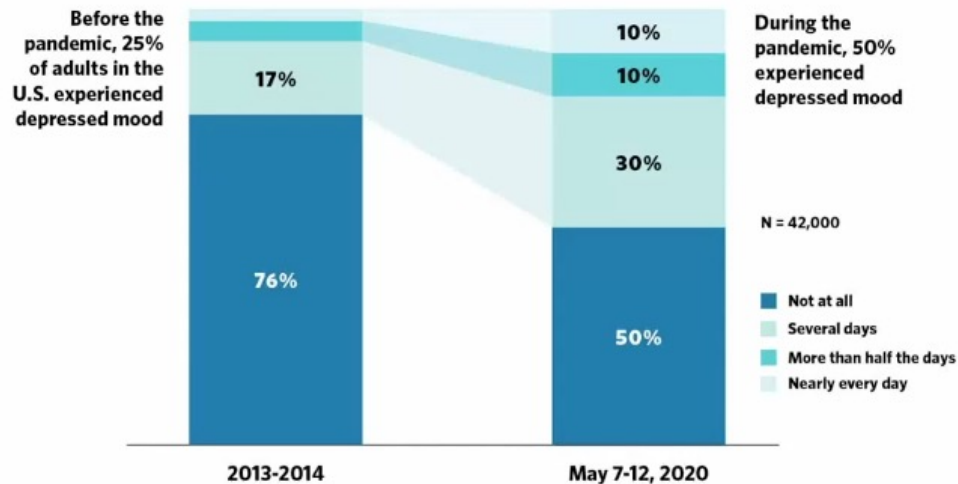
\*DSM-IV to DSM-5 SUD classification changed some figures (and COVID changed it all!)

# Society is Far Less Healthy

- 1.3 million started smoking
- Depression rose 25% to 50%
- Hair loss increased
- Base number of prone to addiction may be increasing

