

The NAATP QAI & The Tradition of Values-Based Addiction Treatment

Doug Tieman

President & CEO, Caron Treatment Centers



Educational Goals



- Learn to examine “what we do” through an ethical & value-based lens
- Implement critical standards of care necessary to be consistent with the rest of the healthcare system to build trust in the substance use disorder treatment sector
- Understand how to market substance use disorder treatment as a chronic disease
- Position and promote one’s organization in an appropriate, value-based and ethical way – “Healthcare”



Business Practices, Marketing, Standards of Care and Outcomes

THE BIG NOT SO-PRETTY PICTURE

Our History

The 3Cs

Collaborate & Cooperate vs. Competition

- Competition increased – and that's good
- Some competitors' tactics have made headlines for fraud, waste & abuse allegations & convictions
- *Still* must collaborate and cooperate around standards

Our Reality

What the Public Sees

- Qualitative
 - No nationwide oversight
- Ethics
 - Not as clear in behavioral health as they should be
- Modalities
 - Medications
 - 12-steps
 - Yoga
 - Beach
 - ????
- Care
 - Not seeing concern
- Staff
 - Unqualified
 - Understaffed
- Outcomes
 - Not identified or no standards of measurement
 - “What are my chances for success?”

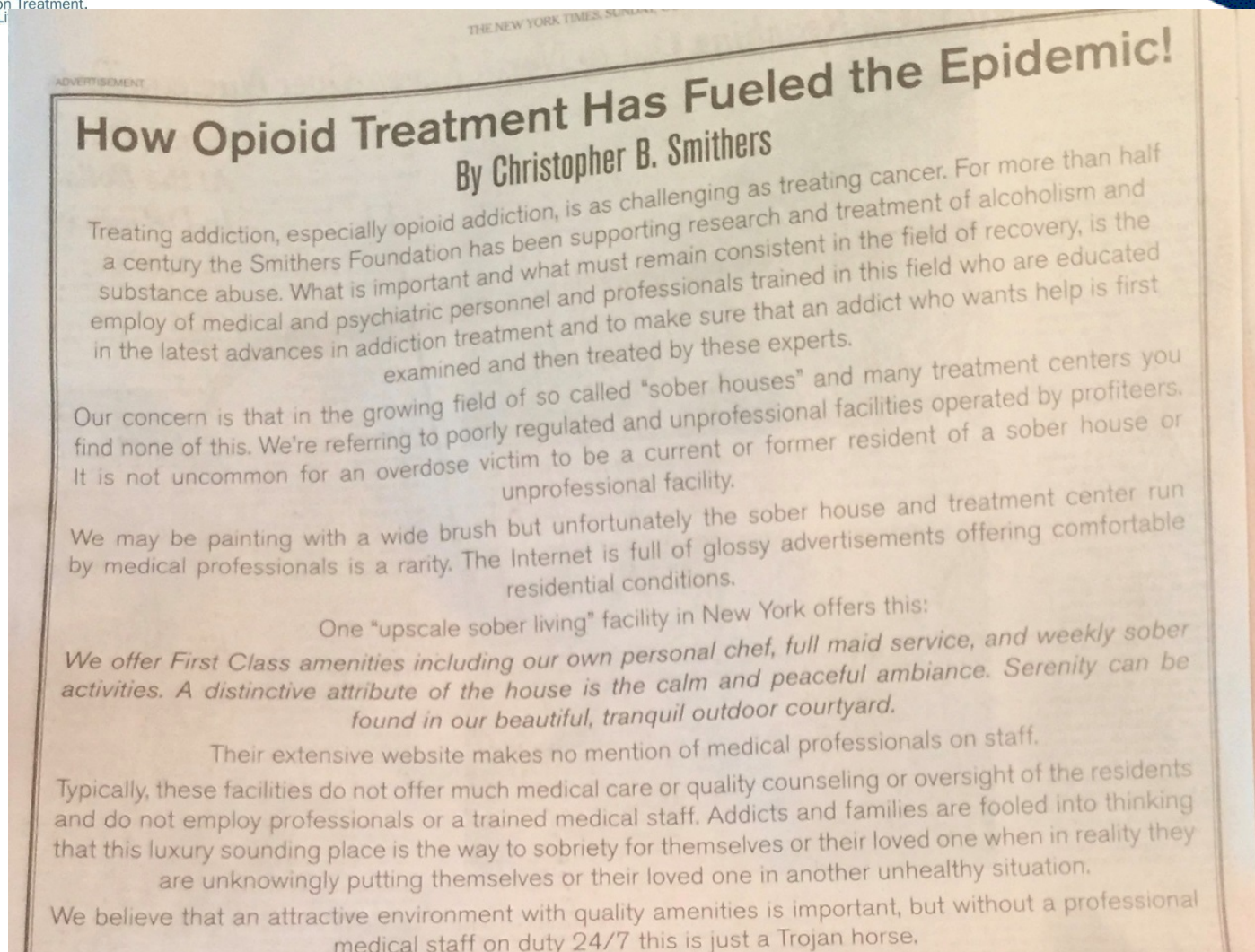
Summary

What the Public Sees

- Credibility questioned & lack of trust in treatment facilities
- No guidance for identifying quality programs

“Real Goal”: *Treatment Centers are just in it for the \$\$*

A Sad Commentary



New York Times, Sunday, October 1, 2017

Full-page advertorial by Christopher Smithers

“So Here We Are”

Déjà Vu - 1980s on Steroids

- FBI/Insurance and Medicare Fraud/Scandal/Charges
- 2nd verse same as the first – whole lot louder
 - Internet

Today/Tomorrow

The Ethical Lens

Healthcare not a timeshare

- The Law
- Ethics

DISCLAIMER: The content of this presentation is not all inclusive and is for informational purposes only. This is not a substitute for consulting the statutes and their regulations or for legal advice.



What's Legal and Ethical

- Legal – What the law says
- Ethical – What's right, “Standards”
- Accountability and compliance



Know The Law

Regardless of Intent – Illegal is Illegal

- Willful
- Ends justify the means
- Ignorance

Federal Laws that Apply

Fraud – Patient Attraction

