

46th Annual
Addiction Leadership
Conference



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

Welcome
NAAATP
NATIONAL2025

Welcome to NAATP National 2025



Carl Kester

Chief Executive Officer

Lakeside-Milam Recovery Centers

NAATP Conference Committee Chair

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Call to Order: The NAATP 2025 Annual Meeting



Jay Crosson

Chief Executive Officer
Cumberland Heights Treatment Center
NAATP Board Chair

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State of the Association Address

*Vision, Leadership, and
The Value of Professional Society*

Marvin Ventrell, JD

Chief Executive Officer

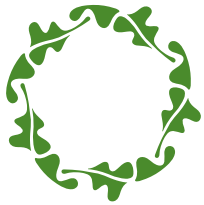
*National Association of Addiction Treatment
Providers (NAATP)*



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Thank You Premier Sponsors



Ashley
Everything for Recovery



cumberland
heights



Hazelden
Betty Ford
Foundation



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The Meaning of “Annual Meeting”



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

- Our Board Chair Called our Annual Meeting to Order
 - More than a Conference
 - An SUD Leadership Community Convening – 46th Time
 - A Dialogue of our Treatment Society’s Vision for the Field
- It is a “We” Dialogue
 - In these Sessions
 - In these Halls
 - With Staff, Board, Fellow Members, and Guests



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With Your Colleague Members Serving as the 2025 Conference Committee

Carl Kester	2025 Chair, Lakeside-Milam	Rick Hubbard	Constellation Behavioral Health
Sam Bierman	Maryland Addiction Recovery	Joel Johnson	TASC
Jordan Blesa	Hygea Healthcare	Pete Kerns	Serenity Lane
Beck Gee	Breath Life Healing Centers	Lizzy McGlothlin	Onsite
Jay Crosson	Cumberland Heights	Daria Montgomery	Recovery Ways
John Driscoll	Caron	Scott Munson	Sundown M Ranch
Bob Ferguson	Alpha Behavioral Health	Maeve O'Neill	Circa Behavioral Health
Jim Geckler	Onsite	Cassandra Sierra	Heal Behavioral Health
Dave Gomel	Rosecrance	Christina Simos	Friendly House
Greg Hobelmann	Ashley	Jaime Vinck	The Meadows
Sariah Hopkins	Atlantic Health Strategies	Holly Wilson	Women's Recovery



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Thank You!

With Your Elected Officials

The NAATP National Board of Directors



With your NAATP Staff



Marvin Ventrell, JD
Chief Executive Officer



Katie Strand, MS, CMP
Chief Operating Officer



Annie Peters, PhD, LP
FoRSE Executive Director



Mark Dunn
Director of Public Policy



Zina Rodriguez, MSW, MCAP, CDE
Director of Membership



Peter Thomas
Director of Quality Assurance



Kayla Huett
Communications & Program Specialist



Crystal Lybarger
Member Specialist



Zane Strand
Customer Service & Speaker Specialist



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Connect to the Community

Wi-Fi Network Name

Sheraton_CONFERENCE

Password

herecomesthesunwave



Remember to Download
the **Community App**



We Celebrate our Members Here *This NAATP Seal is Earned*

- Licensed
- Accredited
- Ethics Compliant
- Guided by the Core Competencies

*A Public Declaration
of Your Commitment to Excellence*



Full Continuum of Care



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Our Values and Quality are Visible
To the Consumer, Colleagues, and Policy-Makers

