

NAATP NATIONAL 2021



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

NAATP Member Benefit Session

The Value-Based Proposition for NAATP Membership



Tom Britton
President and Chief Executive Officer
Gateway Foundation



Rick Hubbard
Executive VP of Professional Relations
Origins Behavioral Health Care



Nikki Soda
Membership & Advocacy Officer
NAATP

Goals of the Session

Learning Objectives:

- Gain an understanding of the current NAATP membership benefits and services
- Discover how being a NAATP member add value to your company and brand
- Optimize the services to maximize your footprint in the field

NAATP History

- In September 1976 and early 1977, over a dozen program directors came together in California to discuss the possibility of establishing an association of private non-profit alcoholism programs. These early meetings generated a formal proposal in January 1978 to form the National Association for Alcoholism Treatment Programs (NAATP).
- Before NAATP, there was *no organization or association representing the interests of private sector addiction treatment providers*, especially in the area of uniform insurance benefits. By 1982, NAATP was financially independent.
- The National Association of Addiction Treatment Providers (NAATP) is a nonprofit professional membership association comprised of addiction treatment providers and entities that support addiction treatment.

NAATP is the National Professional Membership Society
and Trade Association of SUD Treatment Providers

Mission

The mission of NAATP is to provide leadership, advocacy, training, and member support services to ensure the availability and highest quality of addiction treatment.

Voice, Vision, Leadership

The Role of the National Association

- Our Programs and Deliverables

Resources (Clinical & Administrative), Training, Policy Advocacy, QAI, Outcomes

- Our Community

The Role of a Professional Society is Largely Protection of the Welfare of the Professional Community

- Our Values

Grounding in Shared Values is Essential to Success
Values Must Drive Mission!

Our Real Value as an Association

- NAATP: Where the quality providers are Found
- Listing on the NAATP AID Means Something
- A Brand Relied on by the Consumer and the Payer
- The AID Provides Exponential Search Engine Optimization

Membership Classes

SUPPORTER

Recovery Support
Services

PROVIDER

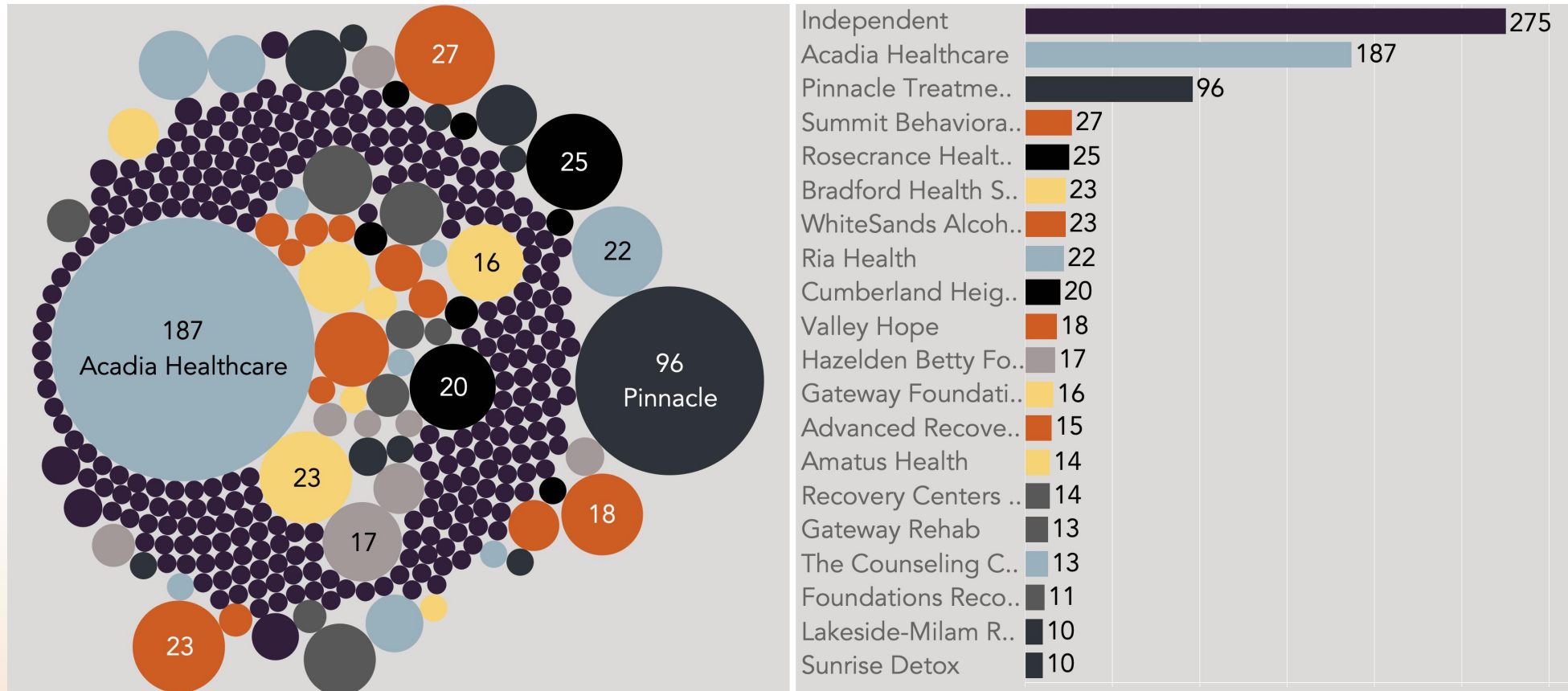
Licensed & Accredited
Addiction Treatment
Providers

