

The image features a landscape background of mountains at sunset or sunrise, with a large, semi-transparent geometric logo overlaid on the right side. The logo consists of several overlapping triangles and lines in shades of blue and yellow. The text 'NAATP' is in a light blue, bold, sans-serif font, positioned above 'NATIONAL' which is in a white, bold, sans-serif font. The year '2024' is in a yellow, bold, sans-serif font, positioned to the right of 'NATIONAL'.

**NAATP**  
**NATIONAL 2024**

# Welcome to NAATP National 2024

## Association National Meeting Call to Order



**Jay Crosson**  
NAATP Board Chair  
CEO Cumberland Heights

**INNOVATIVE**  
leadership

NAATP  
**NATIONAL 2024**

**NAATPNATIONAL2024**



# Announcements

# Thank You Premium Sponsors

---



NAATP  
NATIONAL 2024



# Visit our Exhibitors

---

**Today** 8:00 am – 4:30 pm

Exhibitor Appreciation Lunch

12:15 pm - 1:45 pm

Compliments of the NAATP Board of Directors

**Tomorrow** 8:00 am – 2:30 pm

NAATP  
NATIONAL 2024



# Connect to Conference Wi-Fi

---

**NETWORK NAME:** *MarriottBonvoy\_Conference*

**PASSWORD:** *NAATP\_FORSE*

NAATP  
NATIONAL 2024



# Download NAATP Conference App!

---



## Login to Your Account

Access your username and password in your welcome email to have the full conference schedule, interactive exhibit hall map, and detailed speaker information at your fingertips.



Scan this QR code or search for "NAATP" in your phone's app store. The app is the best way to access all the conference details in one place.

NAATP  
NATIONAL 2024



# Recognizing The NAATP Professional Staff



Marvin Ventrell, JD  
Chief Executive Officer



Katie Strand, MS, CMP  
Chief Operating Officer



Annie Peters, PhD, LP  
FoRSE Executive Director



Mark Dunn  
Director of Public Policy



Zina Rodriguez, MSW, MCAP, CDE  
Director of Membership



Peter Thomas  
Director of Quality Assurance



Michael Maassel  
Membership Manager



Luke Miller, MA  
Communications &  
Development Manager



Kayla Huett  
Communications & Program  
Specialist



Zane Strand  
Customer Service Coordinator

NAATP  
NATIONAL 2024





# NAATP 2024 State of the Association



The Role of Leadership

*Innovating AND Holding Our Center*

Marvin Ventrell  
Chief Executive Officer  
NAATP

NAATP  
NATIONAL 2024

# The Elmo Wellness Check

January 2024

200 Million Views!



- Elmo asked a question that shone a light into the darkness of psychological distress gripping the country.
- Opened a Yawning Chasm of Despair
- A national trauma dump

*“Somehow this actually legit helps me feel better.  
Thank you, Elmo.”*

NATIONAL 2024



George S. Everly, Jr. PhD, ABPP, FACLP  
When Disaster Strikes: Inside Disaster  
Psychology

DISASTER PSYCHOLOGY

## What Happened When Elmo Asked, “How is Everybody Doing?”

A question asked by a Muppet yielded an unsettling answer. But you can help.

Updated February 13, 2024

✓ Reviewed by Devon Frye



# Addiction Treatment in the Balance

## An Addiction Crisis\*\*

- 48 Million with a Substance Use Disorder
- Lethality of Opioids are a Historic Add On
- 23% Increase in Alcohol Deaths 2018 to 2021
- 300,000\* Deaths Annually (all substances)
- 800 Deaths Each Day from "~~Overdose~~" **Poisoning**

## A Society Unwell

- Divided and Increasingly Spiritually Unwell
- Equity Imbalance - Social Determinants of Health
- The Elmo Wellness Check

## A Field in Transition

- Rapid Pace of Move from
  - Social to Medical
  - Program to Individualized
  - SUD to Integrated
- Consolidated and Competitive Operating Marketplace
- A Flawed Third-Party Reimbursement System

\*SAMHSA / CDC

\* Excludes tobacco and deaths by suicide.

