

Founders Campaign Case for Support

ANSWERING THE
CALL

GROUNDING THE
SCIENCE OF ADDICTION HEALTH CARE
THROUGH RESEARCH, TECHNOLOGY,
AND EDUCATION

NAATP 
FOUNDATION
For Recovery Science & Education



THE ADDICTION TREATMENT PROBLEM

25 million Americans have a substance use disorder



Over **21 million** people need addiction treatment



90% do not receive the care they need



260 people die every day due to alcohol



A drug overdose death occurs every **8 minutes**



Addiction is a deadly disease affecting 25 million Americans. Also called substance use disorder (SUD), addiction is a chronic disease centered in the brain, comprised of biological, psychological, and social elements that affect every element of life: body, mind, and spirit. Addiction affects us all. It spares no demographic, no segment of society; it disregards economic, racial, religious, political, social, gender, and geographic distinctions.

Addiction kills over 160,000 people in our country each year and these numbers are increasing. Drug overdose deaths alone rose to over 80,000 in the past year. Addiction not only harms the individual, it also destroys family units, friendships, and employment relationships. Its destructive force tears at the fabric of our society, at an economic cost that exceeds \$700 billion annually. Addiction is a health crisis of such great magnitude that it was declared a National Health Care Emergency by our federal government. The only other federally declared National Health Care Emergency in the United States is the COVID-19 Pandemic. ▶

Despite this designation, the disease grows unabated. Existing systems of care are inadequate and do not reach most sufferers. Shockingly, only 10% of individuals with SUD receive the care they need. This is not comparable to any other health care condition in our country, nor would it be tolerated for any other condition. Consider that over 80% of individuals suffering from the disease of diabetes receive the care they need.

WHY IS THIS? THE REASONS ARE TWO-FOLD:

1. Stigma: Addiction is stigmatized by the erroneous belief that it is caused by an individual’s lack of good character or moral failing. This results in a reluctance by individuals to seek the care they need and the lack of societal will to establish effective systems of care that are accessible to all.

2. Evidence Gap: While numerous effective treatment approaches have been developed through the years, the data collection and scientific research that would ground treatment methods in evidence have never been adequately conducted.

The solution to this is clear but not easy, and therefore, too-long delayed. We must measure success, but measuring success requires validated success markers. Unlike other health care disorders, there is currently no centralized and standardized measurement system for treatment outcomes, which makes it impossible to define and measure success. Solving the problem requires a coordinated, large-scale, comprehensive effort to collect and analyze large patient data sets on treatment and outcomes from diverse systems of care and treatment populations.

From there, analysis can be conducted to determine what works and for whom, and then ground those addiction treatment methods and success markers in scientific evidence. Patients, health care providers, policy makers, and payment sources can then rely on this evidence and engage in and pay for effective treatment. In turn, the stigma surrounding addiction can be combatted as evidence demonstrates precisely how this disease, like others, is treated through quality health care.

The NAATP Foundation for Recovery Science and Education (FoRSE) is established for precisely this purpose. We at FoRSE are uniquely and ideally structured to do this work. Founded in 1978, NAATP is a one-of-its-kind national professional membership society of SUD treatment providers, comprised of approximately 1,000 treatment locations that provide the full spectrum of addiction treatment and recovery services. NAATP exists as a nonprofit organization for the express purpose of enhancing treatment providers’ effectiveness, while developing the science and quality of treatment. Bringing a decentralized population of addiction providers together is difficult and requires the field’s trust and respect. NAATP has a four-decade record of convening industry leadership. No other organization has the combination of authority, expertise, and access to data that NAATP possesses. ▶