AFFILIATE

Vendor Services

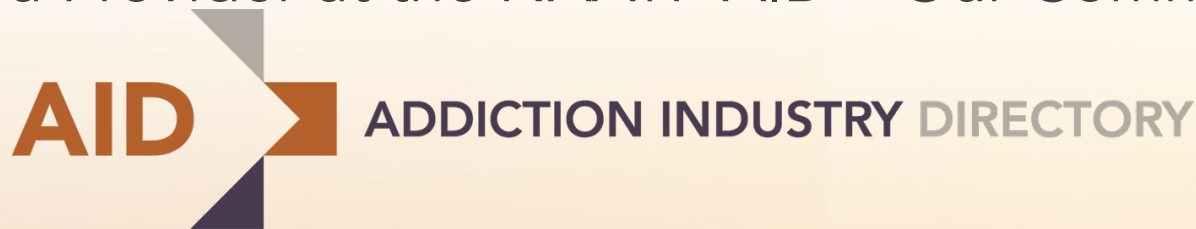
NAATP Members

The Bubbles are Getting Bigger



We Have Secured a Community of Quality

- NAATP Members are A Community of Shared Values and Best Practice Treatment Providers and Supporters
 - Licensed for all services in all locations
 - Accredited for all services in all locations
 - Abide by the NAATP Code of Ethics and agree to removal
 - Follow a Core Competency Practice Guideline
 - Find a Provider at the NAATP AID – Our Community



The Effectiveness of NAATP's Voice

First Ethics

Qualify our Voice

Then Quality

Raising the Floor

Let's talk about Ethics....



NAATP Code of Ethics (Ethics 2.5)

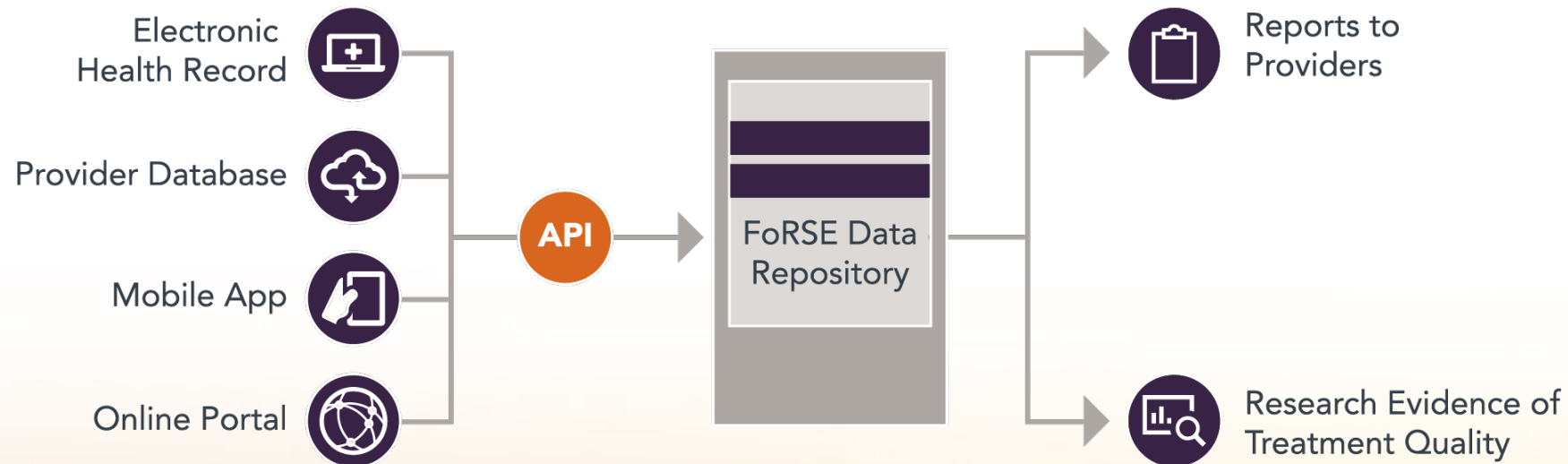
Preamble / Philosophy / Adherence Required