NAATPNATIONAL2024

The Critical Role of Leadership is  
to Innovate *and* Hold our Center

“The Center Will Not Hold”

*Slouching Toward Bethlehem*

William Yates 1920 - Joan Didion 1968

“The Center Will Hold When Our Leadership Has  
the Unified Wisdom and Commitment to Hold It”

NAATP 2024

*We Come Together or We Risk  
Coming Apart*

# 15 Environmental Challenges and Opportunities

## *Our Subject Matter*

- Medical Model & 12 Step Facilitation
- Complex Pharmacology
- MAT, Harm Reduction, and Recovery
- Unique Role of Residential in the Continuum
- Reimbursement and Lack of True Parity
- Value Based Care and Contracting
- Measurement Based Care Practice
- Social Determents of Treatment
- Competition vs Collaboration
- Field Consolidation – M&A
- Longstanding Leadership Transition
- Dual Diagnosis / BH Integration
- Outcomes Research
- Referral Sources and Online Marketing
- Bad Actors and Ethical Violations

*We Will Address them All in this Conference!*

NAATP  
NATIONAL 2024

## Treatment Works

- People Who Get Treatment Get Better
- People Who Get More Treatment Get Even Better
- Many Millions in Recovery: 25 Million+
  
- Most People, 85%, Don't Get Treatment
  - They Lack Access / Lack of Coverage
  - Stigma of Addiction
  - Consumer Uncertainty of Need and Value

