

46th Annual
Addiction Leadership
Conference



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

Welcome
NAAATP
NATIONAL2025

Where do We Go From Here? A Candid Discussion of our Profession through the Lens of Quality Measures, Bad Actors Ethics, and Access to Care

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Marvin Ventrell, JD

Moderator
CEO
NAATP



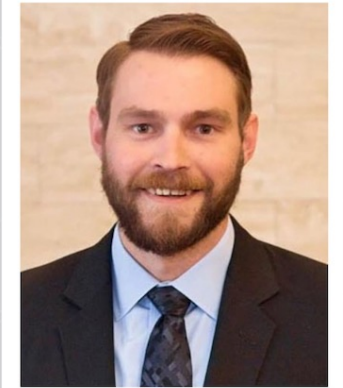
**Debra Nussbaum,
PhD**

Sr. Director of Behavioral Product
Optum Behavioral Solutions



Maeve O'Neill

National Compliance Director
Circa Behavioral Healthcare
Solutions



Peter Thomas

Director of Quality Assurance
NAATP

GENERAL Session

Quality Measures, Bad Actors, Ethics, and Access to Care



Marvin Ventrell, JD

Chief Executive Officer

*National Association of Addiction Treatment
Providers (NAATP)*

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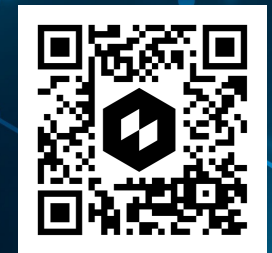


The NAATP Foundation for Recovery Science and Education (FoRSE) helps providers to:

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

**LEARN MORE, BECOME A
DATA SITE, OR DONATE NOW**

naatpfoundation.org



Quality Measures, Bad Actors, Ethics, and Access to Care



Peter Thomas

Director of Quality Assurance
*National Association of Addiction Treatment
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The State of Online Ads in Addiction Treatment

- Positive Developments:
 - Decrease in the prevalence of the most deceptive ads.
 - Decrease in generic ads by call centers.
 - Decrease in misleading directories and third-party aggregation sites.
- Ongoing Challenges
 - Increased branded ad campaigns.
 - Rise brand infringement .

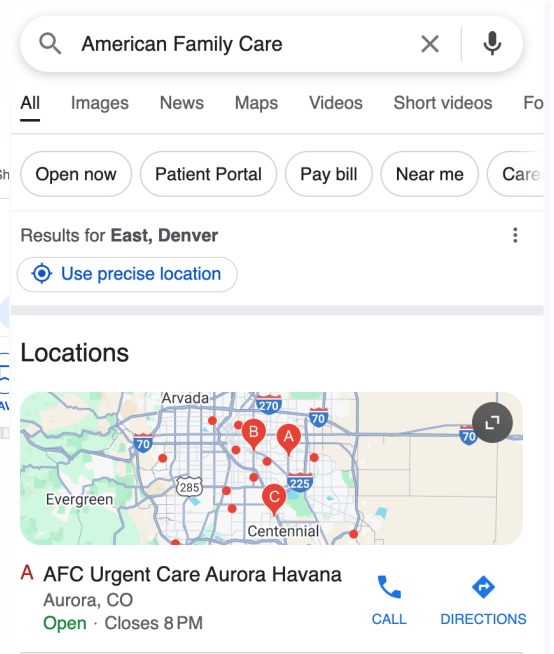
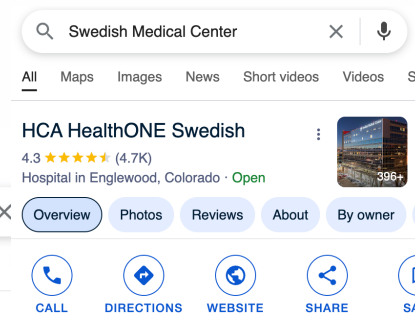
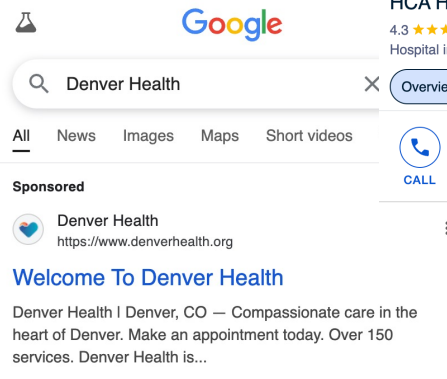
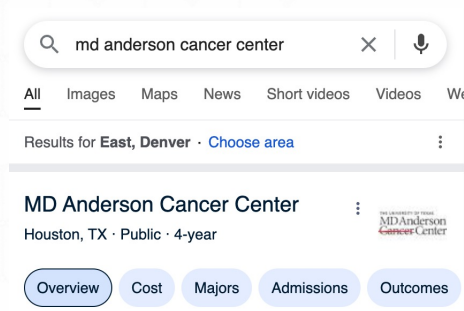


