



NATIONAL ASSOCIATION®
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

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

LEADING THE FIELD IN AN ERA OF TRANSFORMATION: VALUE-BASED CARE AND SUCCESS THROUGH COLLABORATION



MARVIN VENTRELL
NAATP CEO



JAIME VINCK
NAATP CONFERENCE CHAIR
CEO, THE SIERRA TUCSON GROUP

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!



REVIEW
THE
AGENDA



SECURE
YOUR EXHIBIT
BOOTH



REGISTER
FOR THE
CONFERENCE



BOOK
YOUR
LODGING



REGISTER
FOR SPECIAL
EVENTS

SATURDAY, MAY 16 | DAY 1

NAATP.org/conference

OPENING NIGHT NAATP NATIONAL 2020

7:00 p.m.

2020 NAATP PAC GOLF TOURNAMENT

Proceeds Support the NAATP Political Action Committee

Maderas Golf Club

6:30 a.m.

Shuttle

7:00 a.m.

Breakfast | Sponsored by:

Cirque Lodge and Bradford Health Services

8:00 a.m.

Shotgun Scramble Tee Off

1:00 p.m.

Lunch and Awards | Sponsored by:

BRC Recovery

2:00 p.m.

Shuttle

Hole in One Sponsor:

Alpha 180 and Jaywalker Lodge

REGISTRATION AND EXHIBIT HALL

1:00 p.m.

Registration Open and Exhibitor Move In

5:00 p.m.

Exhibit Hall Opens

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

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



Additional Underwriting
Provided by



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:

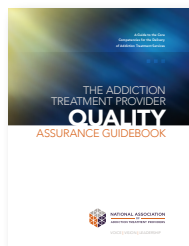
Turning Point of Tampa

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, NAMSDDL Model Act, and State
Samples: Demonstrating Reliability & Trust through 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

8:00 a.m.

Exhibit Hall Opens

Breakfast | Sponsorship Available

9:00 a.m.

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)

10:00 a.m.

Break | Sponsored by:

Alina Lodge & Haley House and Pine Grove Behavioral Health

10:30 a.m.

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

12:00 p.m.

**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

1:30 p.m.

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

3:00 p.m.

FAREWELL ICE CREAM SOCIAL AND RAFFLE

Sponsored by:

La Hacienda Treatment Center

3:30 p.m.

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

5:00 p.m.

SPECIAL STATE BY STATE POLICY ADVOCACY SESSION

Taking Public Policy Advocacy Home:
State and Regional Public Policy Group Discussions

6:00 p.m.

Adjourn NAATP National 2020



Continuing Education Credit Provided NAADAC #435.

A total of 10.5 CE credits are possible. Credits are posted on session
description pages. NAATP is solely responsible for all aspects
of the programs.

SPECIAL EVENTS

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.*

NAATP MEMBER BENEFITS SESSION

Sunday, May 17
5:30 p.m.



Light hors d'oeuvre will be served.

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



THANK YOU TO OUR SPONSORS

NAATP.org/conference

TIER ONE



TIER TWO



TIER THREE





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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

Member	\$425
Non-Member	\$575
Day Pass	\$300

UNTIL MARCH 31, 2020