

# NAATP NATIONAL 2018 QUALITY ASSURANCE

40th ANNUAL  
NATIONAL  
ADDICTION LEADERSHIP  
CONFERENCE



MAY 20-22, 2018  
Omni Interlocken Resort  
Denver, Colorado



NATIONAL ASSOCIATION  
OF  
ADDICTION TREATMENT PROVIDERS



NATIONAL ASSOCIATION  
OF  
ADDICTION TREATMENT PROVIDERS

# Welcome to Colorado!

Annie Peters  
Conference Co-Chair

Robert Ferguson  
Conference Co-Chair

VOICE.  
VISION.  
LEADERSHIP.



NATIONAL ASSOCIATION  
OF  
ADDICTION TREATMENT PROVIDERS

The National Association

Quality Assurance

*A Community  
for the  
Good Provider*

VOICE.  
VISION.  
LEADERSHIP.

Marvin Ventrell  
NAATP Executive Director

# Problems, Yes, But Don't Forget About the Progress

- Disease Recognition
- Recovery Recognition
- Decreased Stigma
- Congress is Paying Attention
- ACA and Parity Matter
- We Know A Lot about Treating Addiction
- We Have More Tools than Ever
- The Continuum of Care is Understood
- Community Resources are Growing
- People Get Well



# Yet a Toxic Business Environment Exists

## A Palpable Sense of Unease

- Unintended Consequence of Progress
- Combined with a Huge Vulnerable Desperate Consumer Base
- Disease Recognition + Payment Source + Treatment Tools + Opioid Crisis

# Enter The “\*Addiction Entrepreneur”

- Profit is Fine
- Developing Huge Wealth Margins is Not
- It Doesn't Fit in the Treatment of a Complex Bio-Psycho-Social-Spiritual Disease
- Business Motivation Matters for Business Conduct and Clinical Execution

\*The Criminal Element Matters too

# Negative Impact

- Client and Family Get Hurt
- The Good Provider Suffers
- The Industry Gets a Black Eye
- The Payer Gets Skittish (or feel justified)

# The Offenses

- Patient Brokering
  - SAMHSA Webinar Last Week
- Billing (UA) Abuse and Fraud
  - ABHW Webinar this Year
- License and Accreditation Misrepresentation

# The Big One

- Deceptive Web Marketing
  - Online Directories
  - Unbranded Sites
  - Advertising Branded as Clinical Service
  - Lifting Treatment Identities
- The Name of the Game  
*Human Behavior Aggregation*

# Enter The Opioid Crisis

- Opioid Addiction Rise
- Requires an Aggressive Response
- Broad Treatment Policy Can't be Made
- The Treatment Model Became Unbalanced
  - MAT Not a Silver Bullet (Cause then What?)
  - Needs to be Fitted In
  - We Need to Re-Message the Big Picture

# Community

The Problem at its Core

Lack  
of  
Community

# The NAATP Response

## Quality Assurance Initiative The QAI

It is All About

*Community and Recovery*



# QAI Objectives

- Promote Best Business Practice
- Deter Problematic Business Practice
- Assist Payers in the Discernment of Services
- Inform Law and Policy Makers
- Educate and Protect the Consumer
- Train and Educate the Provider

# Step 1: Clean House

- Make Ethics Code Comprehensive and Clear
- Require Compliance as a Membership Condition
- Assess New Apps and Renewals
- Implement a Fair Complaint and Review Process