- Stark Law
- Anti-Kickback Statute

Abuse - Billing

- False Claims Act
- Criminal Healthcare Fraud Statute

Fraud & Abuse - Other

- The Exclusion Statute
- Deficit Reduction Act
- Whistleblower Protection Act

Get to know them!

Overview of the applicable laws available at www.caron.org/NAATP2018

DISCLAIMER: The content of this presentation is not all inclusive and is for informational purposes only. This is not a substitute for consulting the statutes and their regulations or for legal advice.

When There Are No Laws – Who Determines If It's Ethical?

2016 Definition of Treatment Field Ethics

- What **I** do is ethical – What **YOU** do is not
- *Not good enough!*
- We need **STANDARDS**

So Who Determines Ethical Standards?

-STANDARDS-

Examples of Unethical Clinical Behavior*

- Having a relationship with a patient
- Facebook friends with patients
- Staff members accepting gifts, money, loans, etc. from patients or families of patients

Examples of Unethical Business Practices**

- Referring all patients to the same sober living facility
- Awarding a contractual arrangement for services/goods to a friend and not through a bidding process

**Identified by NAADAC*

***Identified by the Institute for Supply Management*

Addiction Treatment's Problem

- Limited regulation or consistency
- Limited legal enforcement
- Limited standards - including outcomes
- Limited research into addiction treatment
- No national Centers of Excellence criteria

*No way for patients/providers/insurance/
government to determine what works*

Results → **Anything Goes?**

NAATP Leadership Tradition of Value-Based Addiction Treatment

In the Past

- Placement criteria with ASAM

Current

- Quality Assurance Initiative
- Outcomes
- Google - LegitScripts

NAATP Leadership

A Deeper Dive

- Guide to Treatment Program Selection
 - Including questions to ask treatment centers
- Outcomes Pilot
 - 3-year Pilot Study being completed
- Quality Assurance Initiative
 - “Code of Ethics”

Quality Assurance Initiative

-The Resource Guidebook-

- Treatment
- Management
- Facilities
- Marketing
 - Clear standards
 - Complaint process
 - Policing action



Marketing Guidelines Address

- Patient Brokering
- Predatory Practices
- Deceptive Web Directory Call Aggregation
- Insurance & Billing Abuses
- Payment Kickbacks
- License & Accreditation Misrepresentation