Qualifying for Membership Qualifies Member Listing in the AID



The AID is a Comprehensive and Transparent Listing of Operations

*Where Best Practice Ethical Treatment
and Treatment Support
are Found*



50 Member Programs and Product Offerings

Our Values
Ethics & Equity



Our Quality Standards
*Quality Assurance Initiative
and Research - FoRSE*



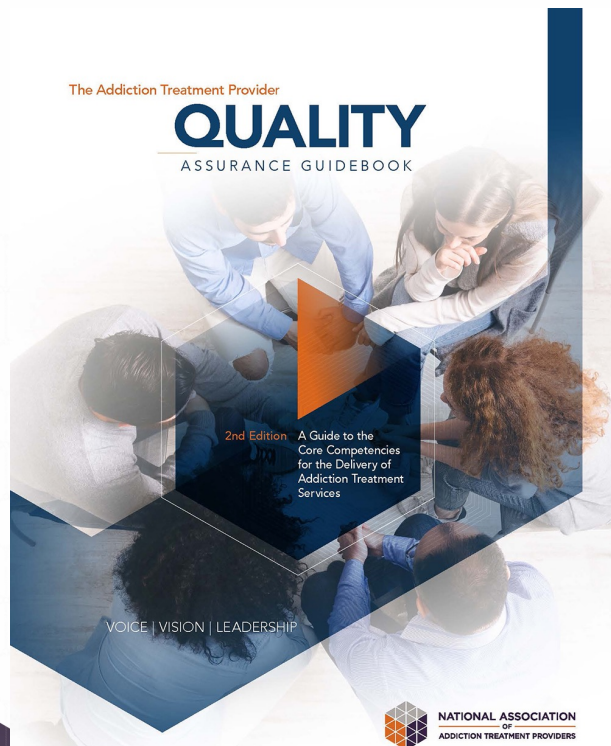
Our Advocacy Agenda
Public Policy Program and



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Healthy Society and Dialogue is Grounded in Common Ground

Mission, Vision, Values, and Core Competencies



Adopted by NAATP 2024

The 12 Core Competencies of Treatment Ops

1. Philosophy and Organizational Culture
2. Licensing, Accreditation, and Regulatory
3. Clinical Continuum
4. Employment, Training, and Credentialing
5. Diversity, Equity, Inclusion, and Belonging
6. Billing, Reimbursement, Value-Based Care
7. Outcomes Measures*
8. Technology
9. Community Engagement and Public Relations
10. Public Policy**
11. Marketing, Advertising, and Visibility
12. Ethics***

*FoRSE Outcomes Study

**NATP Public Policy Statement

***NAATP Ethics Code

This Afternoon | 4:45 – 5:30 pm Willow Foyer

Community Reception

Empowering Your Organization
Through NAATP Membership
Offerings



rosecrance[®]
BEHAVIORAL HEALTH

Special event hosted by the
NAATP Membership Team!

Meet and mingle with NAATP
Board, Members, and
Prospective Members

hors d'oeuvres and mocktails

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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

The 2025 Report Just Released!

130 Sites
300,000 Patient Episodes



The State of our National Welfare *Glancing Back and Looking Forward*

NAATP National 2024



"The Center Will
Not Hold"

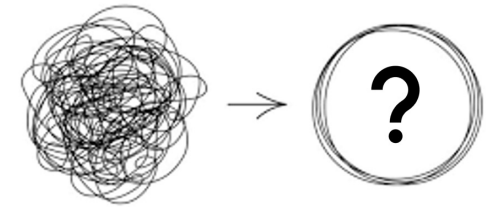
*Slouching Toward
Bethlehem*

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Janus
The Roman God of Beginnings,
Ending and Transitions

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Chaos \Leftrightarrow Uncertainty

Addiction in America

A National Healthcare Emergency Unabated

- 48 Million with a Substance Use Disorder
- Lethality of Opioids
- 23% Increase in Alcohol Deaths
- 300,000 Deaths Annually (all substances)
- 800 Deaths Each Day
 - Some Recent Promising Declines in Overdose Deaths Attributable to Harm Reduction Programs

