

NAATP NATIONAL 2018 QUALITY ASSURANCE

40th ANNUAL
NATIONAL
ADDICTION LEADERSHIP
CONFERENCE



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



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Opening Night NAATP National 2018

Welcome to the National
Association

Art VanDivier, Chairman of the Board

VOICE.
VISION.
LEADERSHIP.



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Convening as a Professional Community

Marvin Ventrell

NAATP Executive Director

VOICE.
VISION.
LEADERSHIP.

NAATP at 40



- Welcome to our Mile High Home
- NAATP Headquarters
- NAATP moved here in 2015 as part of bringing 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 non-prescribed 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

Community & Recovery

As Guideposts for Conduct



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Addiction Leadership Awards

Paul Bacharach

NAATP Awards and
Recognition Committee Chair

The Awards

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

James W. West, MD, Quality Improvement Award

Wilson Compton, MD

National Institute on Drug Abuse
National Institutes for Health





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National Association of
Addiction Treatment Providers

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Thank you
and
Goodnight!