1. Treatment Ethics
2. Management Ethics
3. Facilities Ethics
4. Marketing Ethics
 - a. Financial Rewards
 - b. Deceptive Advertising / Marketing
 - c. Client Identities

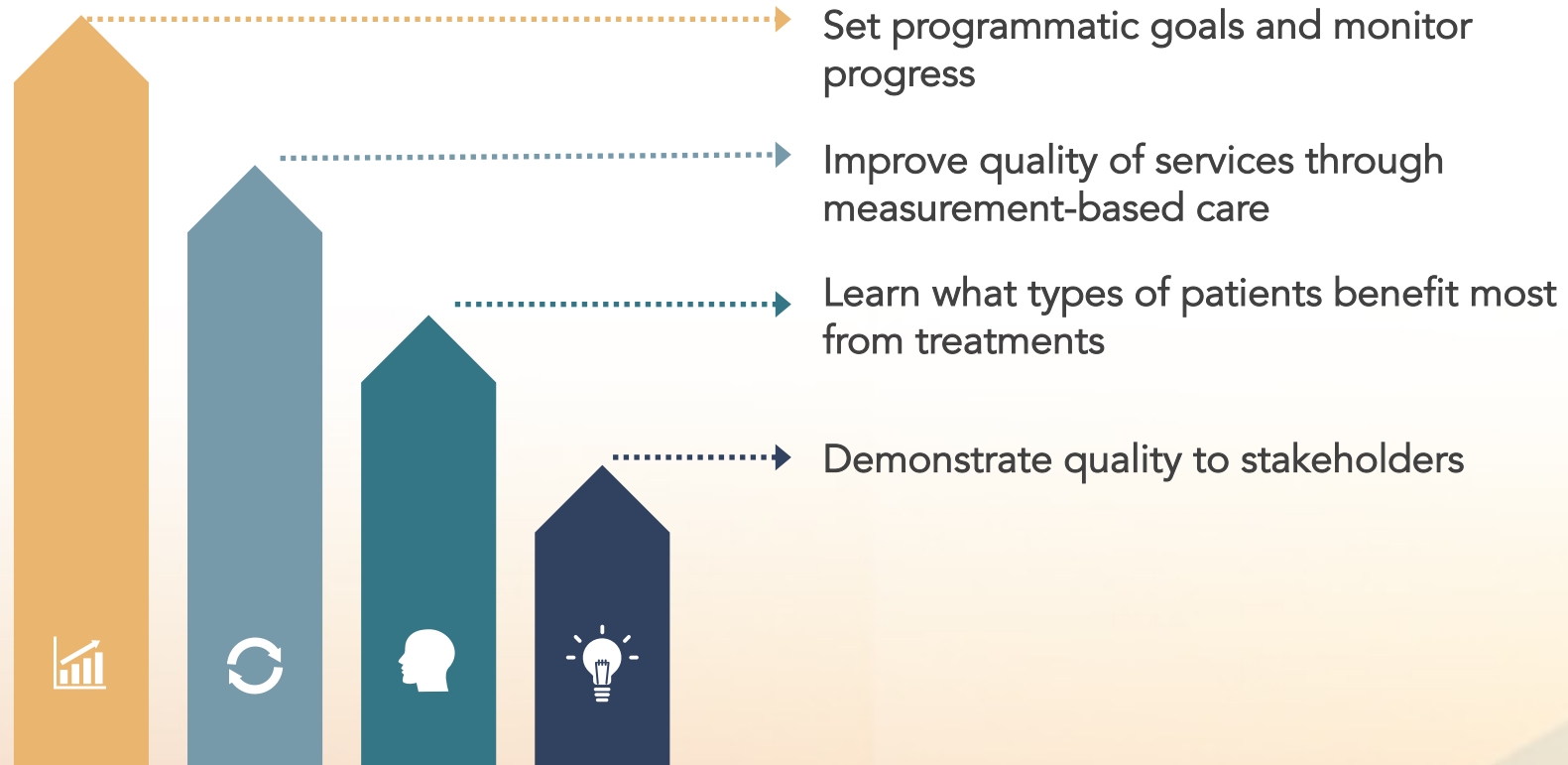
[CODE OF ETHICS](#)