- Most People, 85%, Don't Get Treatment

*SAMHSA / CDC

* Excludes tobacco and deaths by suicide

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NAATP Leadership Objectives

1. Reconciling Medical Model & 12 Step Facilitation
2. Finding Pharmacology Best Practices: MSUD and Off Label RX / GLP 1
3. Reconciling Harm Reduction and Recovery
4. Establishing the Unique Role of Residential Treatment
5. Achieving Equitable and Profitable 3rd Party Reimbursement and Parity
6. Determining Legitimate Value Based Care and Contracting Measures
7. Understanding Social Determinants of Treatment as Meaning Fair Access
8. Balancing the Roles of Competition and Collaboration
9. Finding Quality Care Models for Nonprofit, Profit, and the Role of Private Equity
10. Developing the Next Generations of Leadership in our Field
11. Becoming Cooccurring Responsive
12. Conducting Outcomes Research
13. Building a Culture of Effective and Ethical Marketing and Referral Sourcing
14. Using Tech and AI for the Benefit of the Patient
15. Retaining SUD Medicaid as a Core Component of our National Effort

[See, NAATP Public Policy Update \(PPU\) 5.14.25](#)

[House Committee Passes Medicaid Reform](#)

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Where Do We Go From Here?

- We Go to Work with Good Tools
- We Work Together
- We Function Under a Shared Value System of Competencies
See, NAATP Quality Assurance Guidebook, 2nd Ed.
- We Collect, Study and Share the Data
See, FoRSE
- We Pay Close Attention to Movement
See,



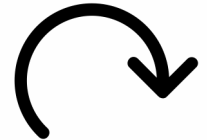
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The logo features the text 'NAATP' in a large, bold, sans-serif font, with 'NATIONAL2025' in a smaller, all-caps, sans-serif font directly below it. The text is positioned in the lower-left quadrant of the slide, partially overlapping a decorative graphic of purple and dark blue geometric shapes.

Juxtaposing Two Important Trends

Addiction is Reaching the Doctors Office

- New Research New England Journal of Medicine April 30, 2025
- 20%-30% of Patients Presenting at Primary Care had "Unhealthy Alcohol Use"
- Unhealthy Ranged from Risky to Severe Alcohol Use Disorder (AUD)
- Only 2% of the Physicians Used a Validated SUD Instrument



Whole Person Care is Reaching the Treatment Center

- There is a Growing Movement Toward Integrated Care
- Our Patients are Frequently a Constellation of Symptoms
- 80% Presenting at Treatment with More than 1 MH Condition + SUD*
- Programs are Assessing their Cooccurring "DDCAT" Rating
- To Achieve Standardized Replicable Care



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In Conclusion...

An Old Saint, A New Pope, and NAATP Treatment Leadership



Saint Augustine
*Lessons of navigating
challenging times*



Pope Leo
Augustinian Order



Us at NAATP National
Guided by Shared Values

We Share a Truth and Obligation

Nos Sumus Tempora

We Make the Times

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Thank you!

Enjoy the Meeting and Each Other

The logo for NAATP NATIONAL2025 is located in the bottom left corner. It features the text "NAATP" in a large, bold, sans-serif font, with "NATIONAL2025" in a smaller, all-caps, sans-serif font directly below it. The text is white and is set against a background of a purple and black geometric pattern of overlapping hexagons and lines.

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Keynote Introduction



Jaime Vinck

President

Meadows Behavioral Healthcare

NAATP Board Vice Chair

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KEYNOTE Speaker

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Claudia Black

Clinical Architect
The Claudia Black Young Adult Center
The Meadows

Undaunted Hope
Meeting the Trifecta Challenge of Treating
Trauma, Addictions, and Mental Health

Undaunted Hope

Healing from the trifecta of trauma, addictions and mental health disorders



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Claudia Black Ph.D.

Claudia Black Young Adult Center The Meadows

Trauma

An event that the body and parts of the brain perceive as overwhelming

A stimulus too powerful or sudden and unexpected to be able to be processed or assimilated.

Trauma freezes the moment in time and implants powerful thoughts , emotional and physical sensations in the body and parts of the brain.

Trauma breaks down your psychological defenses and shatters your sense of security and safety.

Trauma is not just an individual response but often collective and historical.