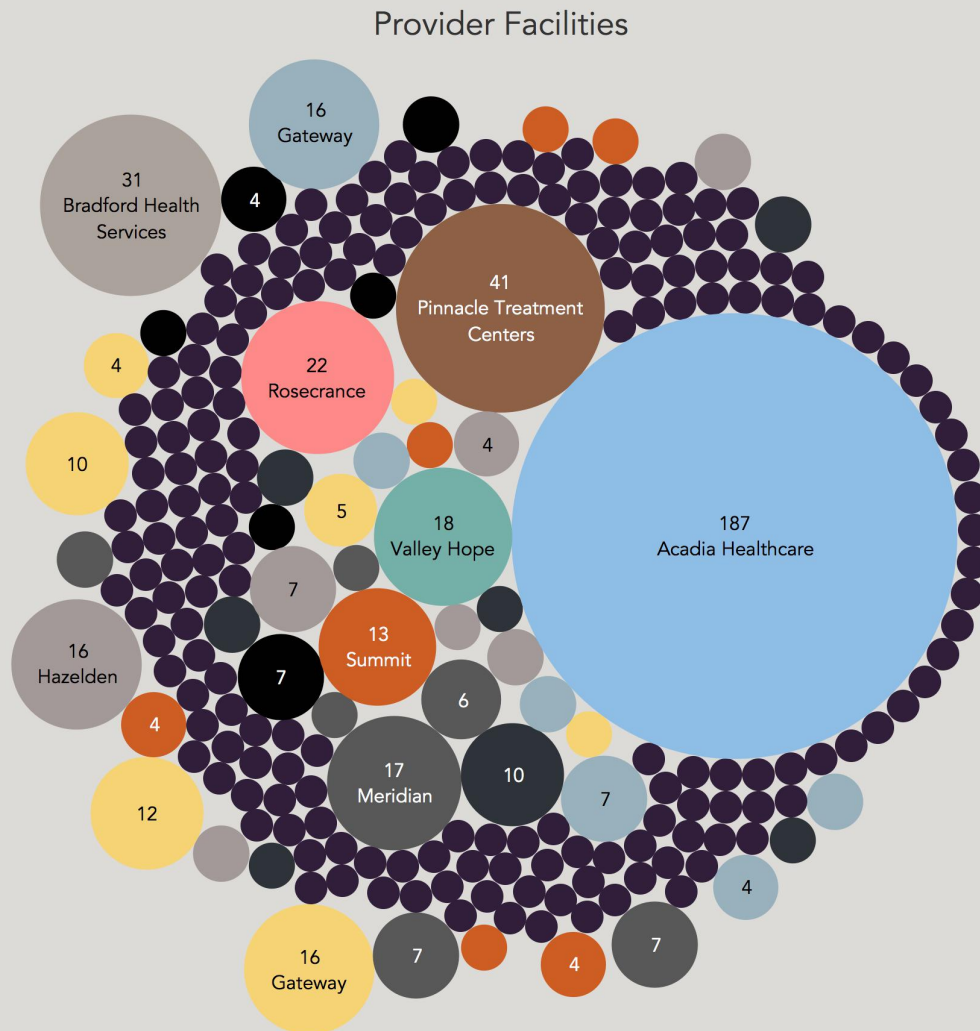
# Initial Results

- Look Around
- Not Perfect
- 10 Entities
- 100 Campuses
- \$100,000
- This is a Good Thing
- Smaller is OK
- SAMHSA's 13,000 Records

