

The image features a landscape background of mountains at sunset or sunrise, with a large, semi-transparent geometric logo overlaid. The logo consists of a central vertical bar and two large, mirrored triangles that meet at the top and bottom, creating a diamond-like shape. The text 'NAATP' is positioned on the left side of the logo, 'NATIONAL' is centered across the bottom of the logo, and '2024' is on the right side. The text is in a bold, sans-serif font. The colors of the text are white and yellow, contrasting with the dark blue and orange background.

NAATP
NATIONAL 2024

NAATPNATIONAL2024

Enough is Enough: Setting New Trends in Ethics



Peter Thomas
Director of Quality Assurance
NAATP



Gina de Peralta Thorne
Founder
Gina Thorne Consulting



David Gomel
President & CEO
Rosecrance Behavioral Health



KC Gooding
Chief Marketing Officer
Jaywalker Lodge

NAATPNATIONAL2024

Enough is Enough: Setting New Trends in Ethics



David Gomel
President & CEO
Rosecrance Behavioral Health

NAATP Ethics Committee

- **Dave Gomel, Chair**
Rosecrance Health Network, CEO
- **Peter Thomas, Staff Lead**
NAATP, Director of Quality Assurance
- **Charles Odell**
Dillworth Center, President & CEO
- **Scott Munson**
Sundown M Ranch, Executive Director
- **Bob Ferguson**
Jaywalker Lodge & Alpha BH, Founder
- **Kelly Scaggs**
Fellowship Hall, President & CEO

INNOVATIVE
leadership

NAATP
NATIONAL 2024

NAATP Code of Ethics

Comprised of the following four operations sections, with a particular emphasis on marketing ethics:

- Section I Treatment:
- Section II Management:
- Section III Facilities:
- Section IV Marketing:
 - A. Financial Rewards for Patient Referrals
 - B. Deceptive Advertising of Marketing Practices
 - C. Exposing Clients' Identities for Marketing Purposes

NAATP membership is a privilege. NAATP requires that all members adhere to the NAATP Code of Ethics

Reference & Report
www.naatp.org/programs/ethics

Code of Ethics

The NAATP Code of Ethics is a guide for conduct to which all NAATP members must adhere and to which all providers should aspire. The NAATP Code of Ethics sets forth conduct requirements in the areas of Management, Facilities, Marketing, and Treatment. NAATP and its members hold ourselves accountable by enforcement of the Code of Ethics in our NAATP Ethics Complaint Violation Policy and Procedure.

[READ OUR CODE OF ETHICS](#)

Ethics Complaint Process

To ensure that NAATP members adhere to the NAATP Code of Ethics, NAATP has created a complaint process that may be utilized to review the ethical conduct of NAATP members. Learn more about the Ethics Complaint Process, including the Policy & Procedure and Complaint Form.

[ETHICS COMPLAINT PROCESS](#)

Report Misleading Marketing Practices

This form is for NAATP to track misleading marketing practices primarily from LegitScript Certified entities that do not follow [LegitScript Standards for Addiction Treatment Certification](#).

[SUBMIT MARKETING CONCERN](#)

NAATP
NATIONAL 2024



NAATPNATIONAL2024

Enough is Enough: Setting New Trends in Ethics



Peter Thomas

Director of Quality Assurance
NAATP

NAATP Code of Ethics

Comprised of the following four operations sections, with a particular emphasis on marketing ethics:

- Section I Treatment:
- Section II Management:
- Section III Facilities:
- Section IV Marketing:
 - A. Financial Rewards for Patient Referrals
 - B. Deceptive Advertising of Marketing Practices
 - C. Exposing Clients' Identities for Marketing Purposes

NAATP membership is a privilege. NAATP requires that all members adhere to the NAATP Code of Ethics

Reference & Report
www.naatp.org/programs/ethics

Code of Ethics

The NAATP Code of Ethics is a guide for conduct to which all NAATP members must adhere and to which all providers should aspire. The NAATP Code of Ethics sets forth conduct requirements in the areas of Management, Facilities, Marketing, and Treatment. NAATP and its members hold ourselves accountable by enforcement of the Code of Ethics in our NAATP Ethics Complaint Violation Policy and Procedure.

[READ OUR CODE OF ETHICS](#)

Ethics Complaint Process

To ensure that NAATP members adhere to the NAATP Code of Ethics, NAATP has created a complaint process that may be utilized to review the ethical conduct of NAATP members. Learn more about the Ethics Complaint Process, including the Policy & Procedure and Complaint Form.