Sources: FoRSE 2023 / 2024 Annual Reports; SAMHSA; CDC

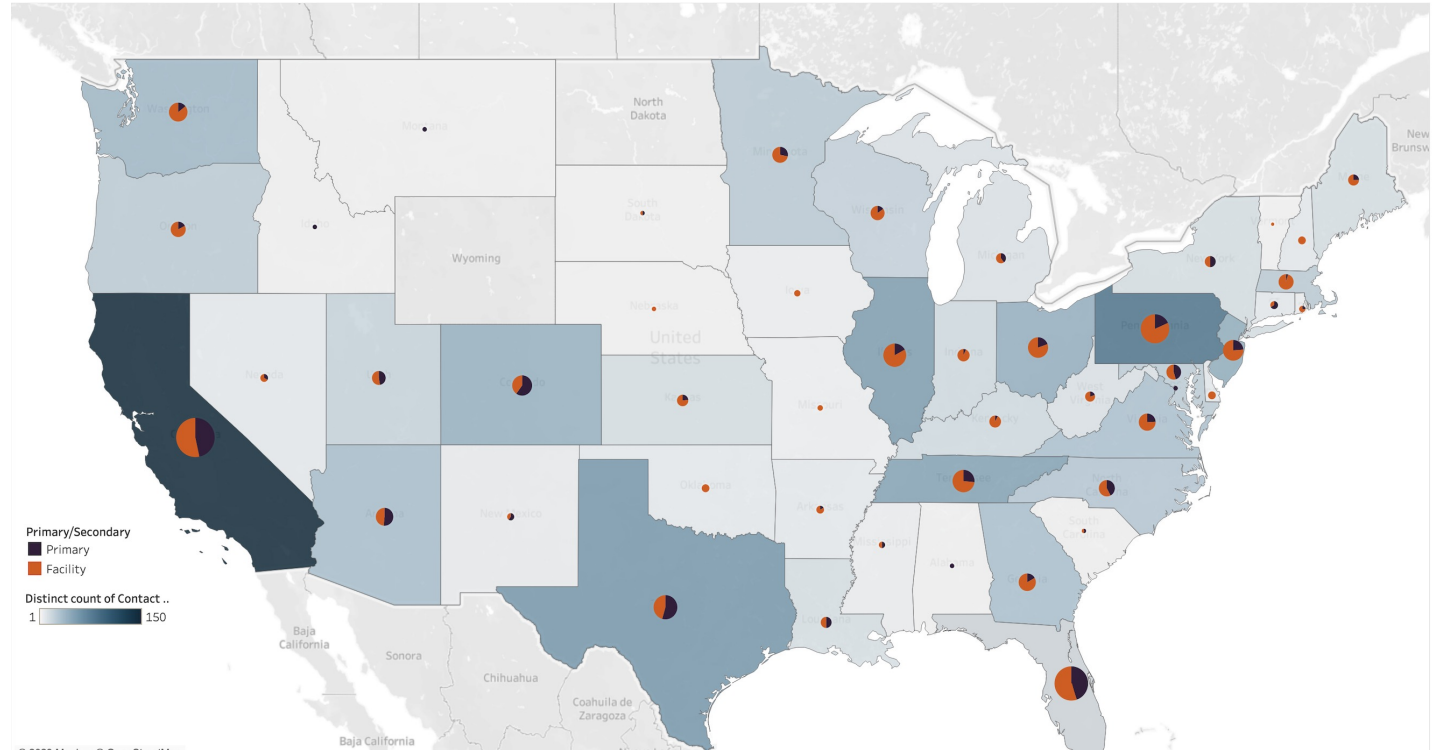
# This is Where We Come In



NATIONAL ASSOCIATION  
OF  
ADDICTION TREATMENT PROVIDERS

NAATP  
45 Years and Growing  
Stronger

1,000 Treatment Sites



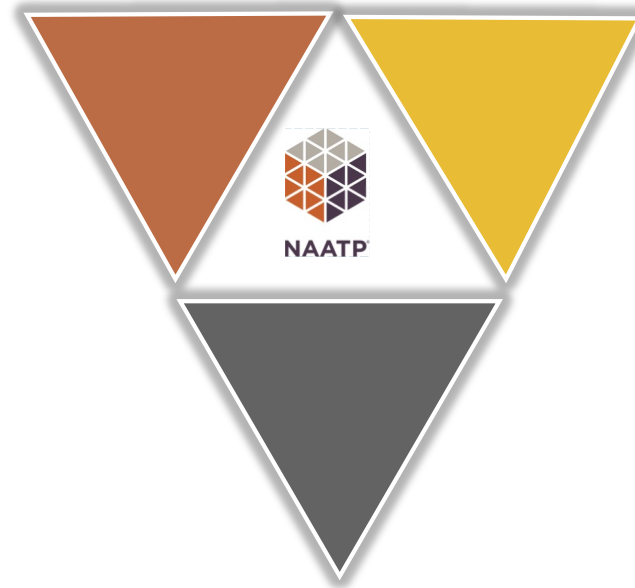
NAATP  
NATIONAL 2024



A National Response Requires a Professional Society of  
of Values-Based, High-Quality Providers and Advocates to Lead

Our Values  
*Ethics & Equity*

---



Our Quality Standards  
*Quality Assurance Initiative  
and FoRSE*

---

Our Advocacy Agenda  
*Public Policy Program*

---

NAATP  
NATIONAL 2024



NAATPNATIONAL2024

## Qualifying for Membership

Applications are Vetted by these Criteria

- Licensed
- Accredited
- Ethics Code Compliant
- Quality Assurance Guidebook Compliant