FoRSE Addiction Treatment Outcomes Program

How it Works



Why Collect Outcome Data?



So, what's in for me?

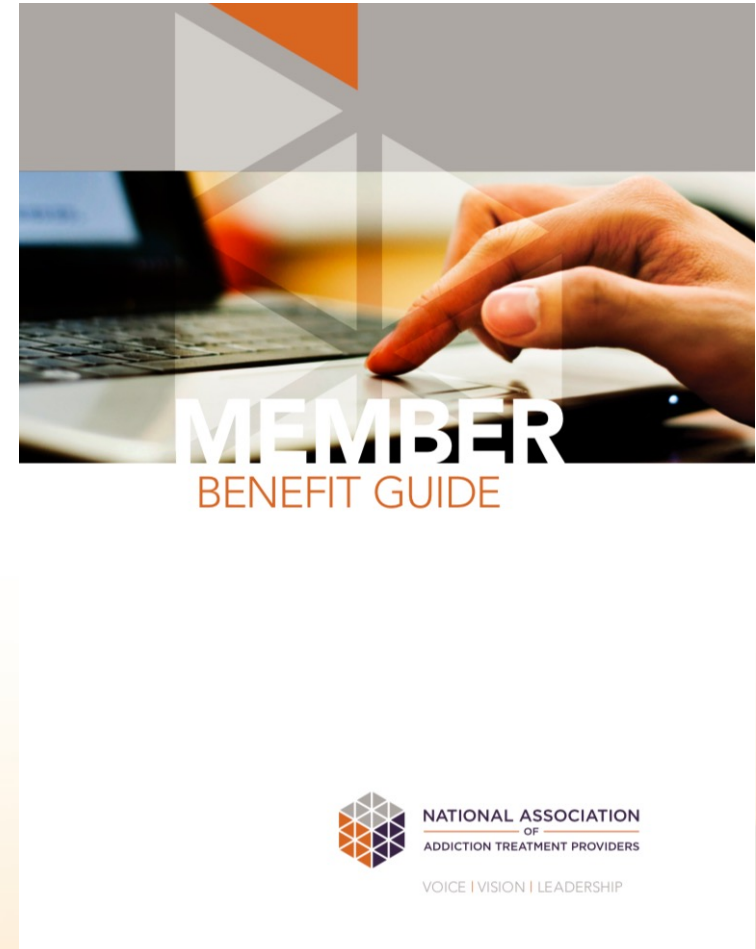
As a professional society, NAATP and its members work together to achieve our mission and realize our vision.

NAATP provides value to its members through:

- The Annual National Addiction Leadership Conference
- Industry Measures and Surveys
- Networking
- Law and Policy Advocacy
- Member Visibility, Awards, and Recognition
- Resources
- Ethics and Professionalism
- Employment Center

NAATP Membership

- What do you like the best?
- What benefits do you use the most?
- What would you like to see?



Addiction Industry Directory (AID)



ADDICTION INDUSTRY DIRECTORY

New Affiliate Directory

Affiliate Directory

Organizations listed are Affiliate members who offer an approved vendor service to our NAATP membership at large. You can search by organization, location, or by product / service. To become an Affiliate member, [click here](#).

