Addiction Treatment Leadership Conference of The National Association of Addiction Treatment Providers

NAATP NATIONAL 2022

Using Our Core Values to Define Value-Based Care
Cultural Humility as a Guide for Quality Treatment Delivery

THE 43RD ANNUAL
May 7-9, 2022

SAN DIEGO
Please join us this May in sunny San Diego for NAATP National 2022 as our treatment community moves forward in a new environment. We took stock of our environment through an institutional inventory at last year’s Denver conference, and now we use that inventory to move our profession forward. Our environment reveals an increasing population in need of treatment combined with greater patient acuity. Our country is sicker; our workforce is exhausted, and staffing issues plague the workplace. Yet we are needed more than ever.

These challenges we face are both old and new, grounded in a longstanding addiction crisis, escalated by opioids and the pandemic. We face roadblocks to providing care due to stigma, lack of resources, and unrealized parity. We also recognize the long overdue need to address the racial and social inequities in access to addiction care.

The good news is that we know that treatment works. It is inaccurate to suggest that we are not successful as a profession. We are! NAATP members alone effectively serve more than 100,000 patients annually, save lives, and place patients and families on a path of lifelong recovery. Our objective in the new environment is to chart our path forward, armed with the tools of success that we have, and to be willing to develop innovative paths, both clinical and administrative, that lead patients to recovery. We can do that as a professional community, guided by the foundational principle of recovery: humility. Humility, enhanced by the concept of cultural humility, calls on us to be authentic, to be accurate, honest, and precise as to what we do well, what we can do better, whom we serve well, and whom we need to serve better. That is the focus at NAATP National 2022.

See you in San Diego!

Marvin VENTRELL
CEO, NAATP
SATURDAY, May 7

7:00 am  NAATP Political Action Committee (PAC) Charity Golf Tournament
1:00 pm  Registration Opens
4:30 pm  Exhibit Hall Opens
6:30 pm  OPENING NIGHT

NAATP BANQUET

The NAATP 2022 Addiction Leadership Awards
All attendees welcome, limited seating
Nelson Bradley Career Achievement Award
Dr. Peter Hayden Diversity, Inclusivity, and Racial Equity Award
Michael Ford Journalism Award
Dr. James West Quality Improvement Award
Dr. Jasper Chen See Volunteer Leadership Award

Banquet Sponsored by
Ashley Addiction Treatment
Caron Treatment Centers
Hazelden Betty Ford Foundation

Additional Underwriting Provided by
NSM Insurance Brokers
NAATP NATIONAL 2022
SPEAKER LINEUP

Keynote Address
Addiction in America:
A Comprehensive Response to a National Emergency

Dr. Rahul Gupta
Director
White House Office of National Drug Control Policy

FEATURED PANEL
Defining a Comprehensive, Equitable, and Measurable Model of Addiction Treatment

Nick Hayes
Chief Science Officer
Cumberland Heights

Bradley Sorte
CEO & President
Caron Treatment Centers

Andrew Williams
Director of DEI
Hazelden Betty Ford Foundation

Jaime Vinck
CEO
Recovery Ways

Greg Hobelmann
Co-CEO & Medical Director
Ashley Addiction Treatment
SESSION SPEAKERS

Raymond Barrett
CEO
Telehealth Certification Institute

Ben Dittman
CEO
Avea Solutions

Mark Dunn
Director of Public Policy
NAATP

Bobby Ferguson
Board Chair
NAATP

Malcolm Horn
Director of Mental Health Services
Rimrock

Danielle Jackman
CEO & Founder
Lotus DEI Consulting

Paul Joiner
CEO
Kipu Health

Nicholas Kardaras
CEO & Founder
Omega Recovery & Maui Recovery

Martina Moore
CEO & President
Moore Counseling & Mediation Services

Scott Munson
Chair
NAATP Political Action Committee

Annie Peters
Director of Research and the Foundation for Recovery Science & Education
NAATP

Robin Piper
Chair
NAATP Public Policy Committee

Brie Reimann
Assistant VP Practice Improvement & Consulting
National Council for Mental Wellbeing