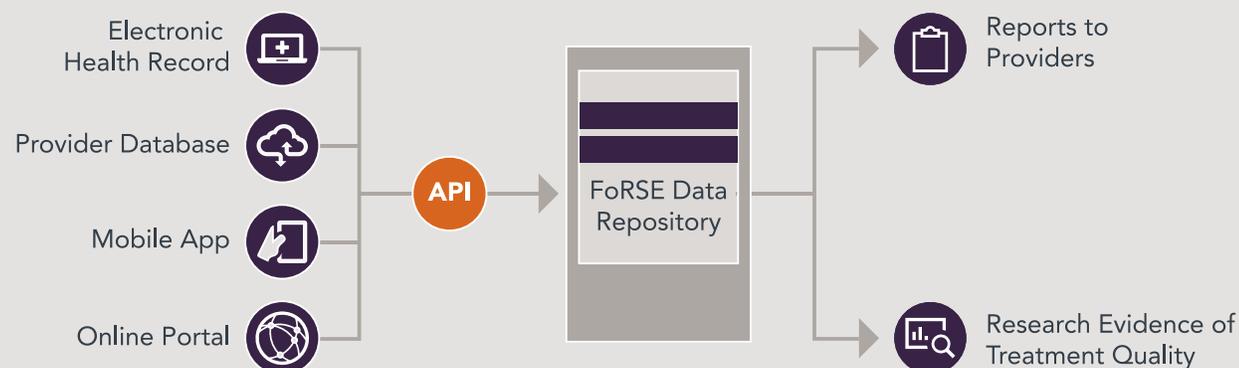
THE ADDICTION TREATMENT SOLUTION

Aware of the need for and complexity of the treatment outcomes work that must be done, NAATP began building the framework to conduct this work in 2016 and is now positioned to implement the program on a full scale. The preparation for this work began with the NAATP Outcomes Pilot Program, designed to demonstrate that this type of cross-provider, multi-population study could be accomplished. The program was completed successfully in 2019, establishing proof of this concept as documented in the [NAATP Outcomes Pilot Program Final Report](#). Eight of the nation's top addiction treatment programs volunteered for the study and submitted data.

Thereafter, NAATP convened the leading substance use disorder agencies in our country at a national summit to determine next steps. This leadership team unanimously and enthusiastically reached the conclusion that a large-scale effort to finally collect and analyze treatment outcomes should be conducted and led by NAATP as the national body. As one leader said, "We can no longer kick the can down the road while people die. We must do this work and NAATP must lead the way."

Therefore, in 2020, NAATP founded the Foundation for Recovery Science and Education (FoRSE) as a 501(c)(3) nonprofit organization and built its research infrastructure with a \$200,000 allocation from the NAATP Board of Directors. Dr. Annie Peters, a national expert in addiction treatment, was retained to lead the foundation in its mission to improve addiction treatment and recovery through science, technology, and education. Already, addiction treatment centers across the country have come forward to NAATP to offer their assistance and participate in the project as data sites. The FoRSE data collection system has the unique capacity to collect data regardless of data site technology as it flows from source to analysis to evidence. ▶

The FoRSE Data Flow Process



THE OPPORTUNITY TO INVEST IN RECOVERY: THE FOUNDERS CAMPAIGN

The FoRSE Founders Campaign offers donors the rare opportunity to invest in our country's long-term welfare as the original historic body of philanthropy that launched the solution to our nation's health care emergency. Gifts to FoRSE will empower us to create a system of health care treatment that will save hundreds of thousands of lives. Rarely is this type of systemic change possible, and we can achieve it together.

As an organization, NAATP has demonstrated its internal commitment to this work by financing the infrastructure build of \$200,000 and by raising an additional \$135,000 in FoRSE gifts from the NAATP Board of Directors and staff. 100% of the members of the board and staff made contributions. At this time, we invite additional investors by launching our Founders Campaign to raise \$1.2 million, to be expended over the next three years. These funds will enable the full implementation of broad scale data collection, analysis, and reporting. Specifically, your investment in FoRSE will:

- Launch critically needed evidence-based addiction treatment and recovery research
- Establish standardized addiction outcomes measurement and reporting
- Develop a collective treatment database
- Increase treatment and recovery service data collaboration
- Inform quality improvement in addiction treatment
- Demonstrate the value of addiction treatment and multiple pathways to recovery
- Reveal return on investment for payers
- Improve productivity for addiction treatment and recovery support employers
- Revolutionize health care technology
- Improve quality of life for people with addiction and their employers, families, and friends

We offer naming and recognition opportunities commensurate with leadership giving.

Together we will advance the science of addiction treatment and save hundreds of thousands of lives.



ADDITIONAL INVESTOR INFORMATION AVAILABLE UPON REQUEST:

FoRSE Board, Supporting Organizations, and Data Sites

FoRSE Operations

FoRSE Operating Budget

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FoRSE is a 501(c)(3) not-for-profit charitable organization, EIN 85-2067681

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