48 results ↓



Beat Addiction Recovery by
BioCorrx

Vendor Services:
Other



Caredfor

Vendor Services:
Marketing, Research,



Max Connect Marketing

Vendor Services:
Marketing



Keyword

Country

State/Province

Vendor Services

Sort By:

A-Z

Recent

SEARCH

Member 2 Member (M2M) Forum



Welcome to NAATP's Member to Member Forum! M2M is a tool, exclusively for NAATP Provider Members, that allows for meaningful information exchange between treatment center professionals. M2M facilitates discussion and links users to related clinical and operational NAATP Resource Center materials.

M2M is your information community! Engage, ask questions, share ideas, and connect with your professional peers.

Subscribe to get real-time updates in your email inbox. You can update your preferences at any time.

START A NEW CONVERSATION

GET M2M NOTICES

Search

SEARCH

RESET

Search by Keyword

Search by Topics ↓

SEARCH

RESET



Nikki Soda

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Employer: NAATP
Job Title: Membership & Advocacy Officer
Email Address: nsoda@naatp.org
Phone: 303-550-9982

Contribute to the Community

Post Training or Event

Share Member News

Post Job Opportunity

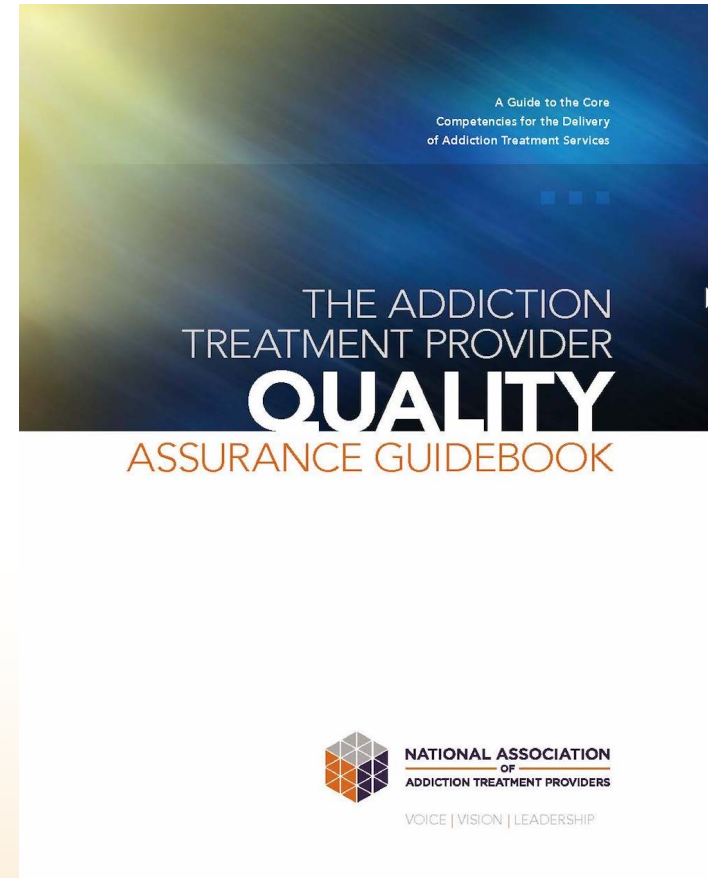
Submit Award Nomination

Submit Resource

Share Industry News

NAATP Quality Assurance Initiative (QAI)

- Establishing a Proficiency Baseline Below Which No Provider May Fall
- Distinguished from Recognizing a Small Subset of “Gold Standard” Providers
- QAI Serves a Greater System-Wide Need that Lifts us All as a Profession
- [QualityAssuranceGuidebook.pdf](#)





