



MEMBER

BENEFIT GUIDE



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

VOICE | VISION | LEADERSHIP

DEAR NAATP MEMBER

Welcome to The National Association of Addiction Treatment Providers. As a member of The National Association, you are part of a professional community dedicated to providing the highest quality of addiction treatment. You have also joined your industry’s trade association dedicated to serving you and protecting your interests. Since its founding in 1978, NAATP has served as the national professional society and trade association for addiction treatment providers. In this role, we serve our members through convening, educating and training, providing resources, creating member visibility, and public policy advocacy.

Headquartered in Denver, Colorado, The National Association is governed by a 25-person Board of Directors, elected by the membership, and comprised primarily of chief executives of leading addiction treatment centers throughout the US. NAATP staff carry out the day-to-day operations of the Association and are here to help you. Association programs include NAATP National, the annual national addiction leadership conference; the Ethics and Quality Assurance Programs; the membership directory called the Addiction Industry Directory (AID); the Salary Survey; the NAATP Foundation (FoRSE) Outcomes Program; the Member Resource Center; our Diversity, Equity, and Inclusivity Program; and our Public Policy Agenda, staffed by the NAATP Public Policy Director in Washington, DC. NAATP also maintains The Alliance for State Advocacy (ASA) that provides training, resources, and helps develop a consistent voice on public policy.

NAATP members distinguish themselves within the field of addiction treatment by committing to values-based, ethical, best practice operation. We know this is the key to our association’s and the field’s survival and effectiveness during the current challenging climate.

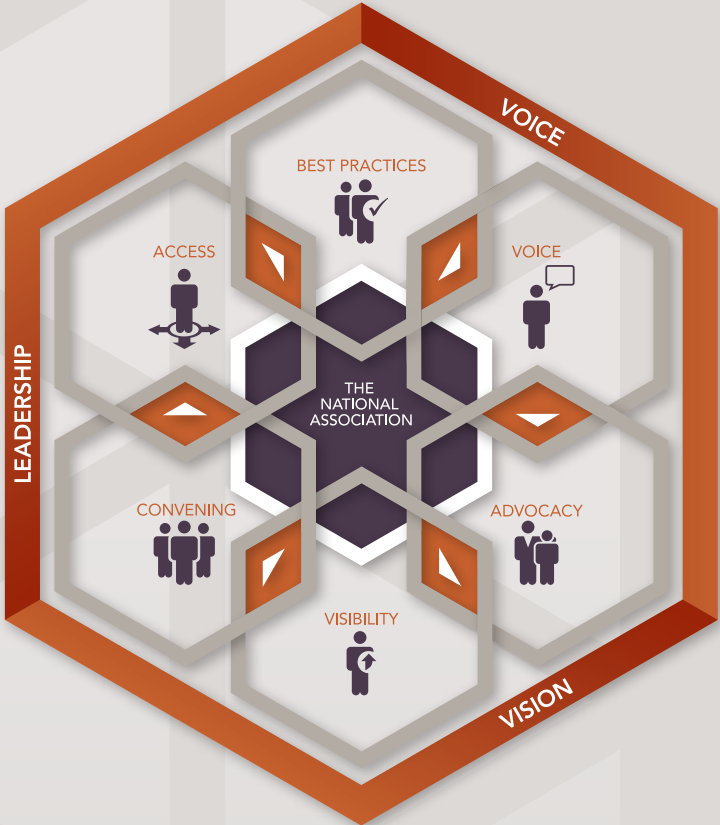
We are pleased to provide you with this membership guide. To benefit from your membership and participate effectively in the NAATP community, please learn about the programs and encourage your staff to do the same. Then, begin using your member-only benefits by creating your login at NAATP.org. All members of your staff are entitled to a unique member login. NAATP.org is home base for all services and communication including your program’s all-important Membership Directory/AID listing.

Welcome aboard. We look forward to getting to know you and seeing you at NAATP National.

Marvin Ventrell

Marvin Ventrell, Chief Executive Officer

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MEET THE NAATP STAFF | Visit: naatp.org/about-us/staff



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CONNECTING VISIBILITY BEST PRACTICES

MEMBER ROUNDTABLES

The purpose of the Member Roundtables is to engage with, provide resources to, and gain feedback from our members. These regional gatherings give NAATP a chance to hear what challenges our members are facing in their communities while providing support and resources to help reach solutions. The Roundtables are complimentary to members and are held quarterly across the country.

