NAATP NATIONAL 2020

THE 42ND ANNUAL Addiction Treatment Leadership Conference of The National Association of Addiction Treatment Providers

Leading the Field in an Era of Transformation: Value-Based Care and Success through Collaboration

May 16-18, 2020
Manchester Grand Hyatt
San Diego, California
Leadership, value-based care, transformation, and collaboration: these are the concepts that inform and guide NAATP National 2020. Please join us as we apply these concepts as a professional Substance Use Disorder treatment community at the 42nd Annual Addiction Leadership Conference of The National Association of Addiction Treatment Providers.

As our country’s professional membership society and trade association for treatment providers, NAATP embraces its obligation to provide leadership to the field, at a time when the need to do so has never been greater or more complex. We are in a stage of transformation regarding our core clinical-payer model. The establishment of Substance Use Disorder as behavioral health medical practice positions us for optimal effectiveness, but, at the same time, produces difficult challenges. We must not only understand the principle of value-based care versus fee-for-service; we must be the driving force in its application. This requires professional sophistication, accountability, and collaboration internally and externally.

The conference program is comprised of plenary sessions and workshops. Workshops follow the NAATP curriculum established by the core competencies of provider operation in the NAATP Quality Assurance Guidebook. This year’s plenary sessions uniquely bring together four powerful segments of the system: providers, payers, policy advocates, and our national guiding agencies. By convening and collaborating under the umbrella of NAATP, we facilitate the opportunity to build and implement the best treatment delivery system that our country has ever seen.

NAATP has emerged as a sound and influential association. With a strong infrastructure and a record number of members, we serve our population’s day-to-day practice needs and build collaborative, best-practice systems. NAATP’s strong industry ethics standards give us a credible voice while demonstrating that membership in NAATP means something. We are proud of our members’ commitment to best operational, clinical, and ethical practices. We are excited to convene again for our 42nd time.

See you in San Diego!

MARVIN VENTRELL
NAATP CEO

JAIME VINCK
NAATP CONFERENCE CHAIR
CEO, THE SIERRA TUCSON GROUP
OPENING NIGHT NAATP
NATIONAL 2020

2020 NAATP PAC GOLF TOURNAMENT
Proceeds Support the NAATP Political Action Committee
Maderas Golf Club

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>6:30 a.m.</td>
<td>Shuttle</td>
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<tr>
<td>7:00 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>8:00 a.m.</td>
<td>Shotgun Scramble Tee Off</td>
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<tr>
<td>1:00 p.m.</td>
<td>Lunch and Awards</td>
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<tr>
<td>2:00 p.m.</td>
<td>Shuttle</td>
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<td>Hole in One Sponsor: Alpha 180 and Jaywalker Lodge</td>
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REGISTRATION AND EXHIBIT HALL

<table>
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<th>Time</th>
<th>Activity</th>
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<tr>
<td>1:00 p.m.</td>
<td>Registration Open and Exhibitor Move In</td>
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<tr>
<td>5:00 p.m.</td>
<td>Exhibit Hall Opens</td>
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Opening Night at NAATP is Made Possible by the Generosity of:

- Ashley: Everything for Recovery
- caron
- Hazelden Betty Ford Foundation
- NSM

OPENING NIGHT AWARDS BANQUET
(Cost included in registration, but space is limited. Reserve your seat.)

WELCOME
John Driscoll
NAATP Board Chair
Senior VP of Recovery Services,
Hazelden Betty Ford Foundation

OPENING COMMENTS
Marvin Ventrell
NAATP CEO

CONFERENCE BANQUET DINNER
HONORING OUR FINEST
The NAATP 2020 Addiction Leadership Awards
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
### 7:30 a.m.

**Exhibit Hall Opens**

**Breakfast | Sponsored by:**
Rosecrance Health Network and Gateway Foundation

### 8:00 a.m.

**WELCOME TO NAATP NATIONAL 2020**
Jaime Vinck, NAATP Conference Chair
CEO, The Sierra Tucson Group

**NAATP ANNUAL MEETING**

**Call to Order**
John Driscoll, NAATP Board Chair
Senior VP of Recovery Services, Hazelden Betty Ford Foundation

**NAATP Report to the Membership**
Marvin Ventrell, NAATP CEO

### 9:00 a.m.

**GENERAL SESSION 1**
Convening the Voices of the Addiction Treatment Field:
Creating a Vision of Progress and Collaboration by the Executive Leadership of:

### 10:30 a.m.

**Break | Sponsored by:**
Lakeside-Milam Recovery Centers and Sundown M Ranch

### 11:00 a.m.

**GENERAL SESSION 2**
Value-Based Care Evaluation: The Payer Perspective

- **Michael Petersen, MD**
  Senior Manager, Health Innovation Lead, Accenture

- **Debra Nussbaum, PhD**
  Senior Director Behavioral Product, OPTUM

- **Hyong Un, MD**
  Chief Psychiatric and Innovation Officer, Aetna

  Cigna Behavioral Health TBA

### 12:30 p.m.

**CEO LEADERSHIP LUNCH**
Jonathan Fader, PhD
Founder and Leadership Trainer, Union Square Practice and SportStrata

**Sponsored by:**
Turning Point of Tampa

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### 12:30 p.m.

