

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



NATIONAL ASSOCIATION[®]
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

WELCOME



Marvin VENTRELL
CEO, NAATP

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!



REGISTER
FOR THE
CONFERENCE



SIGN UP
FOR SPECIAL
EVENTS



BOOK
YOUR
LODGING



REVIEW
THE
SCHEDULE

SATURDAY, May 7

DAY 1

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

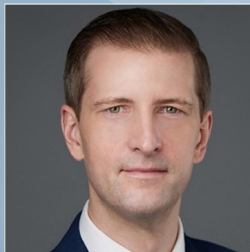
Director
White House Office of National
Drug Control Policy

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

7:30 am	Exhibit Hall Breakfast Sponsored by Rosecrance Health Network
8:30 am	WELCOME Welcome to NAATP National 2022 Our Grounding in Cultural Humility Marvin Ventrell GENERAL SESSION 1 Addiction in America: A Comprehensive Response to a National Emergency Rahul Gupta Director of the White House Office Drug Control Policy
10:00 am	Exhibit Hall Coffee & Networking Sponsored by Lakeside-Milam Recovery Centers Sundown M Ranch
10:45 am	WORKSHOP SESSION 1 A. Strategies for Developing and Maintaining a Healthy and Effective Treatment Workforce Brie Reimann Aaron Williams B. The NAATP Ethics Program: Where We Were and Where We Are Now Bob Ferguson Peter Thomas
12:15 pm	LEADERSHIP LUNCHEON Digital Heroin: The Role of Leadership in Developing a Treatment Response to Screen and Tech Addiction Nicholas Kardaras Sponsored by Turning Point of Tampa
2:00 pm	WORKSHOP SESSION 2 A. Achieving Value-Based Care through Equitable Reimbursement Ben Dittman Paul Joiner B. Advances in Virtual Care for Substance Use Disorders Raymond Barrett Malcolm Horn Martina Moore
3:15 pm	Visit the Exhibit Hall
3:30 pm	NAATP Member Benefit Session and New Member Reception
4:30 pm	Adjourn Day 2

7:30 am	Exhibit Hall Breakfast Sponsored by Recovery Centers of America
8:30 am	GENERAL SESSION 2 Stories of our Ancestors Understanding the Impact of Culture, Race, and Trauma on Addictions Carolyn Coker Ross
	GENERAL SESSION 3 Implementing the NAATP Stages of Change Model for DEI Best Practices Danielle Jackman Annie Peters Zina Rodriguez
10:30 am	Exhibit Hall Coffee & Networking Sponsored by Lakeside-Milam Recovery Centers Sundown M Ranch
11:15 am	GENERAL SESSION 4 Defining a Comprehensive, Equitable, and Measurable Model for Addiction Treatment Nick Hayes Greg Hobelmann Bradley Sorte Jaime Vinck Andrew Williams
12:30 pm	PUBLIC POLICY LUNCH The Value of a United Voice The NAATP Policy Agenda and the Political Action Committee Mark Dunn Scott Munson
	Advocacy at Home The NAATP Alliance for State Advocacy Robin Piper Nikki Soda Sponsored by The NAATP Board of Directors
2:30 pm	Exhibit Hall Final Break
3:00 pm	CLOSING SESSION Access, Values, Efficacy, and Sustainability The National Association's Role in the Viability of Addiction Treatment Bob Ferguson Annie Peters Marvin Ventrell
	Ice Cream Social and Prize Drawing Sponsored by La Hacienda Treatment Center
4:30 pm	Adjourn NAATP National 2022





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

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

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

SPONSORS

TIER 1 SPONSORS



TIER 2 SPONSORS



TIER 3 SPONSORS



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.