M2M



The Member to Member (M2M) Forum was developed to provide the opportunity to draw from the collective expertise of hundreds of executives and treatment professionals, and to help solve pressing problems at your facility and throughout the field. It is also a great avenue to share experience with peers, and to help drive mutually beneficial collegial discourse within our membership. Please look through the current posts, offer your experience, and pose a question of your own.

COMMUNICATIONS

NAATP strives to keep you updated on important changes within The Association and the field, and apprised of national legislative developments.

Look out for the following communications:

- Director’s Desk
- The Association Blog
- All Ears on Addiction, An NAATP Podcast
- Public Policy Updates (PPU)
- NAATP Insights
- NAATP News
- Member News
- Special Membership Updates

MEMBERSHIP DIRECTORY



The Addiction Industry Directory (AID), the NAATP Membership Directory, is a great tool to help consumers find your organization based on the types of care and specialty programming you provide. It is also used by other providers seeking like-minded, reputable programs they feel comfortable referring to. Additionally, it is a resource where you can find recovery support services, and other quality providers who can serve patients not suited for your program.

Please review your listing and ensure it is complete with all relevant facility information, including your logo, to get the most visibility. With nearly 40,000 page-views to our site each month, this is a valuable tool to help gain greater visibility, and to help build consumer confidence as patients become more discerning in where they seek treatment services.



MEMBER LOGO

Beyond ensuring your AID listing is complete, we encourage you to display our recently updated member logo on your website that will automatically link back to your listing. This helps simplify the process for consumers vetting your facility. Our mark on your website helps consumers know you support quality practice, and are committed to adhering to our Code of Ethics and heightened standards of business operations.

AFFILIATE DIRECTORY

Our Affiliate Directory includes almost a hundred NAATP members that provide a service that supports or contributes to the work of NAATP toward the goals of addiction service provision. The NAATP Affiliate Directory provides a convenient and effective way to search for vendors that offer services from Billing and Search Engine Optimization to Consulting and Website Design.

VALUES

NAATP endorses values-based practice. At a time when all providers do not share these values, it is imperative that NAATP and its members lead the way. The NAATP Values Statement describes the delivery of high-quality integrated service delivered with professionalism.

ETHICS

The NAATP Code of Ethics is an industry guide for a code of conduct to which all NAATP members adhere and to which all providers should aspire. The NAATP Code of Ethics sets forth conduct requirements in the areas of Management, Facilities, Marketing, and Treatment. NAATP and its members hold ourselves accountable by enforcement of the Code of Ethics in our NAATP Ethical Violation Policy and Procedure.

QUALITY ASSURANCE

The NAATP Quality Assurance Initiative (QAI) is a comprehensive program that includes a provider Guidebook designed to promote best practice through a series of detailed guidelines ranging from membership requirement do’s and don’ts to operational recommendations and quality implementation resources.

The QAI is designed to:

- Promote best business practice
- Deter problematic business practice
- Inform law and policy makers
- Educate and protect the consumer
- Train the provider

DIVERSITY, EQUITY, AND INCLUSIVITY

NAATP desires to be a voice for justice and change in our industry. To do this in the areas of diversity, equity, and inclusivity, we recognize a need for a process of self-exploration, education, and partnership. NAATP’s DEI Advisory Committee is a collective of behavioral health leaders who have longstanding commitment and contribution to anti-racism and other social justice efforts. This committee is working with NAATP staff and Board to develop resources for members to address the impact of systemic racism and other forms of discrimination on addiction treatment and recovery.

THE NAATP FOUNDATION OUTCOMES PROGRAM

The NAATP Foundation for Recovery Science and Education (FoRSE) has launched a large-scale, collaborative effort to collect and analyze patient data from diverse systems of care and treatment populations.

As this work progresses, FoRSE will be able to demonstrate the value of addiction treatment and examine differences in outcomes across levels and systems of care and patient demographics. We will better understand how social determinants of health impact our patients, and how to structure interventions to help them build recovery capital. Ultimately, demonstration of treatment effectiveness can influence public opinion and public policy in order to reduce stigma and increase access to quality care.

SURVEYS

NAATP’s Salary Survey is a biennial publication designed to help providers with hiring, salary, and benefit decisions. This survey is completed on a bi-annual basis. We ask that our members participate in this survey as additional participation increases the value and reliability of the survey.

Each Survey Report is provided without fee to members who participated in the survey process, and is available for a fee to non-participating members, and the larger field. This is a great resource for HR and hiring decisions and we need your responses to make it a more valuable tool.

ACCESS

ADMIN ACCESS

All members have designated admins. We ask that member admins take the time to log in periodically to ensure your organization and facility information is up to date. Your annual membership can also be renewed online with admin access.

