NAATP NATIONAL 2019
Establishing and Implementing the Core Competencies of Addiction Treatment Operation

CONFERENCEx
May 5-7, 2019
Omni Shoreham Hotel
Washington D.C.

NATIONAL HILL DAY
May 8, 2019
Capitol Hill
GROUNDED IN THE CORE COMPETENCIES OF CARE

Join us for NAATP National 2019, the 41st Annual Addiction Leadership Conference of The National Association of Addiction Treatment Providers. NAATP is excited to host the addiction field in 2019 in our nation’s capital at the historic Omni Shoreham Hotel. We are particularly pleased to extend our annual event this year to a fourth day, May 8th, for NAATP National Hill Day 2019.

Our conference title, Establishing and Implementing the Core Competencies of Addiction Treatment Operation, is grounded in the 2019 release of two major NAATP resource publications: 1. The Addiction Treatment Provider Quality Assurance Guidebook: A Guide to the Core Competencies for the Proficient Delivery of Addiction Treatment Services, and 2. NAATP Addiction Treatment Outcomes Measurement Toolkit: The Addiction Treatment Provider Implementation Guide to Standardized Outcomes Measurement, which is the product of NAATP’s recently completed three-year Outcomes Pilot Program and Final Research Report. These resources will be provided to all attendees and will guide our conference process.

Together with the NAATP Code of Ethics, these publications form the foundation of NAATP’s Quality Assurance Initiative designed to promote best practice, deter problematic practices, unify our field, and ensure the public and policy-makers that NAATP providers are the finest values-based proficient addiction treatment providers in the country. While it is true that our field has experienced problems in recent years, it is imperative now that we demonstrate, celebrate, and declare our excellence as a collective profession and focus on the positive life-saving healthcare that we provide. It is time for good news, and we have a lot to share.

As we prepare to convene in Washington, we do so as a national association, a professional society, that is on the upswing and thriving. In the past three years NAATP membership and program offerings have grown significantly, our infrastructure is secure, and our influence has never been greater. This is due in large part to the principled stance NAATP and our members have taken regarding values and treatment quality. Thank you for supporting your association’s efforts. We look forward to a meaningful and successful national meeting.

See you in Washington D.C.!
## Opening Night at NAATP 2019

- **SUNDAY, MAY 5 | DAY 1**
- [NAATP.org/conference](http://NAATP.org/conference)

### 2019 NAATP PAC Golf Tournament
Proceeds Support the NAATP Political Action Committee

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<th>Time</th>
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<td>6:00 a.m.</td>
<td>Shuttle</td>
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<td>7:00 a.m.</td>
<td>Breakfast</td>
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<td>8:00 a.m.</td>
<td>Shotgun Scramble Tee Off</td>
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<td>1:00 p.m.</td>
<td>Lunch and Awards</td>
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<td>Shuttle</td>
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Hole in One Sponsor: Alpha 180 and Jaywalker Lodge

### 2019 NAATP Addiction Leadership Awards

- **WELCOME**
  - Art VanDivier
  - NAATP Board Chair
  - Executive Director, La Hacienda Treatment Center

- **THE STATE OF OUR PROFESSION:**
  - Our Call to Establish Centralized Treatment Provider Standards
  - Marvin Ventrell
  - NAATP Executive Director

- **CONFERENCE BANQUET DINNER**
  - Honoring Our Finest
  - The NAATP 2019 Addiction Leadership Awards
  - Paul Bacharach
  - Awards Chair
  - CEO Gateway Rehabilitation
  - Jasper G. Chen See, MD, Volunteer Leadership Award
  - James W. West, MD, Quality Improvement Award
  - Michael Q. Ford Journalism Award
  - Nelson J. Bradley Career Achievement Award

Opening Night at NAATP is Made Possible by the Generosity of:

- Ashley
- Caron
- Hazelden Betty Ford Foundation
- NSM Recovery Group
MONDAY, MAY 6 | DAY 2

7:30 a.m. **Breakfast** | Sponsored by: Rosecrance Health Network and Gateway Foundation

7:30 a.m. **Exhibit Hall Opens**

9:00 a.m. **WELCOME TO NAATP NATIONAL 2019**
John Driscoll
Conference Chair
Senior Vice President, Recovery Services
Hazelden Betty Ford Foundation

**THE STATE OF OUR ASSOCIATION:**
Implementing the Core Competencies of Service: The NAATP Addiction Treatment Provider Guidebook
Marvin Ventrell
NAATP Executive Director

9:30 a.m. **GENERAL SESSION 1**
Enhancing Quality, Accountability, and Effectiveness in Addiction Care: The Measurement Based Practice Model
John F. Kelly, Ph.D
Elizabeth R. Spallin
Associate Professor of Psychiatry in Addiction Medicine
Harvard Medical School

10:30 a.m. **Break** | Sponsored by: Lakeside-Milam Recovery Centers and Sundown M Ranch

11:00 a.m. **GENERAL SESSION 2**
Betty Ford: First Lady, Women’s Advocate, Survivor, Trailblazer
Lisa McCubbin
Author
Susan Ford Bales

12:00 a.m. **Lunch on Your Own**
Visit the Exhibit Hall!