Where the Top Providers  
are Found

Quality Values-Based  
Operations

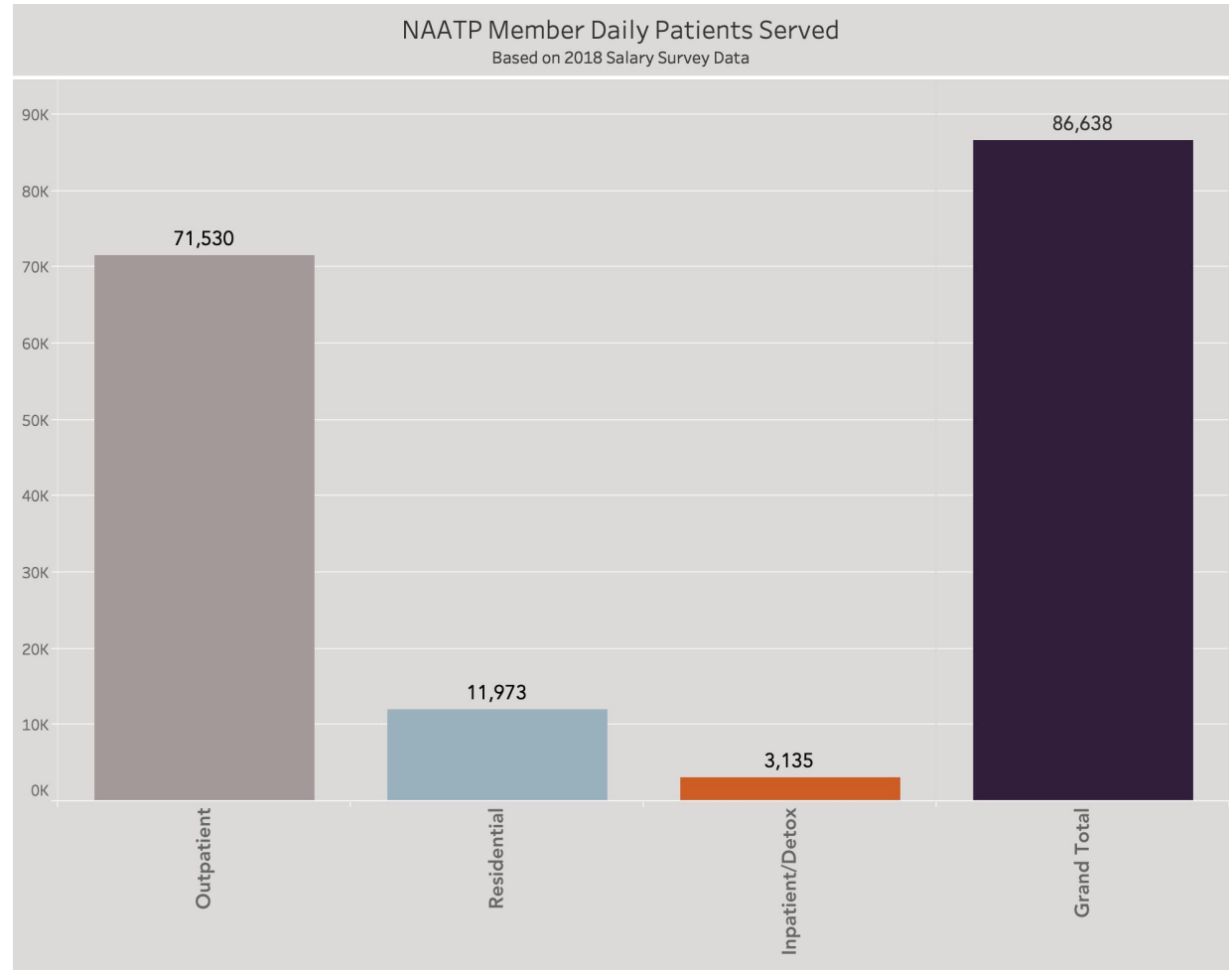
Provider Content Promotes  
Exponential SEO!



The NAATP Seal  
Demonstrates Commitment to  
Quality, Reliability,  
and Commitment to the Profession

