



NAATP
NATIONAL 2024

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Workforce: Acquisition, Retention, and the NAATP Salary Survey



Jim Geckler

NAATP Workforce Committee Chair
Chief Operations Officer
Onsite



Michael Maassel

Membership Manager
NAATP

The Workforce Committee

Jim Geckler: Committee Chair/Onsite

Michael Maassel: Staff Lead

Kevin Doyle: Hazelden Betty Ford

Jonathan DeCarlo: C4 Consulting

Kristin Hamblock: Rosecrance Health Network

James Witteck: Wellbrook Consulting

Joel Johnson: TASC, Inc.

Rich Appert: Acadia Healthcare

The logo for NAATP (National Association of Alcohol and Addictions Treatment Professionals) is located in the bottom left corner. It features a stylized geometric design of overlapping triangles in shades of blue and grey, with the acronym 'NAATP' in a light blue font. Below the acronym, the word 'NATIONAL' is written in a dark blue font, and the year '2024' is written in a gold font.

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Challenges with acquisition and retention

Post Covid Leadership Growth Opportunities

INNOVATIVE
leadership

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The growth of online Clinical and
Medical Services:



Rising to the challenge for people
who no longer want to commute.

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Staff compensation
vs.
Client reimbursement
variance

NAATP Resources

Salary Survey
Job Center

INNOVATIVE
leadership

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NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

National Addiction Industry SALARY SURVEY

2023

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PARTICIPANT ANALYSIS

PROFILE OF PARTICIPATING ORGANIZATIONS

Geographic Region*



● West	41%
● Midwest	20%
● Northeast	10%
● South	29%

Tax Status



● For Profit	37%
● Nonprofit	63%

Revenue Size



● Less than \$1.5M	16%
● \$1.6M - \$3M	11%
● \$3.1M - \$5M	5%
● \$5.1M - \$12M	17%
● \$12.1M - \$25M	14%
● \$25.1M - \$100M	17%
● More than \$100M	17%
● Not Reported	3%

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Job 302: Clinical Director

Management

Salaried licensed counselor or psychologist responsible for overseeing clinical operations, providing clinical supervision and ongoing training to other clinical staff, and monitoring clinical care provided by other staff. Leads clinician recruitment and credentialing activities.

Other Examples: Chief Clinical Officer

Exempt: 94% Non-Exempt: 6%			Rates Actually Being Paid							Rate ranges		
	Number of Organizations	Number of Employees	Average	Weighted Average	Percentiles Reported					Number of Organizations	Average Minimum	Average Maximum
					10th	25th	50th	75th	90th			
Total Responses	66	106	107,247	105,742	75,229	84,864	95,226	117,156	143,421	49	82,558	129,390
Tax Status												
Nonprofit	37	71	104,984	104,841	75,069	84,392	95,472	123,594	143,083	32	82,792	133,910
For-Profit	29	35	110,135	107,570	78,000	90,000	95,000	106,000	167,863	17	82,118	120,882
Geographic Location												
Midwest	16	30	105,260	110,936	80,385	91,577	101,000	134,858	145,648	13	87,566	142,361
Northeast	5	12	94,853	92,642	72,445	78,488	94,500	103,845	115,913	4	-	-
South	19	28	111,665	106,369	75,000	80,250	91,875	108,510	175,446	11	74,661	126,395
West	26	36	107,626	105,292	74,378	87,279	95,000	116,546	146,769	21	84,592	126,145
Revenue Size												
Less than \$1.5M	4	5	-	-	-	-	-	-	-	3	-	-
\$1.6 – \$3M	4	4	-	-	-	-	-	-	-	3	-	-
\$3.1 – \$5M	4	5	-	-	-	-	-	-	-	3	-	-
\$5.1 – \$12M	14	15	102,850	102,227	78,382	85,280	95,000	100,000	171,020	10	81,787	129,137
\$12.1 – \$25M	10	14	101,483	98,631	71,560	84,804	92,500	102,560	151,643	7	86,157	130,256
\$25.1 – \$100M	12	24	114,167	104,572	75,000	81,150	98,002	109,500	157,743	7	78,528	119,328
More than \$100M	15	36	112,450	111,954	79,365	90,542	112,653	133,401	143,938	15	88,454	135,765
Not Reported	3	3	-	-	-	-	-	-	-	1	-	-

Job 311: Intake/Admissions Director

Management

Plans, organizes and directs all activities related to the intake process for admitting patients into the organization.

Other Examples: Admissions Director, Manager of Admissions, Intake Coordinator/Leader.