**MONDAY AFTERNOON SESSIONS**
Quality Assurance Guidebook Core Competency Training
Implementing the Core Competencies of the NAATP Addiction Treatment Provider Guidebook

1:30 p.m. **QUALITY ASSURANCE SESSION 1**
QA 1 Admissions: Admissions Process, Screening, Assessment
QA 2 Billing: Calculating Cost, Margins, Usual and Customary Rates, Balanced Billing, Toxicology, Deductibles and Copay
QA 3 Continuing Care: Continuum of Care, Discharge Planning, Atypical Discharges

3:00 p.m. **Break** | Sponsored by: Sponsorship Available

3:30 p.m. **QUALITY ASSURANCE SESSION 2**
QA 4 Outcomes Measures and Treatment Philosophy: Tracking Patient Progress and Measuring Outcomes
QA 5 Community Engagement: Public Relations, Public Policy, Participation in the Community
QA 6 Marketing and Ethics: Marketing, Transparency, Financial Remuneration, Brand Integrity, Third Party Marketers, NAATP Ethics Code Compliance

5:00 p.m. **NEW MEMBER AND MEMBER BENEFITS SESSION**
Nikki Soda
NAATP Membership Development Officer
Rebecca Flood
NAATP Member Development Chair
CEO, Ashley Addiction Treatment

6:00 p.m. **Adjourn for the Day** | Dinner on Your Own
7:30 a.m.  Breakfast | Sponsored by:  
Alina Lodge & Haley House and Pine Grove Behavioral Health and Addiction Services

7:30 a.m.  Exhibit Hall Opens

8:30 a.m.  GENERAL SESSION 3  
Now What?  
The State of Internet Marketing in 2019

The NAATP Role  
Peter Thomas  
NAATP Quality Assurance Officer

The LegitScript Addiction Treatment Provider Certification Program:  
How it relates to Google, Facebook, and Others  
John Horton  
CEO, LegitScript  
Caitlin Clark  
Assistant Director of Operations, LegitScript

Implementing Your Strategy  
John McGee  
Managing Partner, WEBCONSULS

Moderator  
Marvin Ventrell  
NAATP Executive Director

10:00 a.m.  Break | Sponsored by:  
Sponsorship Available

10:30 a.m.  GENERAL SESSION 4  
The NAATP Addiction Treatment Outcomes Measurement Toolkit:  
The Addiction Treatment Provider Implementation Guide to Standardized Outcomes Measurement  
Holen Hirsch, Ph.D.  
Senior Researcher, OMNI Institute  
Natalie Wheeler, Ph.D.  
Researcher II, OMNI Institute  
Mark Loes  
Director of Operations  
Sundown M Ranch, NAATP Pilot Site

Moderator  
Annie Peters, Ph.D.  
NAATP Education Chair  
Chief Clinical Officer Harmony Foundation

12:00 a.m.  ANNUAL NAATP MEMBERSHIP AND POLITICAL ACTION COMMITTEE LUNCHEON  
Included in General Registration  
Art VanDivier  
NAATP Board Chair and Executive Director  
La Hacienda Treatment Center  
Ed Diehl  
NAATP PAC Chair and CEO Seabrook  
Sponsored by:  
NAATP Board of Directors

1:30 p.m.  GENERAL SESSION 5  
Political Leadership in an Addiction Crisis

Rob Portman  
Senator (OH)*  
Joe Kennedy III  
Congressman (MA)*

Sponsored by:  
LA HACIENDA TREATMENT CENTER

2:30 p.m.  ICE CREAM SOCIAL AND RAFFLE  
Sponsored by:  
LA HACIENDA TREATMENT CENTER

3:30 p.m.  ADDICTION TREATMENT PUBLIC POLICY ADVOCACY AFTERNOON  
NAATP National Hill Day Training  
Preparing our Constituency for the Hill  
NAATP State Advocacy Forum (SAF) Training  
Taking Public Policy Advocacy Skills Back Home

Session Facilitators:  
Mark Dunn  
NAATP Director of Public Policy  
Sherri Layton  
NAATP Hill Day Chair  
Scott Munson  
NAATP Public Policy Chair  
Nick Motu  
NAATP Hill Day Facilitator  
Ed Diehl  
NAATP PAC Chair

5:00 p.m.  Adjourn for the Day  
Informal Evening Pop-Up Sessions for Further Hill Day Group Discussions
NAATP NATIONAL HILL DAY

Hill Day 2019 will provide our membership with a unique and valuable opportunity to influence federal law and public policy through meetings with Senators, Congressional Representatives, and Congressional Staff.

Hill Day training will take place on Tuesday afternoon May 7th, during which time NAATP public policy leaders and experts will train our membership in effective advocacy techniques and provide specific talking points and logistical instructions.

NAATP’s legislative priorities, including parity enforcement, will be emphasized. In addition to training, NAATP participants will have the opportunity to gather on Hill Day in a reserved room near the Capitol.

Registration

The NAATP Day on the Hill requires advance registration which is now open. The registration process will ask you to identify your House of Representatives member and your Senators. Information will then be provided to assist you in scheduling your Hill Day appointments.

Be sure to extend your conference stay in DC through May 8 and participate in this important opportunity.

REGISTER TODAY!

Approximately nine Continuing Education Credits will be provided through NAADAC. The National Association #64394 is an approved education provider through NAADAC. NAATP is solely responsible for all aspects of the programs.
REGISTER ONLINE FOR ALL NAATP NATIONAL 2019 EVENTS

- The Conference
- National Hill Day
- The Golf Tournament
- Sponsorships
- Exhibit Booths
- Book Your Lodging

NAATP.org/conference

Continuing Education Credit Provided NAADAC #435. Programs that do not qualify for credit will be clearly identified in conference program. NAATP is solely responsible for all aspects of the programs.

NEED HELP WITH ONLINE REGISTRATION?
888.574.1008