Resiliency vs Vulnerability to Trauma

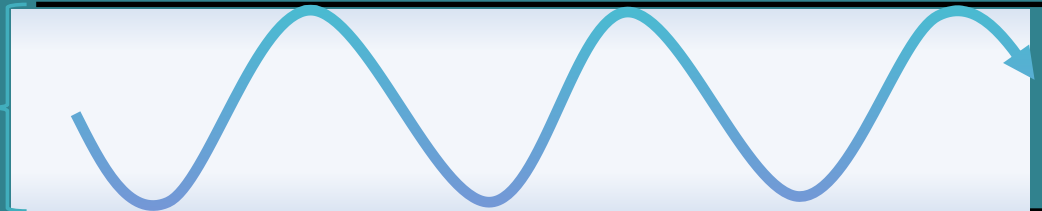
- Support at time of stressors
- Few previous stressors
- Older at time of stressors

Trauma negatively impacted when:

- Repeated
- Unpredictable
- Undergone in childhood
- Perpetrated by a caregiver, someone supposed to be loving towards you

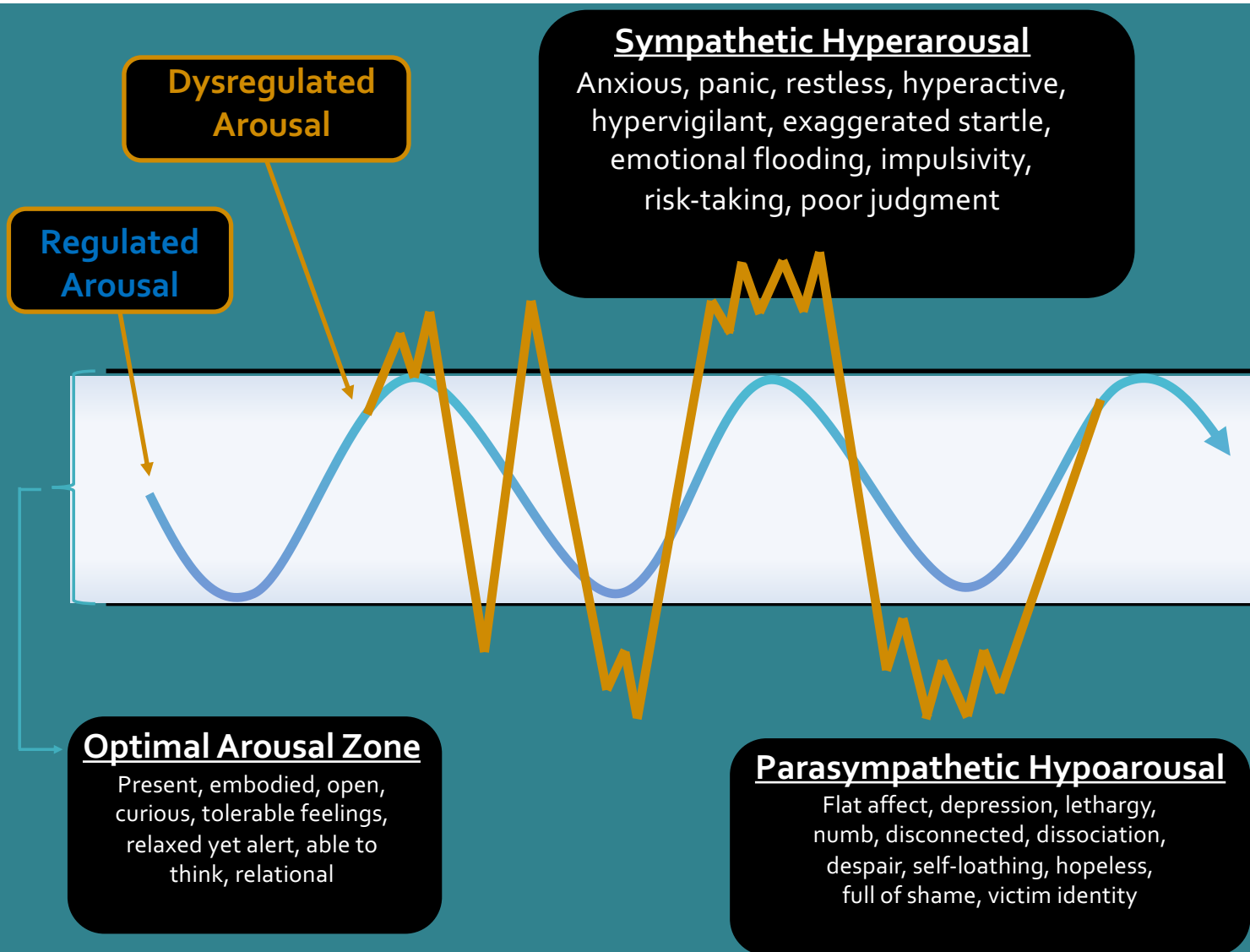
Autonomic Nervous System

On a daily basis, our nervous systems experience periods of increasing arousal and periods of decreasing arousal. Each one of us has a “Window of Tolerance” or an “Optimal Arousal Zone” where we can experience nervous system fluctuations while still having the capacity to regulate ourselves .



Optimal Arousal Zone

Present, embodied, open,
curious, tolerable feelings,
relaxed yet alert, able to