Exempt: 84% Non-Exempt: 16%				Rates Actually Being Paid						Rate ranges		
	Number of Organizations	Number of Employees	Average	Weighted Average	Percentiles Reported					Number of Organizations	Average Minimum	Average Maximum
					10th	25th	50th	75th	90th			
Total Responses	41	48	81,316	80,706	57,761	66,935	77,625	95,790	106,697	28	66,305	102,789
Tax Status												
Nonprofit	19	22	77,167	76,812	50,114	66,978	75,500	87,800	109,426	13	66,581	106,391
For-Profit	22	26	84,900	84,002	62,600	66,170	86,000	100,000	108,091	15	66,067	99,667
Geographic Location												
Midwest	6	11	71,957	70,744	57,127	64,106	71,857	76,000	88,237	4	-	-
Northeast	3	3	-	-	-	-	-	-	-	2	-	-
South	15	17	84,830	86,120	56,000	69,010	95,790	100,000	107,472	10	66,957	107,930
West	17	17	78,808	78,808	44,940	66,737	76,500	95,000	114,376	12	63,295	92,846
Revenue Size												
Less than \$1.5M	1	1	-	-	-	-	-	-	-	1	-	-
\$1.6 – \$3M	5	5	66,300	66,300	-	38,749	65,000	94,500	-	4	-	-
\$3.1 – \$5M	4	4	-	-	-	-	-	-	-	2	-	-
\$5.1 – \$12M	14	16	73,973	72,518	53,940	61,250	71,010	79,125	103,891	9	61,989	98,956
\$12.1 – \$25M	10	11	88,070	88,772	66,931	71,000	94,000	100,000	104,800	7	74,367	113,472
\$25.1 – \$100M	4	5	-	-	-	-	-	-	-	3	-	-
More than \$100M	2	5	-	-	-	-	-	-	-	1	-	-
Not Reported	1	1	-	-	-	-	-	-	-	1	-	-

Job 205: Registered Nurse (RN)

Clinical/Medical

Degreed or non-degreed licensed nurse who provides nursing care to patients.

Other Examples: Nurse.

Exempt: 2% Non-Exempt: 98%				Rates Actually Being Paid						Rate ranges		
	Number of Organizations	Number of Employees	Average	Weighted Average	Percentiles Reported					Number of Organizations	Average Minimum	Average Maximum
					10th	25th	50th	75th	90th			
Total Responses	53	612	80,476	84,274	70,720	75,000	82,805	89,440	104,291	40	65,855	103,239
Tax Status												
Nonprofit	35	425	80,377	85,255	70,720	73,164	83,200	91,314	107,349	30	65,454	108,185
For-Profit	18	187	80,668	82,045	69,472	77,002	82,805	84,448	93,600	10	67,058	88,398
Geographic Location												
Midwest	12	154	81,122	85,472	70,325	72,356	87,880	89,440	110,635	11	65,406	110,739
Northeast	5	72	74,398	80,626	72,150	72,150	78,915	91,314	98,953	4	-	-
South	20	220	74,256	79,082	64,480	72,800	81,120	83,200	93,600	12	63,540	98,149
West	16	166	89,665	90,962	78,535	79,298	84,968	100,220	113,797	13	69,330	104,304
Revenue Size												
Less than \$1.5M	2	2	-	-	-	-	-	-	-	1	-	-
\$1.6 – \$3M	1	1	-	-	-	-	-	-	-	0	-	-
\$3.1 – \$5M	1	2	-	-	-	-	-	-	-	1	-	-
\$5.1 – \$12M	14	136	78,272	79,714	68,328	71,820	81,120	83,200	89,455	11	59,469	107,112
\$12.1 – \$25M	14	127	76,558	75,961	70,304	72,150	74,880	79,040	83,928	10	64,249	96,828
\$25.1 – \$100M	11	150	83,220	83,218	73,029	79,040	82,805	85,696	93,600	9	67,251	95,854
More than \$100M	8	177	98,005	96,067	80,614	89,232	93,104	107,349	113,797	8	75,771	111,007
Not Reported	2	17	-	-	-	-	-	-	-	0	-	-

Job 211: Counselor (Licensed, Masters)

Clinical/Medical

Certified Addiction Counselor with Masters Level degree who provides a wide range of counseling and educational services to patients.

Other Examples: Primary Counselor, Clinician, Addiction Counselor.

	Number of Organizations Number of Employees		Rates Actually Being Paid							Rate ranges			
			Average	Weighted Average	Percentiles Reported					Number of Organizations	Average Minimum	Average Maximum	
					10th	25th	50th	75th	90th				
Exempt: 80% Non-Exempt: 20%													
Total Responses	71	599	67,697	65,203	47,503	55,000	65,000	74,422	80,000	58	58,134	80,643	
Tax Status													
Nonprofit	39	445	67,769	64,069	45,100	55,000	64,000	74,318	78,770	35	58,045	81,242	
For-Profit	32	154	67,610	68,477	56,000	60,000	66,600	75,000	80,000	23	58,270	79,732	
Geographic Location													
Midwest	11	124	71,564	74,649	65,150	73,840	74,318	77,397	84,843	10	60,952	81,622	
Northeast	9	203	59,733	60,518	45,100	51,140	58,097	68,448	78,770	8	52,400	74,382	
South	24	151	68,210	68,633	57,200	62,000	65,280	75,000	80,000	18	56,275	83,392	
West	27	121	68,321	68,025	53,040	58,630	67,524	75,000	80,642	22	60,460	80,226	
Revenue Size													
Less than \$1.5M	5	19	67,735	68,895	52,000	58,687	65,000	75,000	104,000	4	-	-	
\$1.6 – \$3M	8	17	63,740	63,701	51,584	54,000	65,000	75,000	76,000	7	47,143	72,571	
\$3.1 – \$5M	3	16	-	-	-	-	-	-	-	2	-	-	
\$5.1 – \$12M	10	47	71,232	70,310	60,000	66,000	70,000	72,000	82,729	7	62,100	79,877	
\$12.1 – \$25M	10	56	61,089	63,838	50,000	53,010	63,294	78,750	80,000	7	54,508	73,478	
\$25.1 – \$100M	17	146	65,934	66,274	57,500	60,000	64,000	68,790	76,257	16	59,198	82,977	
More than \$100M	15	293	73,503	67,120	45,100	55,000	73,840	77,397	80,642	15	62,497	83,670	
Not Reported	3	5	-	-	-	-	-	-	-	0	-	-	