**Lunch on Your Own | Visit the Exhibit Hall**

### 2:00 p.m.

**AFTERNOON BREAKOUT SESSIONS**

NAATP breakout workshops track the addiction treatment competencies prescribed by NAATP in The Addiction Treatment Provider Quality Assurance Guidebook. NAATP members operate according to the Guidelines as a condition of membership. The 12 breakout workshops that follow address this year’s identified focus guidelines.

### BREAKOUT SESSION A

1. **NAATP Guideline A-4**
   **Governance, Management, and Leadership**
   Leadership Mentorship and Transition Strategy

2. **NAATP Guideline B-2**
   **Patient Screening and Assessment**
   Operating to Uniform Levels of Care and the New ASAM LOC Certification Program

3. **NAATP Guideline I-1**
   **Ethics**
   The NAATP Code of Ethics, NAMSDL Model Act, and State Samples: Demonstrating Reliability & Trust though Ethics in Management, Clinical, and Marketing Practices

### 3:30 p.m.

**Break | Sponsorship Available**

### 4:00 p.m.

**BREAKOUT SESSION B**

1. **NAATP Guideline F-1**
   **Outcomes**
   Data Driven Recovery: A National Collaboration for Improved Outcomes

2. **NAATP Guideline A**
   **Operations**
   Managing for Value and the Treatment Program Buy and Sell Transaction

3. **NAATP Guideline A-1**
   **Treatment Philosophy**
   Seeing the Big Picture of the Economics of Health Care: Its Implications for SUD

### 5:30 p.m.

**NAATP MEMBER BENEFIT SESSION**
Value-Based Proposition for NAATP Membership

### 6:00 p.m.

**Evening Open for Networking | Dinner on Your Own**
### GENERAL SESSION 3
**Parity Implementation and Enforcement: The Future of the Mental Health Parity and Addiction Equity Act**

Patrick J. Kennedy  
The Kennedy Forum  
Former Congressman (RI)

### GENERAL SESSION 4
**Payer Relations: The Art and Science of Provider-Payer Collaboration**

- **Timothy Clement, MPH**  
  Director of Legislative Development,  
  American Psychiatric Association
- **Debra Nussbaum, PhD**  
  Senior Director Behavioral Product,  
  OPTUM
- **Emily Piper, JD**  
  Executive Director of Government Relations and Contracting,  
  Hazelden Betty Ford Foundation
  
  National Association of Insurance Commissioners TBA

### NAATP POLITICAL ACTION COMMITTEE ANNUAL LUNCHEON
**Sponsored by:** NAATP Board of Directors  
(Cost included in registration)

Edward Diehl  
NAATP PAC Chair  
CEO, Seabrook

Mark Dunn  
NAATP Director of Public Policy

### BREAKOUT SESSION C

1. **NAATP Guideline G-3**  
   **Public Policy Position**  
   Public Policy Advocacy: Pathways to Parity through Proficiency and Accountability

2. **NAATP Guideline A**  
   **Operations**  
   Regulatory Compliance

3. **NAATP Guideline E**  
   **Discharge and Continuing Care**  
   The Plan to Discharge and Follow

### BREAKOUT SESSION D

1. **NAATP Guideline G-3**  
   **Public Policy Position**  
   All Politics is Ultimately Local: Federal Update and Building Your State Hill Day Program

2. **NAATP Guideline A**  
   **Operations**  
   Fidelity and Efficacy: Building Value through Clinical Program Evaluation

3. **NAATP Guideline D**  
   **Billing**  
   Insurance Client Advocacy: Utilization Review Skills and Strategies

### SPECIAL STATE BY STATE POLICY ADVOCACY SESSION
**Taking Public Policy Advocacy Home:**  
State and Regional Public Policy Group Discussions

### Adjourn NAATP National 2020
RESERVE YOUR EXHIBIT BOOTH

Proximity to the General Sessions:
The exhibit hall is conveniently located around the corner from the general sessions.

Meals and Beverage Breaks:
All breakfasts and refreshments breaks will be served in the exhibit hall.

Special Exhibitor Marketing:
Exhibitors will be listed on the interactive conference app.

Exhibitor Pricing:
NAATP Members receive a $750 discount off their booth purchase.

Member $2,250
Non-Member $3,000

CEO LEADERSHIP LUNCHEON
Sunday, May 17
12:30 - 2:00 p.m.
Registration Fee $95
*Chief Executives only, separate registration required.

GOLF TOURNAMENT
Saturday, May 16
7:00 a.m. - 2:00 p.m.
Maderas Golf Club
Political Action Committee (PAC) Fundraiser
Early Bird Registration Fee $250 UNTIL MARCH 31, 2020

Light hors d’oeuvre will be served.
NAATP NATIONAL 2020

GET REGISTERED FOR THE NATIONAL ADDICTION TREATMENT LEADERSHIP CONFERENCE!

May 16-18, 2020
Manchester Grand Hyatt
San Diego, California

naatp.org/conference
888.574.1008

EARLY BIRD REGISTRATION FEES

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<th></th>
<th>Member</th>
<th>Non-Member</th>
<th>Day Pass</th>
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<tbody>
<tr>
<td>Fee</td>
<td>$425</td>
<td>$575</td>
<td>$300</td>
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UNTIL MARCH 31, 2020