Addiction is a disease of relapse and remission

Relapse is not a failure, but a symptom

HOW WE TALK ABOUT CHRONIC DISEASE



Where Treatment is Today

- Where cancer treatment was at in the 1960s
 - Stigmatized – The “C” word
 - Lacking research and effective treatment
 - Siloed
- Get the treatment provided by the center, not necessarily what is medically needed or necessary

Chronic Illness Model



	DIABETES	SUD
Symptoms	Clear & Acceptable	<ul style="list-style-type: none"> • Unclear • Stigma • Denial
Physician Visit	<ul style="list-style-type: none"> • Informed • Educated • “Testing” 	<ul style="list-style-type: none"> • Untrained • No Tests
Information Search	<ul style="list-style-type: none"> • Highly Regulated • “Medical” 	<ul style="list-style-type: none"> • Unregulated • Predatory
Treatment	Carefully Selected	“Hit” or “Miss”

Chronic Illness Model



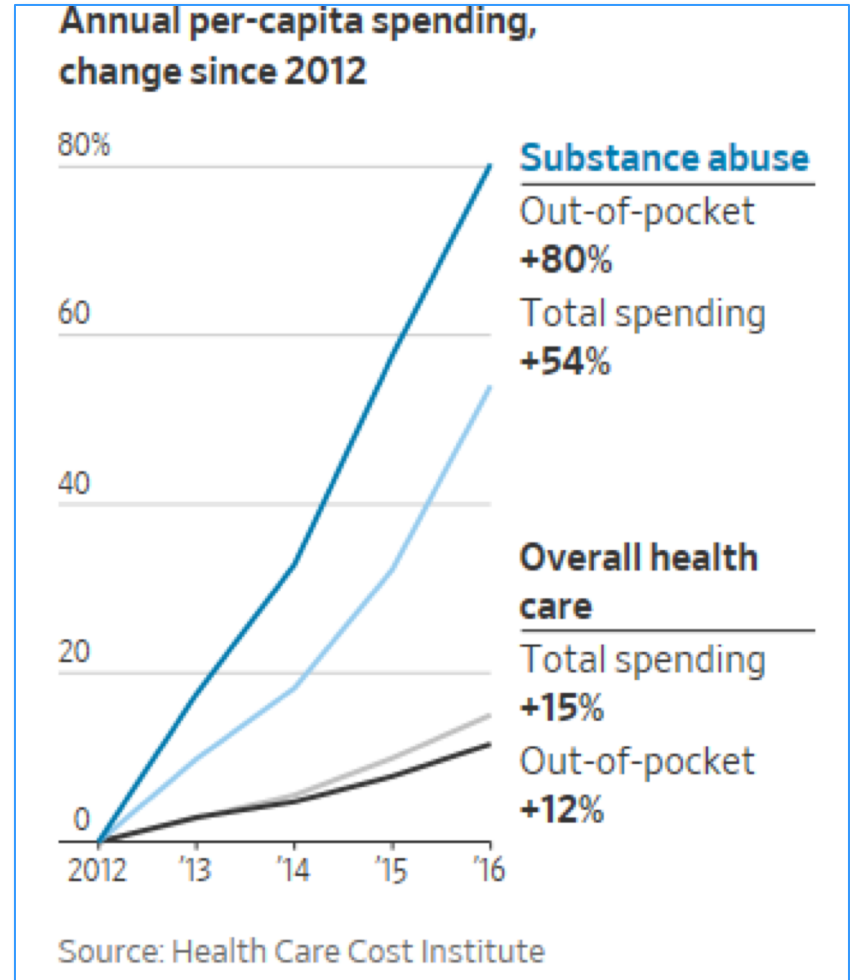
	DIABETES	SUD
Disease Management	Directed by PCP	PCP – Unlikely
Insurance	<ul style="list-style-type: none"> • Pays <i>Important</i> – • Costs Offset 	Limited
Relapse	<ul style="list-style-type: none"> • Early Detection • Additional Tx • Specialist 	<ul style="list-style-type: none"> • Emergency • Moral Failure • Treatment Failed

SUDs

The Insurance Gap

- % of Insurance
- Insurance Pays
 - 40% of HC
 - 10% of SUD
- WSJ

Wall Street Journal, March 9, 2018, print edition as 'Rehab Costs Add to Anguish of Addiction.'





Ending the Cycle

TRANSITIONING TO THE CHRONIC CARE MODEL



So What Is Your Message?

