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Press Release

NAATP Presented Rosecrance Health Network with the 2004 James W. West, M.D. Quality Improvement Award

Activities designed to improve the competencies, effectiveness and performance of adolescent unit staff recognized with **Quality Award**

Tampa, FL, May 24, 2004: For the fourth consecutive year, the National Association of Addiction Treatment Providers recognized the efforts by one of its members in the area of Quality Improvement. The award is named in honor of James W. West, M.D. medical director emeritus of the Betty Ford Center in recognition of his pioneering efforts and ongoing support of quality improvement. It is co-sponsored by the Manisses Communications Group, publisher of *Alcoholism & Drug Abuse Weekly* and the National Association of Addiction Treatment Providers.

The award encourages NAATP members to document their activities in the area of quality improvement. The 2004 James W. West award was presented to Rosecrance Health Network in Rockford, IL for their efforts to replace a decentralized training process for adolescent unit staff with a comprehensive, sequential, centralized training and evaluation program.

Rosecrance Health Network provides addiction treatment to both adults and adolescents in the Rockford, IL region. Rosecrance initiated the comprehensive staff-training program because their inpatient adolescent population had become increasingly more complex to treat. This resulted in a need for more complicated treatment strategies and interventions as well as more comprehensive recovery plans. This meant that the unit staffs who are an integral part of the treatment team needed extensive on-going staff training to meet their patients' needs.

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Rosecrance recognized that the comprehensive training of addiction workers is crucial to the success of treatment and is a national and local problem. The Rosecrance Strategic Planning Committee developed a plan to address the concerns and to maximize the resources available for training.

As a result of this initiative, Rosecrance concluded that the on-going comprehensive training of qualified staff has a definite effect on the quality of the treatment given to patients and that it is imperative to train effective well-qualified staff members in order to fulfill its mission. It was found that the new training program not only improves the quality of care, but also reduces costs of hiring, orientation, and reduced the turnover of new employees.

The initiative submitted by Rosecrance Health Network documented the quality improvement activities undertaken by the organization in terms of staff development and the results of this initiative. Quality improvement projects such as this emphasize the commitment that the members of the National Association of Addiction Treatment Providers have to continuous quality improvement activities undertaken to improve the treatment of their patients.

The James W. West, M.D. Quality Improvement Award was presented to Rosecrance Health Network as part of the NAATP Annual conference on May 17th, 2004 at the NAATP Annual Leadership Conference in Tampa, FL. In receiving the award, Judy Jobe, Sr. Vice President at Rosecrance Health Network commented: "The Accelerated Training Program is designed to build a comprehensive knowledge base that actively translates into skill. The development of a strong therapeutic alliance is key in raising levels of patient satisfaction. This in turn impacts patient outcomes in a positive manner. Staff also report greater feelings of competence to deal effectively with patient issues and behaviors. This translates directly into greater staff retention and increased ability to provide each patient with their best treatment experience."

Staff from Rosecrance Health Network made a presentation describing their initiative as part of a Quality Improvement Breakfast on May 18, 2004 at the NAATP Annual Addiction Treatment Leadership Conference in Tampa, FL.

The National Association of Addiction Treatment Providers is a trade association representing over 270 of the best known providers of addiction treatment both in this country and internationally. The National Association of Addiction Treatment Providers' office and executive Dr. Ronald J. Hunsicker are located in Lancaster, PA and NAATP is governed by a Board of Directors from across the country. Additional information on this award or on the work of the National Association of Addiction Treatment Providers may be obtained by contacting the NAATP office at 717-392-8480.