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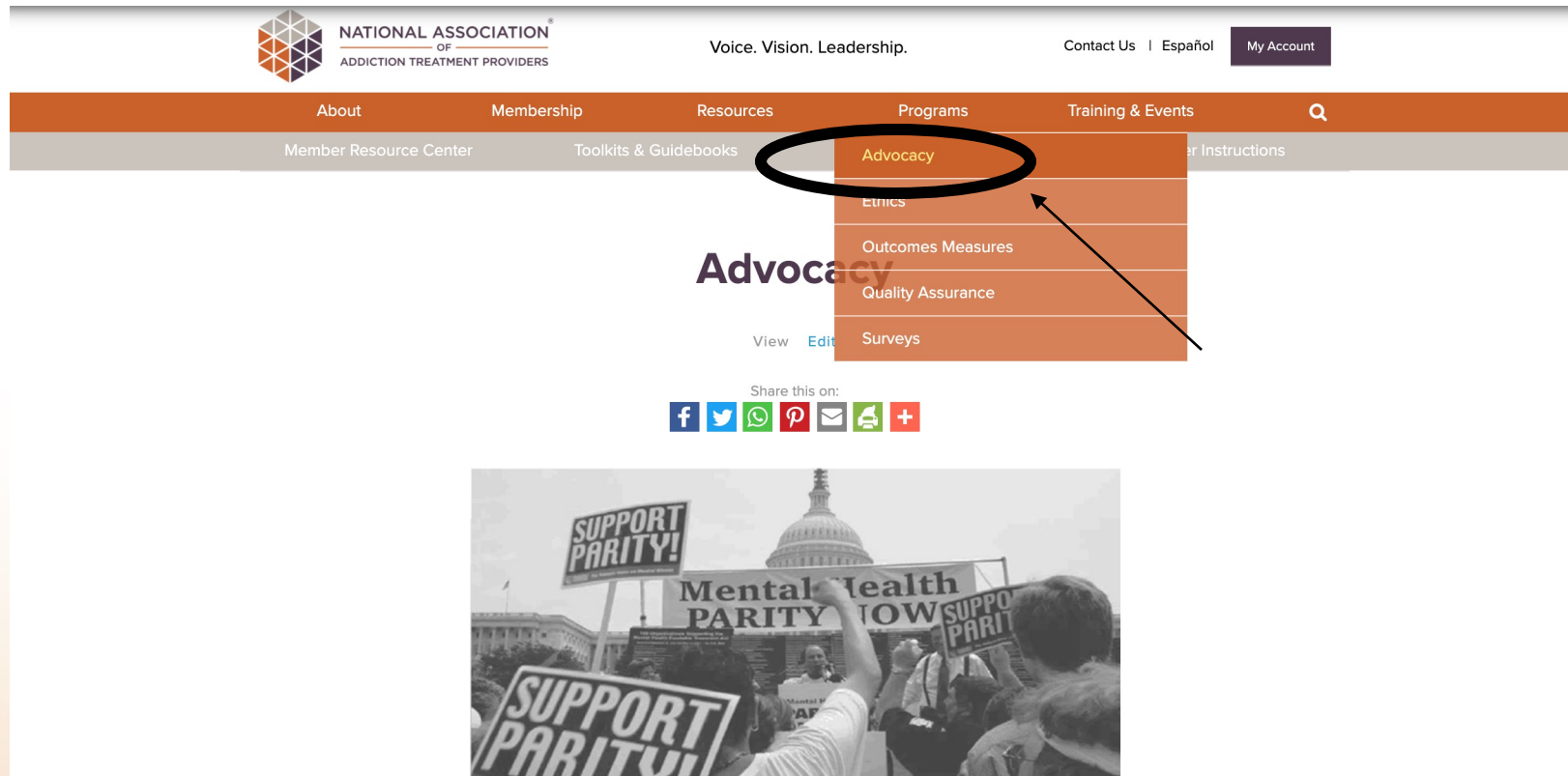
Public Policy Advocacy



Mark Dunn
NAATP Director of Public Policy

NAATP's advocacy efforts ensure that your voice is heard, and that addiction law and policy reflect best practices, the needs of patients, and the operational concerns of providers.

Advocacy Section of the NAATP website





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Advocacy Starts With You

NAATP STATE ADVOCACY TOOLKIT

Advocacy campaigns and initiatives encompass multiple detailed steps, the involvement of many people, often over a long span of time. Becoming an effective advocate is a large undertaking, and, with this toolkit, NAATP is striving to offer as many helpful details and resources as possible.