TRACKING THE IMPACT OF COVID-19 WITH BIG DATA

Johannes Eichstaedt, July 2020.  
Stanford University, eichstaedt@stanford.edu

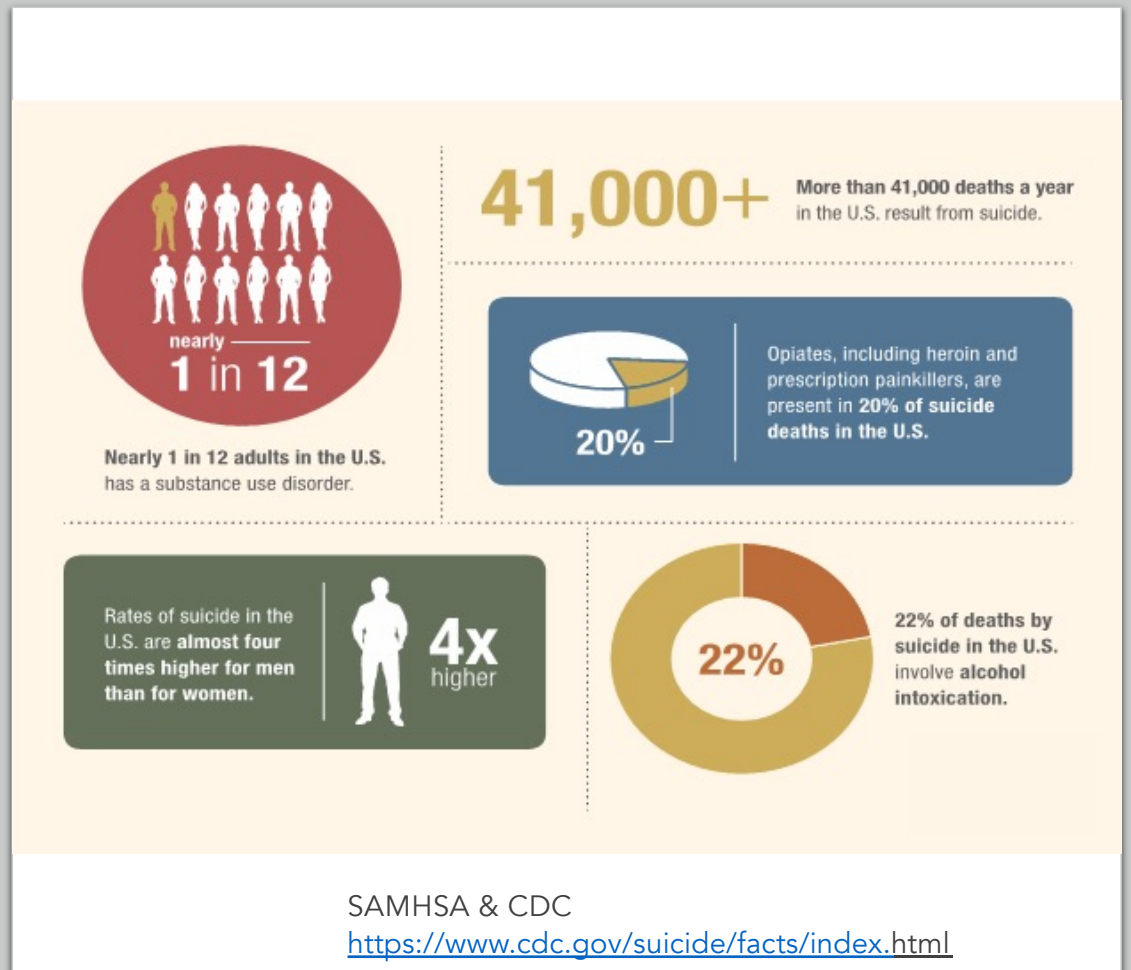


Sources: Lau, J. 2021. The Harvard Gazette: Science and technology. Hsu Laboratory, Harvard University.  
Eichstad, J. 2020. Tracking the Impact of COVID-19 with Big Data. Stanford University.  
SAMHSA (CDC) National Study on Drug Use and Health (NSDUH). 2021.

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# The Nexus of SUD & Suicide

- 75% of suicide deaths involve alcohol or drugs
- 1.4 million attempts
- 47,000 died by suicide





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Remember: Recovery Happens

Treatment Works

25m+

Our work has never been easy





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We can take our work seriously

NAATP Staff



without taking ourselves too seriously





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## The Business Mullet

Business up top

Party on the  
bottom

Also: "You're on Mute!"





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## Laughing at Our Stressors

Magnified Census  
Concerns?

Then You Could  
Be Suffering From

CCAD

*CEO Census Affective Disorder*

A Component of GCSS

*Generalized CEO Suffering Syndrome*



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## Finding our Path

We Need a North Star



Let's Look to our Foundation in  
Recovery

A Spiritual Solution



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# Science of Spirituality

## Spirituality is Tangible Medicine

The Vagus Nerve

Spirituality Nerve

Runs from the brain  
through the heart and lungs  
to the gut

People with a strong spiritual life

80% less likely to meet clinical diagnostic criteria for  
addiction

60% less likely to have deep recurrent major depression

Sources: Miller, L. (2021). *The Awakened Brain: The New Science of Spirituality and Our Quest for an Inspired Life*. Random House, ISBN 978-1-984855-62-6.

Magnon, V., Dutheil, F., & Vallet, G. T. (2021). Benefits from one session of deep and slow breathing on vagal tone and anxiety in young and older adults. *Scientific Reports*, 11(1), 1-10.



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# This Week is About Inventory Quality, Leadership, Equity

## *Humility*

Humility is essential to all accurate inventory

It runs through every “step” of our work

It means accuracy of who we are and what we do

It requires recognition of my leadership lens: *my privilege, my social contract*

Our Goal Must Be: *Cultural Humility*



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# Honoring Others

## The NAATP Annual National Addiction Leadership Award



# Nelson J. Bradley Career Achievement Award

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Pam Rodriguez



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# Jasper G. Chen See, M.D. Volunteer Leadership Award

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Larry Stetler



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# James W. West, MD, Quality Improvement Award

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Alan Johnson



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# Michael Q. Ford Journalism Award

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German Lopez  
Senior Reporter, VOX



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# The NAATP Diversity, Equity, and Inclusion (DEI) Award

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Turning Point, Peter Hayden



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# NAATP Podcast: All Ears on Addiction Colors of Recovery


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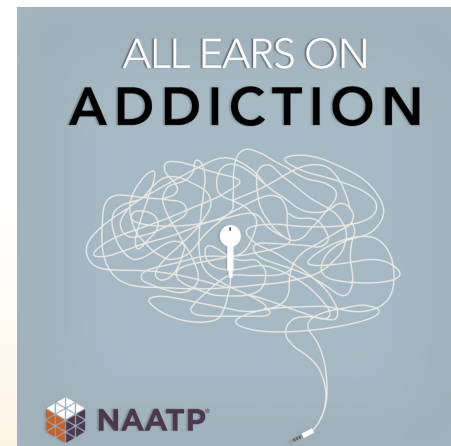
## Episode 11: Peter Hayden

**“**  
I make myself known in my community. If you're not known, if you just catch the freeway and drive past the community of the people you want to serve, you're not going to do well. Get to know the people that you want to serve, and get to love them. **”**

**Peter Hayden, PhD**  
Principal and President  
Turning Point, Inc.



 **NAATP**  
Colors of Recovery



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# See You Tomorrow Morning!

- Open 12-Step Meeting (Governor Square 15) 6:30 - 7:30

- Breakfast in the Exhibit Hall 7:30-8:30

Sponsored by:



Addiction Medicine.  
Saving Lives.



rosecrance  
life's waiting®

- Welcoming General Session 8:30-10:30  
& Taking Our Inventory Panel Session

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