MEMBER-ONLY ACCESS

Did you know that your entire staff has exclusive access to all member benefits and resources?

Staff members can create an account and request access through our website. Once logged in as a member you have access to the gray bar, which indicates member-only access.

RESOURCE CENTER

NAATP has an extensive resource center covering clinical and operational topics. These educational tools are of great value to your staff, with new items regularly being added by the NAATP team and our many member organizations. Look through and submit new resources through our website.

JOB CENTER

The NAATP Job Center provides an opportunity for members to post any employment listings at no charge and search for careers by state or keyword. This is your hub for current addiction treatment job openings throughout the United States.

NAATP members represent the continuum of addiction treatment care services, from intervention to detox, primary care, extended care, sober living, and long term fellowship and peer support.

CONVENING AND TRAINING

NAATP NATIONAL

NAATP's annual convening at the National Addiction Leadership Conference offers educational and networking opportunities, and is at the forefront of enhancing ethical business strategies in addiction treatment. Over half of conference attendees are C-Suite level executives, who together drive the dialogue on the trends and trajectory of our field.

NAATP National is an important venue for connecting with leaders in the field, marketing, learning about new trends, and enhancing your organization. NAATP is authorized to provide Continuing Education credits through NAADAC.

Members receive \$150 off registrations, and \$750 off exhibits. There is no cap on the number of discounts, and each of your facilities and staff members can take advantage of this member benefit. It's a great way to increase your name recognition while continuing your staff's education.

Upcoming NAATP National Dates:

The NAATP National is held annually in rotating regions of the United States. Please check the conference website for the latest news and updates.

WEBINAR SERIES

The Addiction Leadership Webinar Series, a monthly educational offering, includes presentations by industry experts on key topics in addiction treatment.

Register for upcoming webinars and listen to past presentations on our website. Qualified individuals may submit an abstract to present at any time.

Continuing Education credits are offered for most webinars through NAADAC.

PUBLIC POLICY ADVOCACY



MARK DUNN
Director of Public Policy
Washington DC

PUBLIC POLICY STATEMENT

NAATP policy advocacy is guided by our mission and values. Additionally, NAATP has published its Policy Statement that provides guidance on specific key issues and informs policy-makers as to sound treatment service positions.

POLITICAL ACTION COMMITTEE (PAC)

The NAATP PAC is a venue for NAATP Member Trustees to support members of Congress and political candidates who believe in the importance of addiction treatment. Your participation allows NAATP to maintain a seat at the table as critical decisions are made that impact not only your livelihood, but also the potential well-being of those still suffering from the disease of addiction.

STATE ADVOCACY TOOLKIT

The National Association developed the State Advocacy Forum as a means of creating greater engagement and resource sharing on state and local initiatives that further the Association's Mission and Values. This group is designed to provide training and resources, and to develop a consistent voice on Public Policy that enhances the access to and quality of addiction treatment services.

ALLIANCE FOR STATE ADVOCACY (ASA)

The purpose of ASA is to bring together, at the local and state level, NAATP members and volunteers to provide training, resources, and to develop a consistent voice on public policy that enhances the access to and quality of addiction treatment services.

ADDITIONAL BENEFITS

NAATP provides many other Member benefits in addition to those outlined in more detail throughout this Benefit Guide. Some of these include:

- **All Ears on Addiction: An NAATP Podcast**
A monthly podcast series, to promote communication, collaboration, and resource sharing between industry stakeholders. Together, we can advance treatment and save lives.
- **Annual Subscription to ADAW**
Alcohol and Drug Abuse Weekly (ADAW) is an important weekly online publication covering topics in the field. Members must opt-in for this subscription.
- **Scholarships at the Hazelden Betty Ford Graduate School of Addiction Studies**
Hazelden and NAATP have partnered to provide \$4,500 off a graduate degree, or \$220 off three-credit courses at the Graduate School of Addiction Studies.
- **Membership Posts**
Share member news on the NAATP website. Add your events and training opportunities to our Events Calendar and use it to find relevant trainings for both you and your staff.
- **Consumer Confidence**
As NAATP continues to lead the field in embracing ethical business practice. Membership helps to distinguish your company as an ethical provider.
- **Employee Retirement 401(k) Benefit Plan**
NAATP has partnered with well-known retirement industry providers to offer the *NAATP Retirement Solution*, powered by TAG Resources, LLC, the largest national "end to end" 401(k) provider. This member benefit is a solution that can allow your treatment center to offer a retirement plan to your employees, while reducing administrative burden, transferring fiduciary risks, and reducing costs.



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