[ETHICS COMPLAINT PROCESS](#)

Report Misleading Marketing Practices

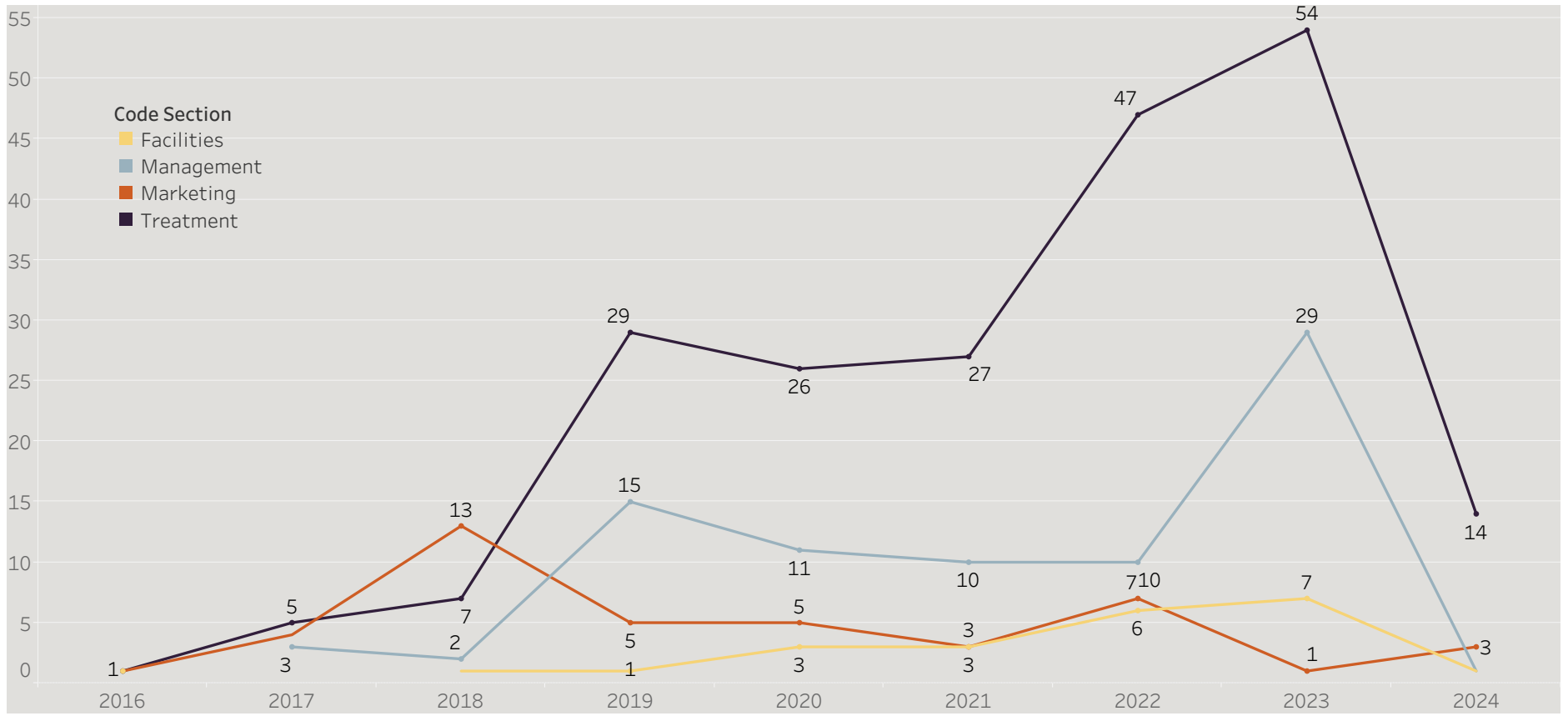
This form is for NAATP to track misleading marketing practices primarily from LegitScript Certified entities that do not follow [LegitScript Standards for Addiction Treatment Certification](#).

[SUBMIT MARKETING CONCERN](#)

