

39th ANNUAL

2017 NATIONAL ADDICTION LEADERSHIP CONFERENCE

NAATP NATIONAL 2017

DEVELOPING
A UNIFIED TREATMENT
PROVIDER PLATFORM

DON'T MISS

Charting the Field's Trajectory from
Our Top CEOs and Policy Makers

Leadership Roundtables

- Building and Maintaining Effective and Ethical Payer Programs
- MAT Integration in Comprehensive Recovery Care
- Leadership Development and Succession Planning
- Parity Law, Policy, and Litigation
- Opening Night Colleague Dinner at Resort's Rock House

Addiction Leadership Awards Banquet

NAATP PAC Golf Tournament

Addiction Treatment Provider Exhibit Hall

Closing Night Reel Recovery Film Festival



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

May 21-23, 2017

Omni Barton Creek Resort & Spa | Austin, Texas



MARVIN VENTRELL
NAATP Executive Director

COMING TOGETHER WITH VISION AND UNITY

Join us for the NAATP 39th Annual National Addiction Industry Leadership Conference at the beautiful Omni Barton Creek Resort in Austin, Texas. NAATP National 2017 promises to be an extraordinary opportunity to convene as treatment providers to network and exchange best clinical and operational practices as our field faces enormous challenges and opportunities.

The National Association is our nation's long-standing professional addiction society, a community of industry leaders who come together and work together to improve the quality and availability of addiction care in our country. We work best and prosper when we work together. NAATP is thriving again with invigorated vision and leadership. Our membership is growing as more and more providers and supporters join our ranks. Our program activity is expanding and impacting growth in the areas of public policy and clinical and operational resources.

Now is the time to be at NAATP National. The NAATP conference is unique among our field's education providers. We blend clinical, systemic, and managerial education in a powerful networking event.

We will relax and have fun too. You will not regret spending a few days at the luxurious Barton Creek Resort and Spa in the Texas Hill Country just outside of Austin. Come early and play in the on-site golf tournament to raise funds for addiction public policy. While at the conference, take advantage of the resort's many amenities in addition to golf.

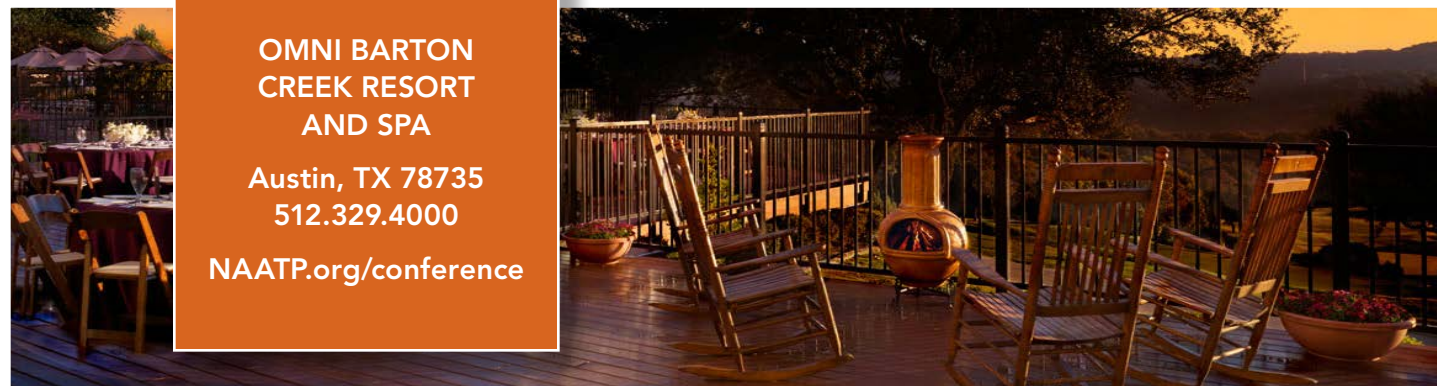
Stay through the completion of the conference when we will gather into the NAATP Leadership Roundtable groups for important next step discussions on the most pressing issues we face in our work. Stay over Tuesday evening, relax a bit, and enjoy the closing Reel Recovery Film Festival's latest installment.

See you in Texas!

SIGN UP NOW!

Register for the Conference, Attend the Networking Dinner, Play Golf, Sponsor, Exhibit, and Book your Lodging at NAATP.org/conference or call 888.574.1008

Refer to the National Association of Addiction Treatment Provider Annual Conference. Discount reservation cutoff is Friday, April 28, 2017. NAATP discounted rate is \$182.00.