Identify
Your Cause



Build
a Coalition



Develop
a Message



Communicate
Like an Advocate



Organize
a Hill Day

www.naatp.org/advocacy

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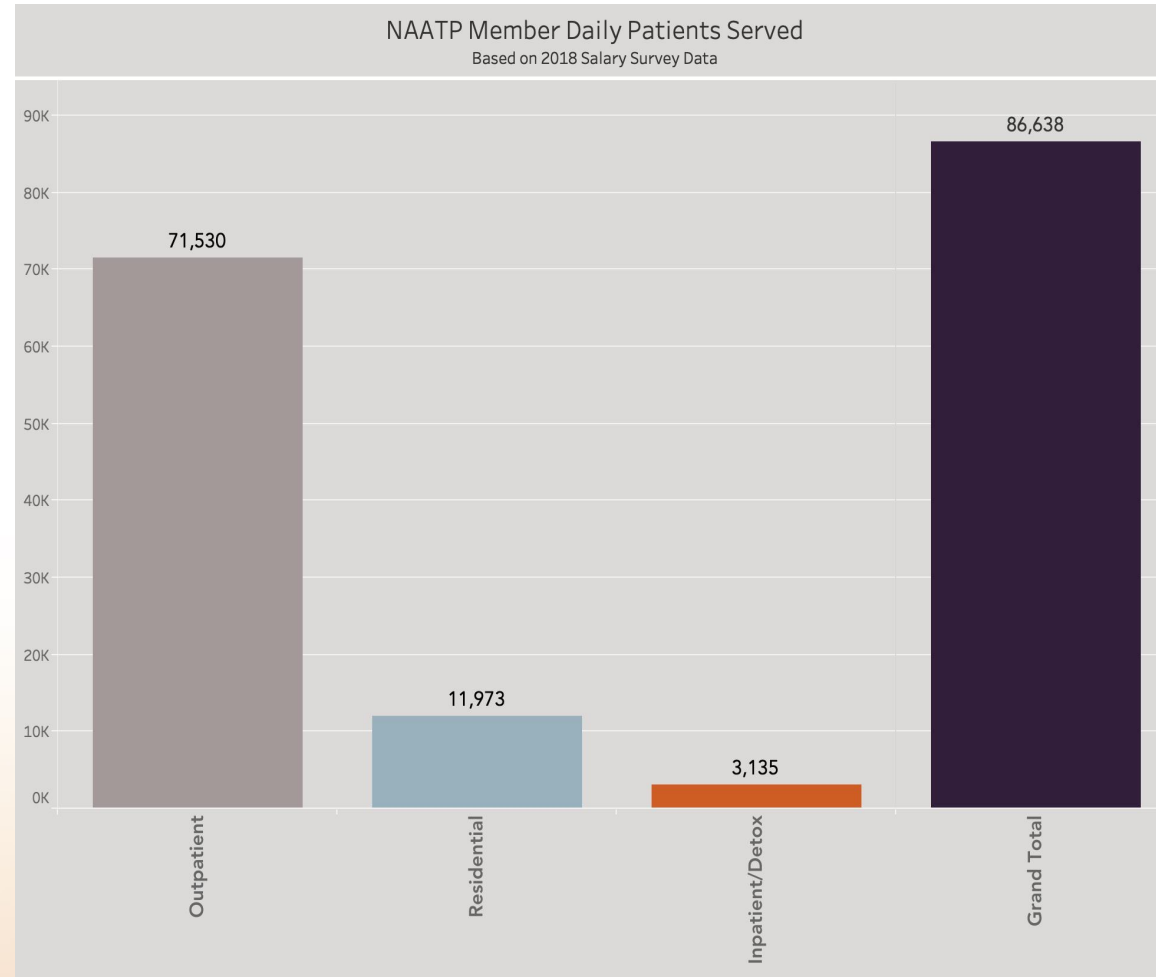
How can NAATP support you?

- Best Practices
- Resources/Tools
 - Webinars
- Connections
 - Education
 - Leadership

Roadblock Healthcare Social Determinants

Diversity, Equity, and Inclusion Resources

Patients Served by NAATP Members



NAATP Salary Surveys and the Hiring Crisis



Committees

- Membership
- Diversity, Equity and Inclusion Committee
- Finance
- Public Policy
- Ethics
- Conference Content
- Nominations and Elections

NAATP Resource Links

[COVID-19 Resources](#)

[Diversity, Equity, and Inclusion Resources](#)

[Addiction Industry Directory \(AID\)](#)

[Resources](#)

[Training & Events](#)

[Webinar Series](#)

[Become a Member](#)

[Member Seal](#)

[Public Policy Advocacy](#)

[Addiction Treatment Research](#)

Collaborative Convening is Essential to a Professional Communities Success



NAATP NATIONAL 2021

A Professional Addiction Treatment Community

Thank you for Being Part of the Solution

We want your Feedback!