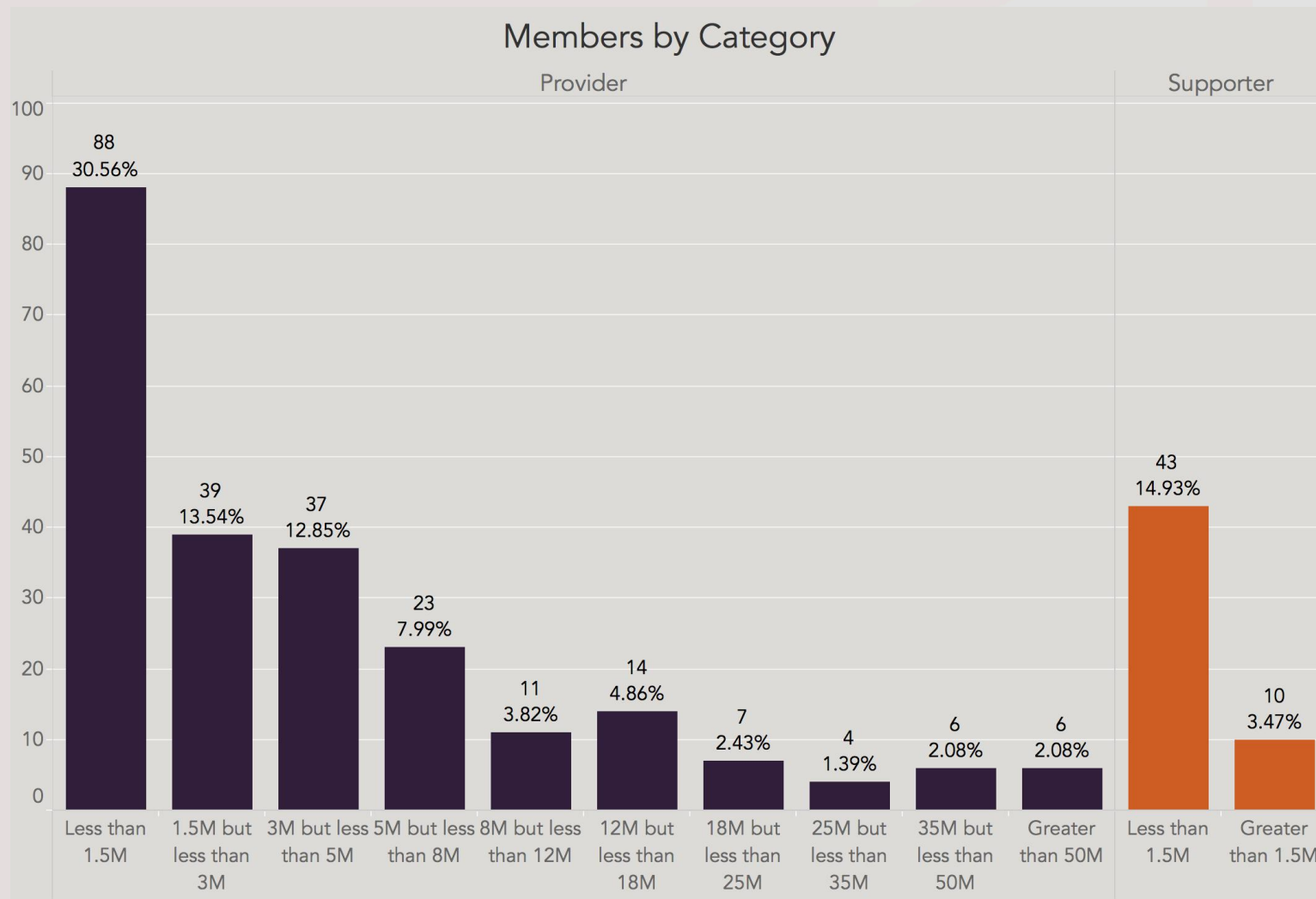
# Our Real Value

- NAATP: the place where the quality providers are
- Being on the NAATP AID Means Something
- Brand!
- A Brand Relied on by the Consumer and the Payer

# NAATP Membership



# Memberships by Category



# The AID

## NAATP Addiction Industry Directory



**ADDICTION INDUSTRY** DIRECTORY

# Work Your Page!    SEO Potential!

## La Hacienda Treatment Center Accredited



### Contact Information

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<b>Admissions Phone:</b>	800-749-6160



# Distinguishing NAATP and its Members

- Ethics 2.0 Launched January 1, 2018
- Who Has it?
  - Members
  - Congress
  - SAMHSA
  - Insurers
  - Media
  - Other Providers

# The Google – LegitScript Program

- Grew out of
  - NAATP National 2017
  - The Verge and NYT
- NAATP and Colleagues Pushed Google
- AdWords Suspended
- Fall 2017 Work Group at Google
- 2018 Development of Plan to Reintroduce
- Balance Consumer Protection and Provider Visibility
- Beta Period Underway Now