**OMNI BARTON
CREEK RESORT
AND SPA**

Austin, TX 78735
512.329.4000

NAATP.org/conference

Annual NAATP Golf Tournament to Support Addiction Public Policy Advocacy

On-Site Ben Crenshaw Course



**\$10,000
Hole in One Prize**

Team prizes for first,
second and third place,
longest drive,
closest to the pin

**GET YOUR TEAM
TOGETHER OR SIGN UP
AS A SINGLE**



7:30 a.m. **Breakfast | Sponsored by Bradford Health and Cirque Lodge**

8:30 a.m. **Shotgun Scramble Tee Off**

1:00 p.m. **Lunch and Awards | Sponsored by Capstone**

EARLY BIRD GOLF SPONSORS

Bradford Health, Burning Tree, Capstone, Cirque Lodge, Hired Power, Jaywalker Lodge, NewClients, Northbound Treatment Services, and Visions Adolescent Treatment Services

2:00 p.m. **Conference Registration Opens**

4:00 p.m. **Exhibit Hall Opens**

5:00 p.m. **OPENING NIGHT AT NAATP!**

Opening Reception in Exhibit Hall

Sponsored by the NAATP Board of Directors:

Bradford Health, Caron Treatment Centers, Chestnut Health Systems, Cirque Lodge, Cumberland Heights Treatment Center, Gateway Rehabilitation Center, Gosnold on Cape Cod, Harmony Foundation, Hazelden Betty Ford Foundation, Hired Power, Jackson Recovery Centers, Jaywalker Lodge, La Hacienda Treatment Center, Lakeside-Milam Recovery Centers, Livengrin Foundation, New Directions for Women, Pavillon Treatment Center, Pine Grove Behavioral Health & Addiction Services, Rosecrance Health Network, Seabrook House, Sundown M Ranch, TASC – Treatment Alternatives for Safe Communities, Tully Hill Chemical Dependency Treatment Center, Valley Hope Foundation

VOICE, VISION, & LEADERSHIP: THE NATIONAL ASSOCIATION IN YEAR 39

NAATP Executive Director Marvin Ventrell Discusses NAATP's Role, Influence, and Services in the Context of Ethics and Professionalism, Measuring Treatment Outcomes, Public Policy Advocacy, and the Value of Professional Community

Networking Dinner at The Rock House at Barton Creek Resort

Join your colleagues for an evening of networking and Texas Barbeque at this exceptional on-site venue. Pre-registration and fee required. Group tables available for purchase. All attendees, sponsors, and exhibitors are welcome.



Continuing Education Credit Provided NAADAC #435 NBCC/ACEP #5609
Programs that do not qualify for credit will be clearly identified in conference program. NAATP is solely responsible for all aspects of the programs.



7:30 a.m.	Breakfast Sponsored by: <i>Rosecrance Health Network (One sponsorship still available)</i>
7:30 a.m.	Exhibit Hall Opens
8:00 a.m.	Welcome to NAATP and the 39th Annual National Addiction Leadership Conference Carl Kester, NAATP Board Chair, Lakeside-Milam Peter Palanca, NAATP 2017 Conference Chair, TASC
8:15 a.m.	Opening Comments: The Value of Quality and Unity Marvin Ventrell, NAATP Executive Director
8:30 a.m.	Charting our Field's Trajectory: The NAATP Provider CEO Perspective    Philip Eaton, CEO, Rosecrance Health Network Mark Mishek, CEO, Hazelden Betty Ford Foundation Douglas Tieman, CEO, Caron Treatment Centers Moderator: Carl Kester, CEO, Lakeside-Milam
10:00 a.m.	Break Sponsored by: <i>Lakeside-Milam, Sundown M Ranch</i>
10:30 a.m.	Protecting Our Brands: Treatment Provider Business Development, Ethics, and Intellectual Property Nigam Acharya, Attorney, Baker Donelson Daniel Gemp, CEO, Dreamscapes Josh Weum, National Digital Ambassador, Google Moderator: Robert Ferguson, Founder, Jaywalker Lodge
12:00 p.m.	Lunch with our Exhibitors <i>(Three sponsorships available)</i>
1:30 p.m.	Workshops Session I Key Issues in Treatment Center Operation: An Environmental Scan Denise Bertin-Epp, CEO, Crossroads Antigua Thomas Britton, CEO, Gateway Foundation Jay Crosson, CEO, Cumberland Heights Rebecca Flood, CEO, New Directions for Women Debbie Sanford, CEO, Pine Grove Behavioral Health Raymond Tamasi, CEO, Gosnold on Cape Cod Moderator: Paul Bacharach, CEO, Gateway Rehabilitation Center Addiction Provider Regulatory Law and Practice Kathy Steadman, Attorney, Coppersmith Brockelman Risky Business: The Search for Standards in Recovery Residences Beth Fisher Sanders and David Sheridan of National Association of Recovery Residences (NARR)
3:00 p.m.	Break Sponsored by: <i>Awakenings Recovery</i> Workshops Session II It's More Than an Opioid Epidemic: The Big Picture of Addiction Sherri Layton, Outpatient Services, La Hacienda Treatment Center Top 10 Legal Issues of 2017 Daniel Sternthal, Attorney, Baker Donelson System Improvement Though Public Policy Advocacy: The Hill, The PAC, The Constituency Edward Diehl, NAATP PAC Chair Mark Dunn, NAATP Public Policy Director Scott Munson, NAATP Public Policy Chair Moderator: Marvin Ventrell, NAATP Executive Director
6:30 p.m.	Addiction Leadership Awards Banquet Open to all attendees / cost included in registration / RSVP required Master of Ceremonies: Raymond Tamasi, CEO, Gosnold on Cape Cod, Chair NAATP Awards and Recognition Committee Jasper G. Chen See, M.D. Volunteer Leadership Award Dan Anderson Research Award Michael Q. Ford Journalism Award Nelson J. Bradley Career Achievement Award James W. West, M.D. Quality Improvement Award Sponsored by: <i>Caron Treatment Centers, Hazelden Betty Ford Foundation, and NSM Insurance</i>

