# NATIONAL 2018 QUALITY ASSURANCE

#### 40th ANNUAL NATIONAL ADDICTION LEADERSHIP CONFERENCE

VEARS

NATIONAL ASSOCIATION

MAY 20-22, 2018 Omni Interlocken Resort Denver, Colorado

11/13/0



# Opening Night NAATP National 2018

# Welcome to the National Association

Art VanDivier, Chairman of the Board

VOICE. VISION. LEADERSHIP.



# Convening as a Professional Community

Marvin Ventrell

NAATP Executive Director

VOICE. VISION. LEADERSHIP.



- Welcome to our Mile High Home
- NAATP Headquarters
- NAATP moved here in 2015 as part of brining in a new staff and reorganizing the association
- A lot has happened in 3 years to NAATP and our Providers



# The National Mood

- A Palpable Unease
- Competitive, Combative, Unethical, Illegal
- It Feels Awful Because it is Awful
- What Happened to Collaborate and Cooperate?
- A New Curse: "May You Live in a "Growth Industry"
  - A New and Unwelcome Breed



# The Harm

- The Patient
- The Family
- The Payer
- The Public
- Our Name is Sullied Our Brand is Damaged



# Impact to the Entire Treatment Program

- Business Practice and Clinical Practice are Inherently Connected in our Work
- You Can't Have it Both Ways
- Treatment is Holistic
- Unethical Behavior is Contagious



Add in Opioids and MAT

- Complicated by Opioid Crisis
- Complicated by Medication Assisted Treatment MAT
- How do we Integrate
- Keeping the Core of Recovery
- MAT Doesn't Mean MOT (Medication Only Treatment)



#### There is Good News Too

- More Tools than Ever
- Less Stigma than Ever
- Politicians are Listening
- Broad Disease and Recovery Recognition
- Great Work is Being Done
  - We are Celebrating our Finest Tonight



#### OPENING NIGHT AWARDS BANQUET

Honoring Achievements in Addiction Treatment Leadership Sponsored by:







Additional underwriting provided by NSM





# Recognizing the NAATP Board of Directors

The Association's Governing Body

- 22-25 Members
  - 20 Center CEO's plus senior level plus 1 supporter
- Unpaid Volunteers
- They Pay Their Way
- 3 Year Rotating Terms
- 2 New Members Coming in this Year
- 8 New Members in past 3 years



#### The State of Our Association

- Leadership
- Staff
- Infrastructure
- Membership
- Stable and Growing



# Take a Look Around this Week

- Stable and Growing Membership
- Even Though We Have Made Some Changes
- A Necessary Move



# Distinguishing NAATP and its Members

- Ethics 2.0 Launched January 1, 2018
- Defining the Offenses
- Patient Brokering, Deceptive Web Practices, Fraudulent Billing, License and Accreditation Misrepresentation
- A Fair Complaint Process
- We did not invite back 12 entities comprising approximately 100 facilities with approximately \$100,000 in lost dues revenue



# **Our Real Value**

- NAATP: the place where the quality providers are
- Being on the NAATP AID Means Something



• A Brand Relied on by the Consumer and the Payer



#### Community

The Problem at its Core

# Lack of Community



# Once Upon a Time

William White chronicled NAATP's Founding and History

....For years, I didn't even know it was a business. I just thought we were doing this altruistically. I knew we had to make some money, but that was not the goal. The goal was just to get people into recovery

-Len Baltzer, 1978 in the History of NAATP



**Different Motivation Today** 

"We are entering the addiction space and could use some direction"

"What is the typical human behavior aggregation model for addiction?

"Is this a good idea with adequate return for my private equity fund clients"

"Hi Marv. Thanks for taking my call. I'm an addiction entrepreneur"



Back to the Clinical

MAT is Good Progress

Our Job is to Properly Fit It

Right Size It

...and Get More Data! Longitudinal Study



# Making Law and Policy

Public Policy Generated by Chaos is Dangerous and Often Flawed

A Broad Addiction Public Policy Framed only Around Emergency Intervention to Opioid Overdose and Early Treatment Will Not Succeed for the Treatment of this Chronic Complex Multi-Dimensional Disease!

17 Million Addictions of the Total 23 Million Annually is AUD – Alcohol Use Disorder - Alcoholism ... and it causes the most harm

Not Clear that Addiction Has Even Increased

And the Next Dominant Drug is Coming (Meth Again?)



The Talk is Narrow

Missing from the Dialogue about Treatment is the Point of Treatment

Recovery

**Recovery Requires** 

#### Transformation

A Disease Centered in the Brain with Biological, Psychological, Social and Spiritual Components

Alcoholism is the Disease not Overuse of Alcohol One Doesn't Have Alcohol Overuse, they have Alcoholism



# We Agree on What Recovery Is

A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential

4 Dimensions of Recovery

More than Survival

- 1. Health: overcoming or managing one's disease(s) or symptoms for example, abstaining from use of alcohol, illicit drugs, and nonprescribed medications if one has an addiction problem—and for everyone in recovery, making informed, healthy choices that support physical and emotional wellbeing.
- 2. Home: a stable and safe place to live;
- **3. Purpose:** meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income and resources to participate in society;
- **4. Community**: relationships and social networks that provide support, friendship, love, and hope.



A Word on Spirituality

It's the the Way to Address the Behavior

And its It's a Leadership Principle

It too is Contagious and Runs from CEO to Clinical to Business Development



Let's Stay Focused



# As Guideposts for Conduct





# Addiction Leadership Awards

#### Paul Bacharach

NAATP Awards and Recognition Committee Chair



Nelson J. Bradley Career Achievement Award

Michael Q. Ford Journalism Award

Jasper G. Chen, See, MD Volunteer Leadership Award

James W. West, MD, Quality Improvement Award



Nelson J. Bradley Career Achievement Award

# **Phil Eaton** CEO, Rosecrance Health Network

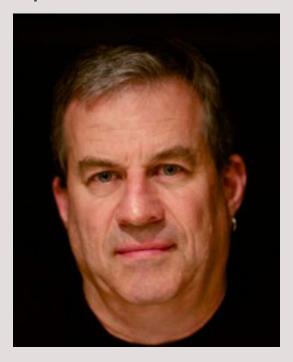




Michael Q. Ford Journalism Award

# Sam Quinones

Author of Dreamland: The True Tale of America's Opioid Epidemic





#### Sam Quinones, Dreamland



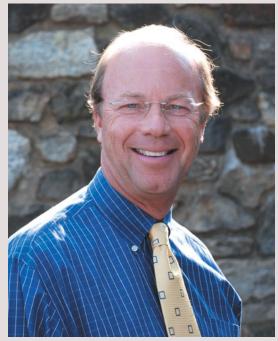


#### Jasper G. Chen, See, MD Volunteer Leadership Award

# Benjamin Zintak, III

# Chair of the Open Door Campaign

Caron Treatment Centers





# Benjamin Zintak, III





# Wilson Compton, MD

National Institute on Drug Abuse National Institutes for Health







#### National Association of Addiction Treatment Providers

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# Thank you and Goodnight!