think, relational



Dysregulated Arousal

Regulated Arousal

Sympathetic Hyperarousal
Anxious, panic, restless, hyperactive, hypervigilant, exaggerated startle, emotional flooding, impulsivity, risk-taking, poor judgment

Optimal Arousal Zone
Present, embodied, open, curious, tolerable feelings, relaxed yet alert, able to think, relational

Parasympathetic Hypoarousal
Flat affect, depression, lethargy, numb, disconnected, dissociation, despair, self-loathing, hopeless, full of shame, victim identity



When overwhelmed by a threat and not able to successfully defend self, one becomes stuck in a survival mode.

This continual state of arousal, hypo or hyper, over time can begin to form the symptoms of trauma.

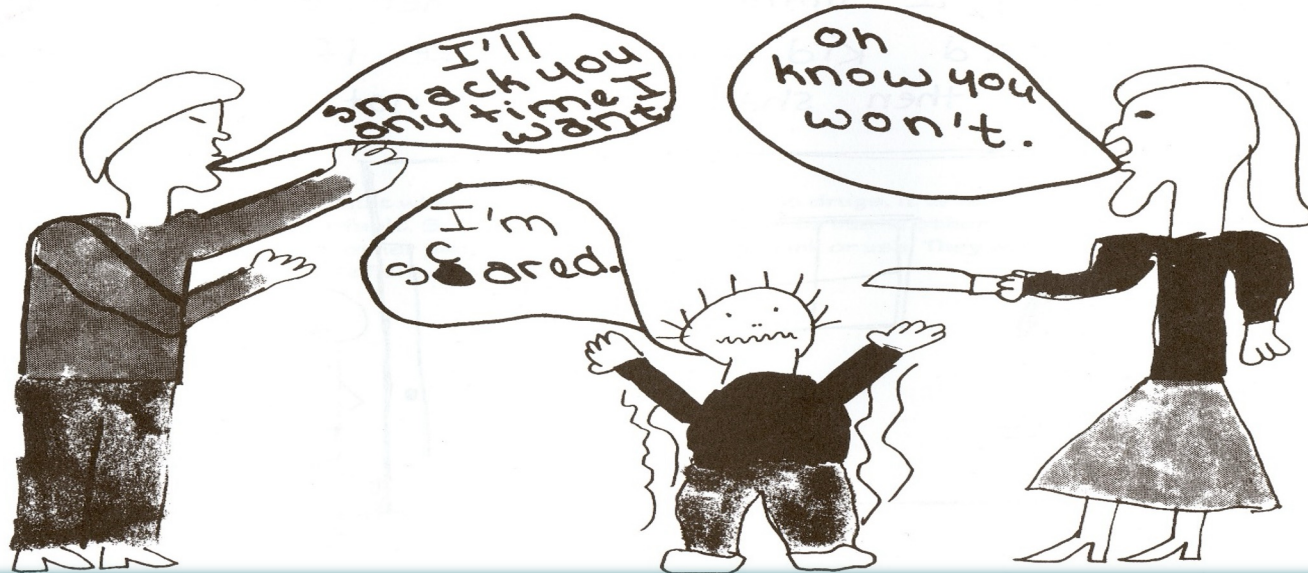
IT USED TO BE CALLED

"DISCIPLINE"