NAATP
NATIONAL 2024



NAATP Ethics Complaints



NAATP
NATIONAL 2024

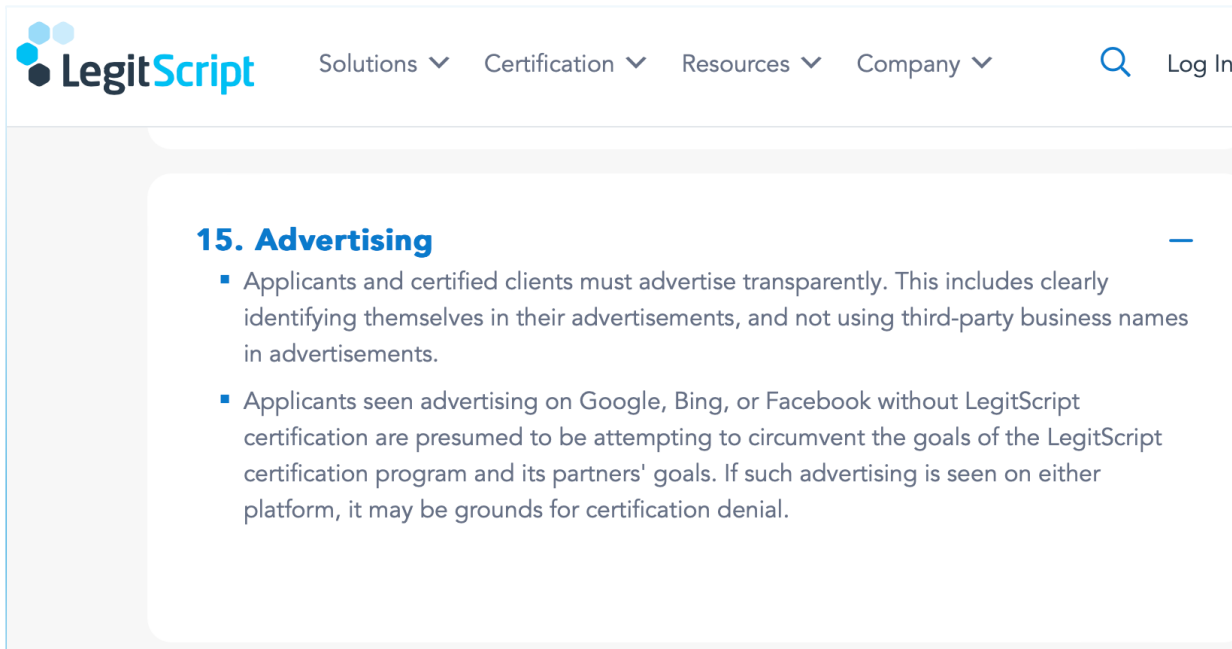
NAATP Code Enforcement

- We need to hear from members
- Please Complete Complaint Form
 - This helps us track trends, and identify problems
 - Screenshots, URL's, call recordings are all important
- Upcoming Revisions to Quality Assurance Guidebook:
 - More resources
 - Stronger guidelines for ethical practices

NAATP membership is a privilege. NAATP requires that all members adhere to the NAATP Code of Ethics



NAATP LegitScript and Google Ads



The screenshot shows the LegitScript website header with navigation links for Solutions, Certification, Resources, and Company, along with a search icon and a Log In button. The main content area features a section titled '15. Advertising' with two bullet points:

- Applicants and certified clients must advertise transparently. This includes clearly identifying themselves in their advertisements, and not using third-party business names in advertisements.
- Applicants seen advertising on Google, Bing, or Facebook without LegitScript certification are presumed to be attempting to circumvent the goals of the LegitScript certification program and its partners' goals. If such advertising is seen on either platform, it may be grounds for certification denial.

Report Violations

- LegitScript Reporting
 - <https://www.legitscript.com/resources/heck-report/>
- NAATP Reporting
 - <https://www.naatp.org/report-misleading-marketing-practices>
- NAATP Ethics Complaint
 - <https://www.naatp.org/ethics-violation-complaint-form>

NAATP
NATIONAL 2024



NAATPNATIONAL2024

Enough is Enough: Setting New Trends in Ethics



Gina de Peralta Thorne

Founder

Gina Thorne Consulting

Intersection Leadership/Ethics & Staff Empowerment

The critical intersection between leadership, ethical practices, and staff empowerment in business development fosters a culture of integrity, accountability, and collaboration within an organization.

- Effective leadership sets tone for ethical guidelines and expectations.
- Ethical practices ensure business development professionals prioritize the best interests of clients, colleagues, and the organization itself, avoiding conflicts of interest and unethical behavior.
- Staff empowerment provides employees with the resources, support, and autonomy they need to succeed in their roles.



Top 3 Reasons BD Professionals Leave

- High Unattainable KPI's
- Leadership and/or Organizational Changes (M&A)
- Competitive Salary “Crazy money given to inexperienced BD staff.”

Secondary Reasons

- Lack of Direction/No Strategy
- No on-boarding, continued learning & development and/or mentorship opportunities.

INNOVATIVE
leadership

Gina Thorne Consulting, LLS
2023/2024 Business Development/Outreach Survey
N=75

NAATP
NATIONAL 2024

Leadership Interviews: Perceptions of Business Development/Outreach

- Greedy, Disloyal, Focused on their own brand
- Over promise, Under Deliverer
- Unaccountable
- Necessary & Expensive
- Brand Ambassadors, not sales oriented

Gina Thorne Consulting, LLS
2023/2024 Business Development/Outreach Survey
N=75



Consequences of Misperceptions & Training Gaps

Divergence in perceptions and training between Business Development and Leadership may lead to openings for unethical conduct and heightened turnover rates.

Leadership ←————→ Business Development

- Some BD Professionals will fudge numbers to meet expected KPIs.
- BD Professionals leave, taking new referral opportunities with them to next program.
- Lack of trust from referral partners and consumers.
- Contributes to census instability & meeting budget.
- Impact on brand reputation.



NAATPNATIONAL2024

Enough is Enough: Setting New Trends in Ethics



KC Gooding
Chief Marketing Officer
Jaywalker Lodge

Upcoming Sessions

2:45-3:15

Exhibit Hall Popcorn Party & Networking Session

Sponsored By:



3:15-4:15

NAATP Educational Workshops

- Implementing the ASAM Criteria 4th Edition: The What and the How
Governor's Square 15
- Virtual Reality and AI: The Future of Technology in Treatment Centers
Governor's Square 14
- Addiction Medications: FDA-approved and Emerging Pharmacotherapies
Governor's Square 12

4:15-5:15

Reception for All: Members and Prospective Members

Appetizers, refreshments and TWO \$1,500 prize drawings

Sponsored By:



NAATP
NATIONAL 2024