Zina Rodriguez
CEO & Co-Founder
Z&D Consulting

Carolyn Ross
CEO of The Anchor Program & Co-Founder of Institute for Antiracism and Equity Consulting

Nikki Soda
Membership & Advocacy Officer
NAATP

Peter Thomas
Director of Quality Assurance
NAATP

Laysan Unger
Associate General Counsel
LegitScript

Marvin Ventrell
CEO
NAATP

Aaron Williams
Integrated Care Consultant
National Council for Mental Wellbeing
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Exhibit Hall Breakfast</td>
<td>Sponsored by Rosecrance Health Network</td>
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<td>8:30 am</td>
<td>WELCOME</td>
<td>Welcome to NAATP National 2022</td>
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<td></td>
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<td>Our Grounding in Cultural Humility</td>
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<td></td>
<td></td>
<td>Marvin Ventrell</td>
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<td></td>
<td>GENERAL SESSION 1</td>
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<td></td>
<td>Addiction in America: A Comprehensive Response to a National Emergency</td>
<td>Rahul Gupta</td>
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<td>10:00 am</td>
<td>Exhibit Hall Coffee &amp; Networking</td>
<td>Sponsored by Lakeside-Milam Recovery Centers</td>
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<tr>
<td>10:45 am</td>
<td>WORKSHOP SESSION 1</td>
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<td></td>
<td>A. Strategies for Developing and Maintaining a Healthy and Effective</td>
<td>Brie Reimann</td>
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<td>Treatment Workforce</td>
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<td>B. The NAATP Ethics Program: Where We Were and Where We Are Now</td>
<td>Bob Ferguson</td>
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<tr>
<td>12:15 pm</td>
<td>LEADERSHIP LUNCHEON</td>
<td>Digital Heroin: The Role of Leadership in Developing a Treatment Response to Screen and Tech Addiction</td>
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<td></td>
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<td>Nicholas Kardaras</td>
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<td>Sponsored by Turning Point of Tampa</td>
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<td>2:00 pm</td>
<td>WORKSHOP SESSION 2</td>
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<td></td>
<td>A. Achieving Value-Based Care through Equitable Reimbursement</td>
<td>Ben Dittman</td>
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<td></td>
<td>B. Advances in Virtual Care for Substance Use Disorders</td>
<td>Raymond Barrett</td>
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<td>3:15 pm</td>
<td>Visit the Exhibit Hall</td>
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<td>3:30 pm</td>
<td>NAATP Member Benefit Session and New Member Reception</td>
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<tr>
<td>4:30 pm</td>
<td>Adjourn Day 2</td>
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### MONDAY, May 9

**DAY 3**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td><strong>Exhibit Hall Breakfast</strong></td>
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<tr>
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<td>Sponsored by Recovery Centers of America</td>
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<tr>
<td>8:30 am</td>
<td><strong>GENERAL SESSION 2</strong></td>
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<td></td>
<td>Stories of our Ancestors</td>
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<td>Understanding the Impact of Culture, Race, and Trauma on Addictions</td>
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<td>Carolyn Coker Ross</td>
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<td><strong>GENERAL SESSION 3</strong></td>
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<td>Implementing the NAATP Stages of Change Model for DEI</td>
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<td>Best Practices</td>
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<td>Danielle Jackman</td>
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<tr>
<td>10:30 am</td>
<td><strong>Exhibit Hall Coffee &amp; Networking</strong></td>
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<td>Sponsored by Lakeside-Milam Recovery Centers</td>
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<td>11:15 am</td>
<td><strong>GENERAL SESSION 4</strong></td>
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<tr>
<td></td>
<td>Defining a Comprehensive, Equitable, and Measurable Model</td>
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<td>for Addiction Treatment</td>
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<td></td>
<td>Nick Hayes</td>
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<td>12:30 pm</td>
<td><strong>PUBLIC POLICY LUNCH</strong></td>
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<td></td>
<td>The Value of a United Voice</td>
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<td>The NAATP Policy Agenda and the Political Action Committee</td>
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<td>Mark Dunn</td>
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<td><strong>Advocacy at Home</strong></td>
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<td>The NAATP Alliance for State Advocacy</td>
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<td>Robin Piper</td>
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<td>Sponsored by The NAATP Board of Directors</td>
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<td>2:30 pm</td>
<td><strong>Exhibit Hall Final Break</strong></td>
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<td>3:00 pm</td>
<td><strong>CLOSING SESSION</strong></td>
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<td>Access, Values, Efficacy, and Sustainability</td>
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<td>The National Association’s Role in the</td>
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<td>Viability of Addiction Treatment</td>
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<td>Bob Ferguson</td>
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<td><strong>Ice Cream Social and Prize Drawing</strong></td>
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<td>Sponsored by La Hacienda Treatment Center</td>
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<td>4:30 pm</td>
<td><strong>Adjourn NAATP National 2022</strong></td>
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SAFETY AND COMMUNITY