Job 102: Outreach Specialist

Support

Responsible for a specific geographic area or identified population for representation of the organization and to carry out the overall marketing strategies of the organization to that area or population. Serves as a service representative to organizations and entities utilizing the services of the organization.

Other Examples: Advertising Rep, Networking Rep, Marketing Rep, Marketer.

	Exempt: 88% Non-Exempt: 12%		Rates Actually Being Paid							Rate ranges		
			Average	Weighted Average	Percentiles Reported					Number of Organizations	Average Minimum	Average Maximum
					10th	25th	50th	75th	90th			
Total Responses	33	82	82,512	84,665	53,191	70,000	82,524	96,767	118,429	26	65,377	101,214
Tax Status												
Nonprofit	22	55	83,777	82,703	53,191	67,500	81,305	96,658	115,586	20	65,409	101,642
For-Profit	11	27	79,983	85,049	49,200	67,500	86,052	95,000	122,268	6	65,271	99,786
Geographic Location												
Midwest	9	27	79,429	82,421	48,454	70,875	81,305	91,328	119,018	8	66,416	99,990
Northeast	1	1	-	-	-	-	-	-	-	1	-	-
South	14	37	81,299	84,279	51,889	63,228	80,000	106,000	117,925	11	59,382	97,194
West	9	17	83,339	85,999	53,191	67,500	87,339	96,876	117,171	6	70,603	105,517
Revenue Size												
\$1.6 – \$3M	1	1	-	-	-	-	-	-	-	1	-	-
\$3.1 – \$5M	1	2	-	-	-	-	-	-	-	0	-	-
\$5.1 – \$12M	8	12	58,711	58,665	47,450	50,723	56,867	68,159	73,914	5	53,308	79,879
\$12.1 – \$25M	4	9	-	-	-	-	-	-	-	2	-	-
\$25.1 – \$100M	10	32	90,863	89,887	64,855	75,411	87,152	106,000	120,097	9	67,008	107,437
More than \$100M	9	26	105,028	94,909	70,745	79,211	88,483	111,361	122,604	9	79,169	118,938



Job 112: Housekeeping

Support

Doing basic cleaning, organizing, and sometimes laundry tasks for rooms and facilities.

Other Examples: Maid, Room Services, Facilities Cleaner, Housekeeper, Cleaner, Upkeep staff.

Exempt: 0% Non-Exempt: 100%				Rates Actually Being Paid						Rate ranges		
	Number of Organizations	Number of Employees	Average	Weighted Average	Percentiles Reported					Number of Organizations	Average Minimum	Average Maximum
					10th	25th	50th	75th	90th			
Total Responses	38	194	35,128	34,978	30,680	32,117	34,268	37,067	40,575	28	27,980	41,831
Tax Status												
Nonprofit	29	156	35,270	35,234	31,200	32,531	34,811	37,112	40,523	23	27,189	43,027
For-Profit	9	38	34,672	33,930	28,912	29,640	32,760	36,400	41,600	5	31,616	36,328
Geographic Location												
Midwest	11	53	33,878	33,396	30,950	31,863	32,760	34,861	36,690	10	26,206	41,834
Northeast	4	29	-	-	-	-	-	-	-	3	-	-
South	11	69	35,264	36,132	28,912	32,240	36,400	38,605	43,060	7	27,972	45,271
West	12	43	36,420	35,156	29,640	33,280	35,360	36,920	40,934	8	30,129	39,922
Revenue Size												
\$1.6 – \$3M	1	1	-	-	-	-	-	-	-	1	-	-
\$3.1 – \$5M	1	1	-	-	-	-	-	-	-	0	-	-
\$5.1 – \$12M	13	43	34,430	34,737	31,200	32,469	34,923	36,171	37,440	10	27,570	43,482
\$12.1 – \$25M	12	63	33,450	33,553	28,912	31,200	33,280	35,360	37,440	9	28,044	38,198
\$25.1 – \$100M	5	60	36,111	36,757	31,988	33,237	36,608	39,024	42,610	4	-	-
More than \$100M	4	18	-	-	-	-	-	-	-	4	-	-
Not Reported	2	8	-	-	-	-	-	-	-	0	-	-

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How can members
support?

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Q & A

Contact

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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

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