NAATP  
NATIONAL 2024

**NAATP  
Members Treat  
over 100,000  
patients  
each year**



**NAATP**  
**NATIONAL 2024**



# Membership Categories

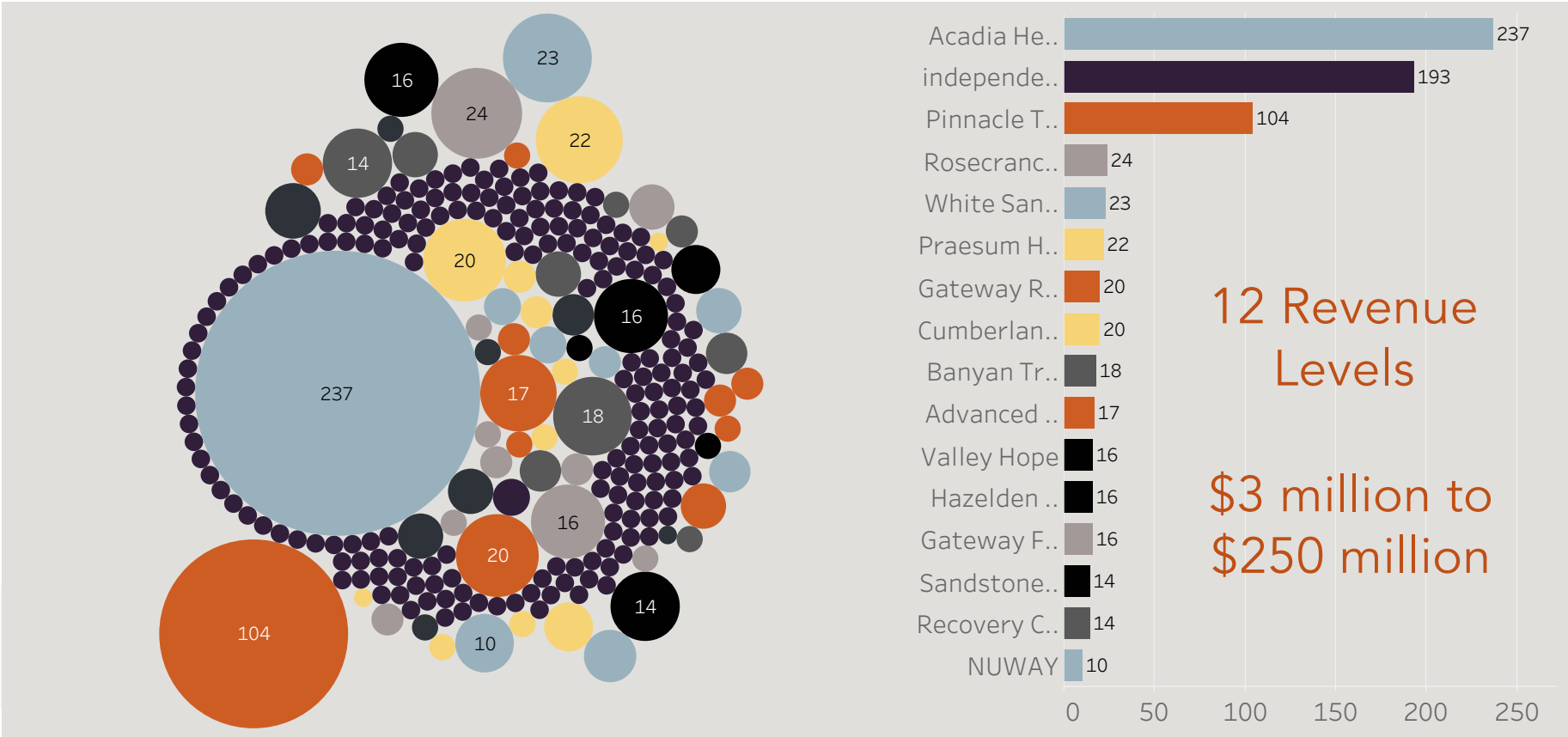
**SUPPORTER**  
Recovery Support Services

**PROVIDER**  
Licensed & Accredited  
Addiction Treatment  
Providers

**AFFILIATE**  
Vendor Services



# NAATP Membership and Field Consolidation



12 Revenue Levels

\$3 million to \$250 million

NAATP NATIONAL 2024

# OUR MISSION

Provide leadership, advocacy, training, and member support services to ensure the equitable availability and highest quality of addiction treatment.



Come to the Membership Reception this Afternoon!