Vacation or Disease Treatment

- What patient/families want to hear vs. the care they require
- Customer-centric vs. patient-centric
 - Focus on amenities to qualifications
 - Locale to programming

So What Is Your Message?

- We Deliver High-Quality Healthcare Services
 - Staff qualifications
 - Evidence-based practices
 - Academic affiliations
 - Proper measurements
 - Quality indicators
 - Bonafide outcomes
 - Realistic data based on what can be measured & validated

So What Is Your Message?

- *Addiction is a complex, chronic and treatable disease.*
 - Addiction is substance use disorder.
 - Like diabetes and heart disease, substance use disorder is a disease category that affects the brain and manifests differently in individuals.
- Healthcare has moved to an outcomes-based model, except addiction treatment
 - Complete abstinence has been the standard
 - Only chronic disease where 100% long-term remission is success



Chronic Disease

Ethical Business Practices & Marketing

Improved Standards of Care and Outcomes

HOW DO WE GET THERE?

***COOPERATE & COLLABORATE
ON STANDARDS***



Let's Stop Focusing on What We *Shouldn't* Be Doing

- Illegal
- Unethical

Let's Start to Focus on What We *Should* Be Doing

- Standards
- Outcomes
- Transparency
- Centers of Excellence
- Treat this like the disease it is
- Treat those suffering with quality care



- NAATP Leadership - What are best practices?

- Ethics shouldn't be part of the conversation, it should be inherent to what we do
- Field is doing good work
- How do we do better?

The Results

- Improved Care for Consumers
- Better & More Consistent Reimbursement



- Building consensus
- Quality Control Initiative
 - Guidebook
 - Training
 - Certification
- Policing
- Gold Seal
- Develop a self-regulating organization

**Addresses Standards/Outcomes/
Transparency/“Trusted List”/Policing**

Shatterproof

- Payors
- Providers
- Consumers
- Government (Licensing)

Addresses Standards/ “Trusted List”

ASAM/CARF*

- The American Society of Addiction Medicine (ASAM) & Commission on Accreditation of Rehabilitation Facilities (CARF) collaborating to develop certification for addiction treatment centers
- Certification will be based on *The ASAM Criteria* and assessed by CARF
- *The ASAM Criteria* are becoming a standard by work of ASAM, state governments & public & private payers

Addresses Standards/Centers of Excellence

Legal

- National
 - Legislation
 - Regulation
 - Federal Trade Commission
- State
 - Legislation
 - Florida, NY, CA
 - DA Efforts
 - Task Forces

Addresses Standards/Policing

Others

- Insurance Industry
 - Determines what to pay for
 - Determines how much to pay/value of services
- Google
 - Determines how we advertise
- More to come...



Media = Public Perception Not Good

- Palm Beach Post
- NY Times
- Huffington Post
- Boston Globe
- Stat News



Embracing changes

RESTORING TRUST

What Should You Be Doing?

- Know the laws and ethics that affect the sector
 - NAATP as a resource
- Licensure/Accreditation/Certification
 - NAATP/ASAM/CARF/JACHO
- Robust Compliance Program
 - Accountability, Standards, Law
- Improve Quality Program for Measuring Outcomes
- Local/State Efforts – Lead or Join
- Your facility – promote your “green grass”
- Adopt a Patient Bill of Rights



The Future Must Start *Now!*

Additional Information and Resources:
www.caron.org/NAATP2018

Resource Guide

Association Ethics & Guidelines

Marketing & Billing

NAATP Ethics & Quality Resources

- [Values Statement](#)
- [Public Policy Statement](#)
- [Code of Ethics](#)
- [Ethics Complaint Process](#)
- [Quality Control Initiative](#)

[National Alliance for Recovery Residences Standards & Certification Program](#)

[Florida Association of Recovery Residences Standards Overview](#)

Patient/Counseling/Relationships

- [NAADAC/NCC AP Ethical Standards](#)

Supply Management/Purchasing

[Institute for Supply Management](#)

Information/Resources

- [Maryland Addiction Recovery Center – The Misconceptions of Amenities-Driven Addiction Treatment](#)
- [United for Ethics Now](#)
- [Alcoholism & Drug Abuse Weekly, "Google restricts internet advertising for treatment centers"](#)
- [Caron Patient's Bill of Rights](#)