7:30 a.m.	Breakfast Sponsored by: <i>(Two sponsorships available)</i>
7:30 a.m.	Exhibit Hall Opens
8:30 a.m.	Day Three Agenda Overview
9:00 a.m.	Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs, and Health   U.S. Surgeon General Vivek Murthy, MD <i>(invited)</i>
10:00 a.m.	Break Sponsored by: <i>Awakenings Recovery</i>
10:30 a.m.	All Addicts Matter: Addressing the Public System / Private System Treatment Divide Kermit Dahlen, CEO, Jackson Recovery Philip Eaton, CEO, Rosecrance Maureen McDonnell, Director of Health Care Strategy, TASC Mike Schiks, CEO, Project Turnabout Nanette Zumwalt, CEO, Hired Power Moderator: Peter Palanca, COO, TASC
12:00 p.m.	Annual NAATP Membership and Political Action Committee Luncheon Carl Kester, NAATP Board Chair – CEO, Lakeside-Milam Marvin Ventrell, NAATP Executive Director Edward Diehl, PAC Chair – CEO, Seabrook House Sponsored by: <i>Alina Lodge, Pine Grove Behavioral Health, and Southworth Associates</i>
1:30 p.m.	Workshops Session III Application of DBT to Co-Occurring Substance Use and Mental Health Kevin McCauley, Program Director, New Roads Behavioral Health Eric Schmidt, CEO, New Roads Behavioral Health Managed Care Friendly: A Guide to Better Reimbursement and a Simpler Process Cade Saurage, Utilization Director, La Hacienda Treatment Centers Treatment Transformation: Leveraging Technology and Research to Evolve our Clinical Model John Driscoll, Senior VP, Hazelden Betty Ford Foundation
3:00 p.m.	NAATP Leadership Roundtable Sessions Roundtable 1 – Building and Maintaining Effective and Ethical Payer Programs Facilitator: Carl Kester, CEO, Lakeside-Milam Roundtable 2 – MAT Integration in Comprehensive Recovery Care Facilitator: Kevin McCauley, Program Director, New Roads Behavioral Health Roundtable 3 – Leadership Development and Succession Planning Facilitator: Kermit Dahlen, CEO, Jackson Recovery Center Roundtable 4 – Parity Law, Policy, and Litigation Facilitator: Mark Dunn, NAATP Public Policy Director
5:00 – 5:30 p.m.	Maximizing Your NAATP Membership: Using the Addiction Industry Directory and Website Resources Katie Strand, NAATP Director of Operations Rebecca Flood, NAATP Membership Chair and CEO, New Directions for Women
6:00 – 8:30 p.m.	 Writers in Treatment Presenting the REEL Recovery Film Festival
8:30 p.m.	Adjourn NAATP National 2017 <i>A block of sleeping rooms is reserved for Tuesday night stay over at the reduced group rate.</i>



JOIN THIS LIST OF INDUSTRY LEADERS AND SUPPORTERS
BECOME A CONFERENCE SPONSOR
NAATP.org/conference

REGISTER ONLINE FOR ALL NAATP NATIONAL 2017 EVENTS

- The Conference
- The Networking Dinner
- The Golf Tournament
- Sponsorship
- Exhibit Booths
- Book Your Lodging

NAATP.org/conference

CONFERENCE PRICING

EARLY BIRD REGISTRATION
AVAILABLE UNTIL MARCH 31, 2017

Full Conference Early Bird Member Fee
\$425

Full Conference Early Bird Non-Member Fee
\$525

REGULAR REGISTRATION
STARTS APRIL 1, 2017

Full Conference Member Fee
\$475

Full Conference Non-Member Fee
\$575

DAY PASSES

Monday Day Pass
\$300

Tuesday Day Pass
\$300

ADDITIONAL EVENTS

Golf Tournament
\$250

Networking Dinner
\$125

Networking Dinner Table of 10
\$1,250

NAATP.org/conference
NEED HELP WITH ONLINE REGISTRATION? CALL 888.574.1008



NATIONAL ASSOCIATION
OF
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Mark your calendars for the
2017 National Addiction Leadership Conference
Developing a Unified Treatment Provider Platform

Barton Creek Resort & Spa
Austin, Texas
May 21 – 23, 2017



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