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The logo features the text "NAATP" in a large, bold, sans-serif font, with "NATIONAL 2025" in a smaller font below it. The text is white and is set against a background of a purple and black geometric pattern of overlapping hexagons and lines.

The State of Online Ads in Addiction Treatment

- Addiction Treatment is unique in its use of online advertising, especially targeting third party brands.
- In dozens of branded searches for healthcare services, only SUD had competing ads placed by competitors.



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NAATP Response

- NAATP's Code was first to specifically disallow use of competitor names in ads:
 - "Search engine ads may not include language in the heading or ad text that includes the name of another treatment center."
- LegitScript Certification Standards:
 - [clients must identify themselves in their advertisements, and not using third-party business names in advertisements. Merchants must ensure advertisements accurately reflect the services available at a given location, and may not claim to operate in locations where they do not provide services.
- Google
 - Abide[s] by local trademark laws and protect the rights of trademark owners, so we don't allow ads that infringe trademark rights. However, advertisers may use trademarks that belong to others in certain situations

NAATP Response

- NAATP is working with regulators and law enforcement to identify and address problem practices.
- We are developing a single stream reporting form which will go live in coming weeks.
- Developing simple resources to guide members (see conference app).

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Addressing Problematic Ads

Online advertising, and especially Google Ads are a complex challenge for the addiction treatment field. This Resource is intended to help NAATP Members understand and address problematic online ads targeting their brand, or misleading patients.

WHAT INFORMATION IS NEEDED?

When you see an ad you believe is misleading, deceptive or infringing on your brand a few key pieces of information are critical regardless of where you are reporting: screenshot of the ad, advertiser's name, Ad ID, tracking and landing page URL, and screenshot of landing page.

Defending Your Brand

- Steps to protect your brand:
 - Make sure your brand is trademarked
 - [Report trademark violations to google](#)
 - Place branded ads on your trademark
 - For LegitScript certified agencies [file a complaint](#)
 - Report misleading or fraudulent adds to the [Federal Trade Commission](#)
 - [Report misleading Marketing to NAATP](#)
 - If a NAATP Member submit an [Ethics Violation Complaint](#)

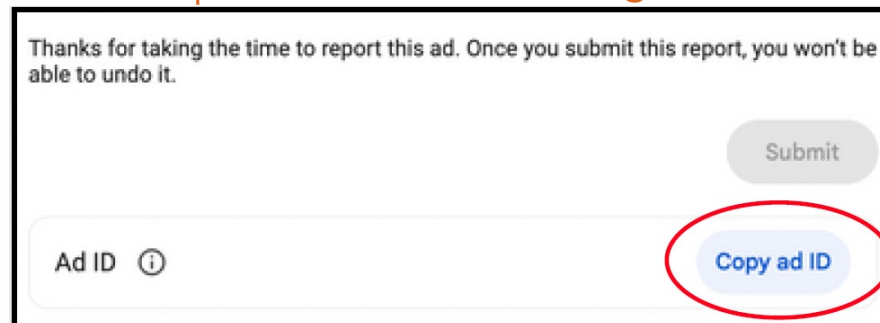


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The logo features the text 'NAATP' in a large, bold, grey font, with 'NATIONAL 2025' in a smaller, black font directly below it. The background of the logo area consists of a dark purple and black geometric pattern of overlapping hexagons and triangles.

Defending Your Brand

- With all reporting forms listed, the same basic information is needed:
 - Tracking URL – right click (or press and hold on mobile) and copy URL
 - Screenshot of ad
 - Landing page URL
 - Screenshot of landing page
 - Ad ID – click the vertical ellipses, then report, then “Something Else” and at the bottom click “Copy ad ID”



Thanks for taking the time to report this ad. Once you submit this report, you won't be able to undo it.