# Outcomes

Preliminary Table of Contents  
Draft as of May 1, 2018

## NAATP ADDICTION TREATMENT OUTCOMES MEASUREMENT TOOLKIT

The Addiction Treatment  
Provider Implementation  
Guide to Standardized  
Outcomes Measurement



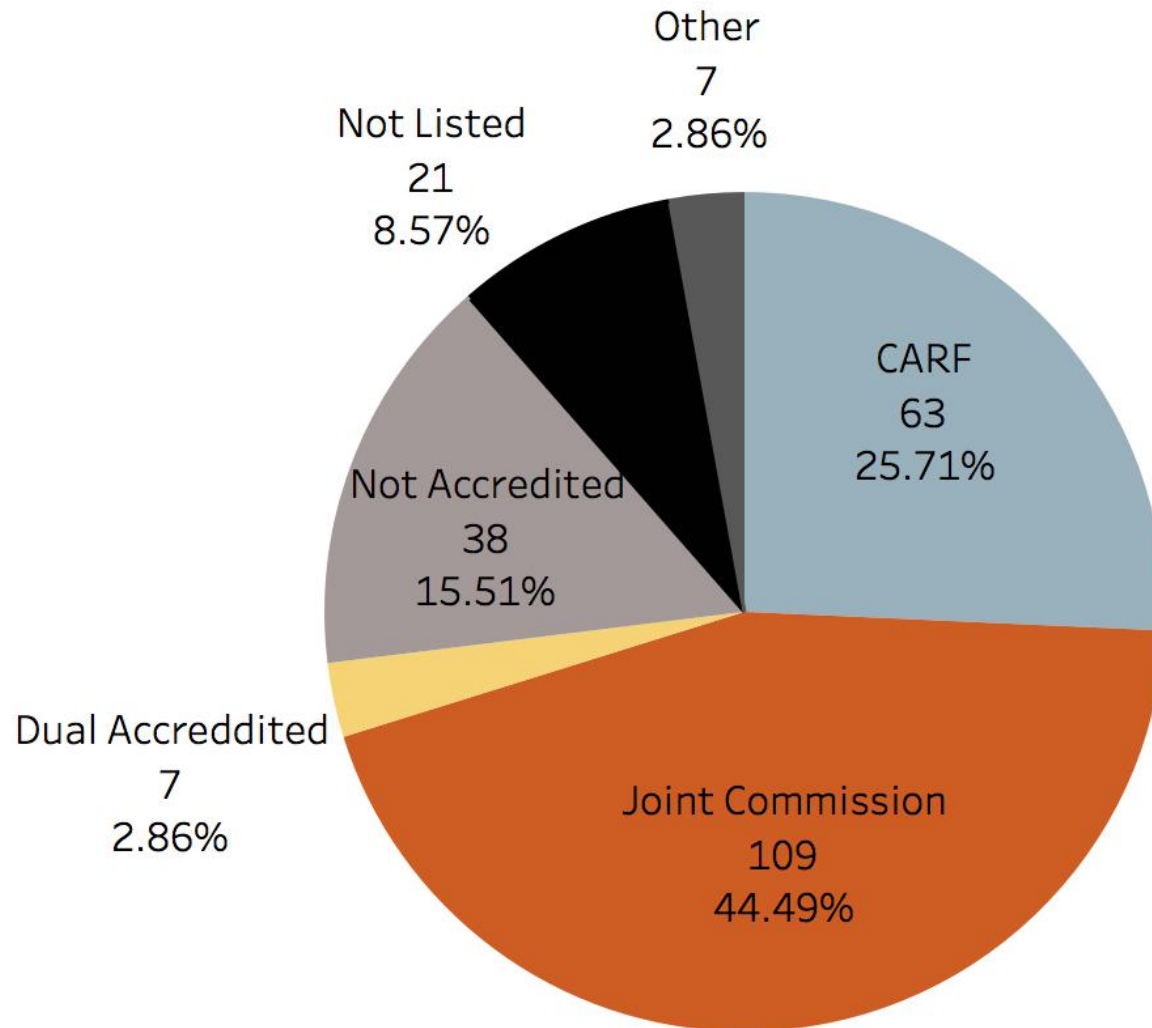
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Voice. Vision. Leadership.