NAATP is committed to providing a safe meeting for NAATP National 2022 on May 7–9. Visit our website to read more about the COVID safety guidelines for the conference.

View COVID Safety Plan

HOTEL

Enjoy downtown San Diego with waterfront views at the Manchester Grand Hyatt. The hotel is conveniently located by the best beaches, restaurants, and shops.

Discount Rate: $249++

Discount Cut-off Date: Thursday, April 7, 2022

1 Market Place,
San Diego, California 92101
619.232.1234

Book Hotel Now
ATTEND

Early Bird Registration
Until March 31
Member $475 | Non-Member $625
Day Pass $350

Regular Registration
April 1 thru May 6
Member $525 | Non-Member $675
Day Pass $375

Register Today

SPONSOR

Visit our Sponsorship Prospectus to view available sponsorship opportunities and for more information about the benefits and recognition.

Bundle a Program Ad and Tote Bag Item for $2,000!

Become a Sponsor

EXHIBIT HALL HOURS

Saturday: 4:30 pm – 6:30 pm
Sunday: 7:30 am – 4:30 pm
Monday: 7:30 am – 2:30 pm

EXHIBIT

Reserve your booth today!
Our exhibit hall will be bustling with energy and networking opportunities with the finest treatment centers and industry vendors.

Booth Pricing
Member $2,500
Non-Member $3,250

Become An Exhibitor
THANK YOU

SPONSORS

TIER 1 SPONSORS

Ashley
Comprehensive Addiction Treatment. Recovery For Life.
Hazelden
Recovery Centers of America
Turner Point

TIER 2 SPONSORS

BRC Healthcare
Harmony
Insurance Brokers

TIER 3 SPONSORS

ALINA LODGE
ALPHA 180
Bradford
Cirque Lodge

fellowship HALL
Haley House
Healthcare Financing

PaRC
Pine Grove
PRIDE INSTITUTE

10
SPECIAL EVENTS

OPENING NIGHT BANQUET

Saturday, May 7 | 6:30 – 8:30 pm
Included in Conference Registration
All attendees welcome, limited seating.

LEADERSHIP LUNCHEON

Sunday, May 8 | 12:15 – 1:45 pm
Fee: $95
CEOs, Executive Directors, and other top leadership positions are invited to attend.

THE PAC IS BACK!

PUBLIC POLICY AND PAC FUNDRAISER LUNCH

Monday, May 9 | 12:30 – 2:30 pm
Included in Conference Registration
All attendees welcome, limited seating.

NAATP POLITICAL ACTION COMMITTEE (PAC) CHARITY GOLF TOURNAMENT

Saturday, May 7 | 7:00 am – 2:00 pm
Maderas Golf Club
Shuttle provided
Golf Pricing
Individual $300 | Foursome $1,200

Register for Golf Tournament

Thank You Major Golf Sponsors

Breakfast
Bradford Health and Cirque Lodge
Lunch
BRC Healthcare
Hole in One
Jaywalker Lodge and Alpha 180

Continuing Education Credit Provided NAADAC #435.
A total of 10 CE credits are possible. NAATP is solely responsible for all aspects of the programs.