THE NEXT DAY I'D GET NEW CLOTHES

Violence come's with the Alcohol.





Prevalent Traumas

- Physical Abuse
- Sexual Abuse
- Bullying
- Grief & Loss
- Emotional Abandonment

Emotional Abandonment

Abandonment

When you have to hide a part of who you are in order to be acceptable/ to protect self.

When you have to hide:

- Your mistakes/ vulnerabilities
- Your feelings
- Your needs
- Your accomplishments/ success

- Unrealistic expectations
- When someone is disappointed with you they attack your whole being, worth, and value versus what you did or did not do
- When another expects you to be an extension of themselves, fulfilling their dreams
- When another is not willing to take responsibility for their feelings, thoughts, and behaviors but expects you to take responsibility for them
- When parents' esteem is predominantly derived through child's behavior
- When children are treated as peers with no parent child distinction
- Perfectionistic and controlling parents
- Being rejected for who you are in your sexual orientation



Recovery occurs when you gain the freedom to know what you know, what you think and feel, to take action without becoming overwhelmed, enraged, ashamed, or collapsed which all fuel the indescribable craving to use.

This is possible when you are willing to address the traumatic stress that is fueling your disorders.

Layers of Healing



Layer One: Grounding

Grounding Techniques



Benefits of Mindfulness Practices

- Reduced rumination
- Stress reduction
- Boosts working memory
- Focus
- **Less emotional reactivity**
- More cognitive flexibility
- Relationship satisfaction
- Health benefits such as:
 - increased immune functioning
 - reduced psychological distress
 - increased information processing speed

Trauma Therapy Practices

- Internal Family Systems
- Sensorimotor psychotherapy (SP)
- Emotionally Focused Therapy (EFT)
- Neurofeedback
- Action Based Psychodramatic Techniques

Layers of Healing



Layer Three: Tolerating your Feelings

Layer Two: Exploring the Narrative

Layer One: Grounding



Layer Four: Connecting Past to Present

How does my trauma affect me today?

How does my trauma affect who I am in my recovery?

How does the fact I lived in fear throughout my childhood affect asking for help, coping with stress, trusting myself or others, or thinking I have value?



Layer Five: Uncovering and Challenging Internalized Beliefs

- What beliefs have I internalized as a result of my trauma?
- How did those beliefs hurt or restrict me when I was young?
- How did they help me when I was young?
- How do they hurt or restrict me now?
- How do they help me now?
- Which of these beliefs do I want to keep?
- Which do I choose to let go of?
- What beliefs do I want to live by instead?



Layer Six: Learn New Skills

Layer Five: Challenge Unhealthy Beliefs, Create New Beliefs

Layer Four: Connecting the Past to the Present

Layer Three: Tolerating Your Feelings

Layer Two: Exploring the Narrative

Layer One: Grounding

Today feel the vulnerability of your childhood but experience the strength of your adulthood.

Thank you

for making a difference

Claudia Black

www.claudiablack.com



Upcoming Sessions

10:30-11:15

Exhibit Hall Coffee & Networking Opportunity

Sponsored By



11:15-12:15

Workshop Sessions One

A: Benchmarking Treatment and the NAATP FoRSE Dashboard

Location: Willow A

B: Revolutionizing Talent Acquisition: A Blueprint for Nurturing a Thriving Workforce

Location: Willow B

C: Natural Disaster Planning: Three State Case Studies and Accreditation

Location: Redwood AB

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