# Accreditation

- Indicia of Center Credibility
- Responsibility of a Health Care Provider to be Scrutinized
- NAATP Requirement Proposal
  - January 2019
  - 2-Year Grace Period
  - Conditional Status

# Accreditation



# The QAI Guidebook

NAATP NEWS

## NAATP ADDICTION TREATMENT PROVIDER GUIDEBOOK COMPETENCIES

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### A. OPERATIONS

Guideline A-1:	Treatment Philosophy
Guideline A-2:	Licensing
Guideline A-3:	Accreditation
Guideline A-4:	Governance
Guideline A-5:	Policies and Procedures
Guideline A-6:	Strategic Planning
Guideline A-7:	Leadership Practices
Guideline A-8:	Facilities
Guideline A-9:	Management

### B. ADMISSIONS / PATIENT SCREENING

Guideline B-1:	Admission Process
Guideline B-2:	Screening / Assessment

### C. TRAINING AND CREDENTIALING

Guideline C-1:	Staff Training
Guideline C-2:	Professional Staff Credentials

### D. BILLING

Guideline D-1:	Calculating Cost of Service
Guideline D-2:	Usual and Customary Rates
Guideline D-3:	Balance Billing and Receiving
Guideline D-4:	Toxicology

### E. DISCHARGE AND CONTINUING CARE

Guideline E-1:	Continuum of Care
Guideline E-2:	Discharge Planning
Guideline E-3:	Atypical Discharges

### F. OUTCOMES MEASURES

Guideline F-1:	Tracking Patient Outcomes
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### G. COMMUNITY ENGAGEMENT, PUBLIC RELATIONS, AND PUBLIC POLICY

Guideline G-1:	Participation in the Community
Guideline G-2:	Public Relations Strategy
Guideline G-3:	Public Policy Position

### H. MARKETING, ADVERTISING, AND VISIBILITY

Guideline H-1:	Transparency
Guideline H-2:	Treatment
Guideline H-3:	Management
Guideline H-4:	Facilities
Guideline H-5:	Marketing
	a. Policy
	b. Finance
	c. Deception
	d. Client Identities

### I. THE NAATP CODE OF ETHICS

#### THE 2018 CONFERENCE SESSIONS WILL BEGIN TO INCORPORATE THESE COMPETENCIES.

We look forward to seeing you in Denver. Make sure, as part of your registration, to RSVP and claim your seat (included in registration cost) at the Sunday Opening Night Banquet. ■

# Resources Center

- Treatment Program Selection Guide
- Protecting Your Brand: TM Guide
- NAATP Member Resource Center
- Establish Your Unique Log In
- Search Op and Clinical Resources

# NAATP Treatment Selection Guide

The NAATP approach to identifying appropriate addiction treatment is premised on four principles:

1. Addiction treatment is **health care** and must be chosen as such  
*Do not be swayed by the photography and marketing of luxury amenities rather than necessary core health care service.*
2. There are **knowable Indicia of quality** in addiction treatment  
*Indicia include descriptions of evidence-based practices, professionally credentialed staff, and accreditation. A visit and tour of the facility will reveal much.*
3. **Transparency** of treatment center information is essential  
*The deeper you look, the more useful information you should find including location, years of operations, outcomes data (but not "guarantees"), depth of clinical information, inquiries into consumer medical history, and in-network insurance information.*
4. A treatment program should pledge compliance and accountability to a **Code of Ethics**  
*Has the program adopted the NAATP Code of Ethics or similar comprehensive criteria to which it holds itself accountable, including an accountability system.*





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## News & Updates

<https://www.naatp.org/member-resource-center>

# Stay Focused

## *Community & Recovery*



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## National Association of Addiction Treatment Providers

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Thank you!