[naatp.org/membership](http://naatp.org/membership)





## The NAATP Foundation for Recovery Science and Education (FoRSE) helps providers to:

- Leverage treatment outcome data
- Communicate value
- Compare outcomes with other organizations
- Advance data-informed practices

**LEARN MORE, BECOME A  
DATA SITE, OR DONATE NOW**

[naatpfoundation.org](http://naatpfoundation.org)



ForSE Technology  
Partner Demos  
Expo Room #1

## FORSE OFFICE HOURS

**MONDAY**, May 20 | 12:30 – 1:30 pm

**TUESDAY**, May 21 | 12:30 – 1:30 pm

## DEMO SCHEDULE

**MONDAY**, May 20

8:30 – 9:00 am | BestNotes

10:45 – 11:15 am | Lightning Step

2:45 – 3:15 pm | Kipu

4:15 – 4:45 pm | Sunwave

4:45 – 5:15 pm | YourPath

**TUESDAY**, May 21

10:30 – 11:00 am | TeamRecovery

1:30 – 2:00 pm | ERPHealth

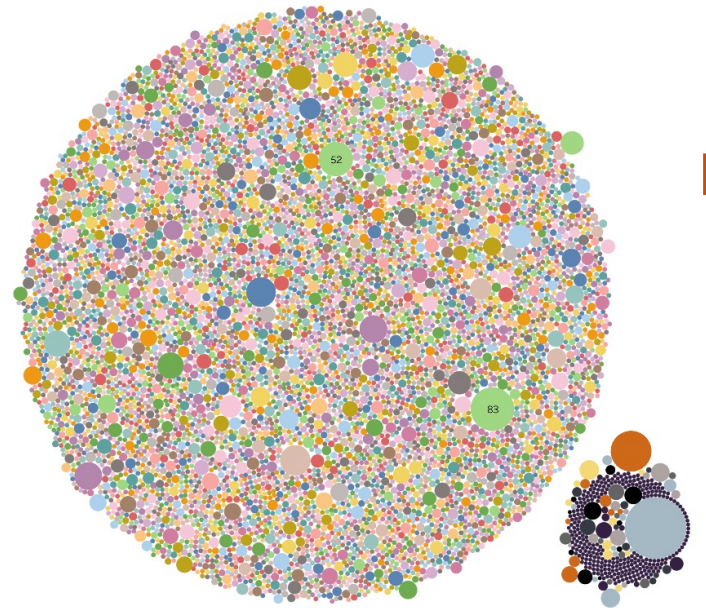


# 2024 ANNUAL SUMMARY

NAATP  
NATIONAL 2024



# SAMHSA Locator vs NAATP AID



No Selection Criteria

NAATP Criteria



15,000



1,000

NAATP NATIONAL 2024

## Returning to our Theme of Innovation *It is is a Duty and a Privilege*

---

“Let me say that a now passed and aging generation of recovery advocates dared dream of a science of addiction recovery. We envisioned and worked for years towards a day when research scientists from diverse backgrounds would be called to pursue a well-funded recovery research frontier. Today with the opening of this event, our hearts are soaring. The degree to which our dreams will be fulfilled is in the hands of those of you here today. ”

Frontiers of Recovery Research William L. White  
Emeritus Senior Research Consultant Chestnut  
Health Systems [bwhite@chestnut.org](mailto:bwhite@chestnut.org) April 2024

NAATP  
NATIONAL 2024



So, Our Center?

*Transformation*

The logo for NAATP (National Association of Academic Teachers Professional) is located in the bottom left corner. It consists of a stylized geometric design of overlapping triangles in shades of gray and white, forming a larger triangular shape.

NAATP  
NATIONAL 2024

# NAATP National 2024

## *Keynote Address*

Our Nation, Our Responsibility:  
Building the National Response to Addiction



**Hon. Madeleine Dean**  
Pennsylvania's 4<sup>th</sup> Congressional District  
United States Representative

NAATP  
NATIONAL 2024

# Upcoming Sessions

10:45-11:15 Exhibit Hall Coffee & Networking Session

Sponsored By:



11:15-12:15 NAATP Educational Workshops

- Integrated Care Across Substance Use, Mental Illness and Physical Health  
**Governor's Square 15**
- Preparing Your Organization For Success With Value-Based Care  
**Governor's Square 14**
- Inclusivity, Health Equity, and the NAATP DEIB Toolkit  
**Governor's Square 12**

12:15-1:45 Exhibitor Appreciation Lunch

Sponsored By: NAATP Board



NAATP  
NATIONAL 2024