Submit

Ad ID ⓘ

Copy ad ID

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Addressing Problematic Ads

NAATP one-page resource

Available On:

- NAATP conference App
[This Session's App page](#)
- NAATP Website
naatp.org/programs/ethics

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Addressing Problematic Ads

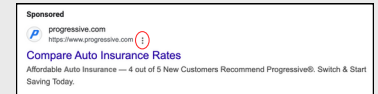
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SCREENSHOT OF THE AD

Take a [screenshot](#) of the ad you would like to report

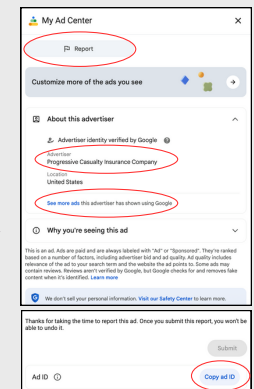


ADVERTISER'S NAME

Click the vertical ellipses in the upper right corner. This will bring you to Google's "My Ad Center" which will show the advertiser, and give options to report, view other ads placed by that advertiser, and adjust your ad preferences.

AD ID

Click "Report". When the report window opens select "Something Else" at the bottom of the list, and then click "Copy ad ID" and paste into a document. (If desired, file a report with google at this time)



TRACKING AND LANDING PAGE URL

Return to the ad, right click (or press and hold on mobile) and copy the ad URL, and paste into a document. Then click through to the website, and copy and paste the landing page URL.

SCREENSHOT OF LANDING PAGE

Take a screenshot of the landing page.

NAATP is currently developing a reporting system to allow members to complete a single form which will be shared with LegitScript, Google, and FTC. However, for the time being, these reports need to be filed separately.

- [File Misleading Marketing](#) with NAATP
- [File an Ethics Violation Complaint Form](#) with NAATP
- [Report Trademark Violation](#) with Google
- [If Certified](#), then [File Report](#) with LegitScript
- [Report Fraud](#) with the Federal Trade Commission Consumer Protection

Quality Measures, Bad Actors, Ethics, and Access to Care



Maeve O'Neill

National Compliance Director
Circa Behavioral Healthcare Solutions

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Behavioral Health Highly Reliable Organizations: The SYSTEM Essential Elements

•WELLBEING SUPPORTS

- Ethics
- Compliance
- Oversight

•WORKFORCE STRUCTURES

- Policies
- Education
- Communication

•WORKPLACE SKILLS

- Monitoring
- Enforcement
- Response

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Quality Measures, Bad Actors, Ethics, and Access to Care



Debra Nussbaum, PhD

Sr. Director Behavioral Health Evidence Based Services

Optum/UHC

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Going beyond access to evidence and outcomes

Network

- Robust SUD network with 3,803 facilities and 3,490 groups
- Specialty providers delivering evidence-based care to meet unique needs
- Clinical vetting and outcomes dashboard (claims based)
- Harm Reduction, Contingency Management, Recovery Coaching and Peer Support

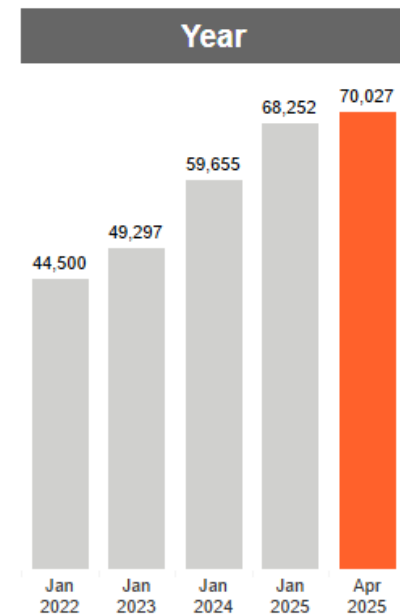
Quality

- Value-based care arrangements enables condition improvement tracking
- Evidence-based care driving quality outcomes
- Full continuum of care options that support members throughout their recovery path
- Platinum designations “Centers of Excellence” for Facility based care

Collaboration

- Ongoing analysis of provider reimbursement to help balance unit cost trends with market competitiveness
- Strategic alliances help ensure timely access to specialized care
- NAATP, ASAM, State Licensing Entities

36% SUD network growth since 2022



Improved timely access to care with improved outcomes



Thank You for Attending NAATP National Leadership Conference 2025

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.



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Next year we will all be in Florida!

NAATP National 2026

Amelia Island Omni Hotel & Resort, FL
Save the Date May 4 - 6, 2026



Kelly Scaggs

*NAATP National 2026 Conference Chair
President & CEO
Fellowship Hall*



