

Annual Letter 2015

December 30, 2015

Dear NAATP Members and Colleagues,

As 2015 draws to a close, we are writing to report on the state of NAATP and to advise you of some important NAATP activity. As you know, NAATP underwent a leadership change this year. We have made a new commitment to enhanced operations and activity on behalf of our members and the addiction provider field. Change can be a very good thing and this process has created a new energy and enthusiasm among Board and Staff. As we prepare for 2016, NAATP's 38th year, we remain committed to our founding purposes: to support the addiction treatment provider, to provide industry leadership, to provide the leadership community with a forum in which to share information, and to promote addiction treatment through public visibility and law and policy advocacy. Our work is as important now as ever and there is a great opportunity to impact addiction services in the areas of insurance, parity, treatment mechanisms, outcomes, and ethics.

The addiction provider field is expanding along the continuum of care from intervention to detox, primary care, extended care, sober living, and long term fellowship and peer support. Values-based providers along this continuum, who have long been part of NAATP, know the benefits of collegiality and collaboration that are the hallmarks of NAATP. We know that together we speak with a powerful industry voice that helps us all.

NAATP serves its members through numerous activities. At the same time, our members contribute to the overall mission by participating in the sharing of business and service delivery practices. It is a give-and-get relationship that makes NAATP a unique and valuable society of addiction professional leaders.

The following is a partial list of some key activity this year and coming up in 2016.

The NAATP Annual National Leadership Conference

The 2015 Leadership Conference at La Costa drew over 500 leaders and 100 industry exhibitors and was a great success. In 2016, our 38th National Conference: *The Addiction Industry at a Crossroads: Treatment System Evolution & Synthesis*, is set for May 15-17, at the Marriott Harbor Beach Resort in Fort Lauderdale. Sponsor and Exhibitor Registration is underway on our website and the conference registration brochure is scheduled to go out late January. In addition to both management and clinical sessions, including expert panels on insurance parity and treatment integration, this year's conference will include executive roundtable breakout discussions comprised of the attendees. www.naatp.org/events/annual-conference/.

Ethical Practice and Accountability

NAATP has an ethics program designed to develop ethical and professional practice in our field. The *NAATP Code of Ethics* is now combined with a *NAATP Ethics Complaint Policy & Procedure* (scheduled to be published prior to the 2016 conference). All NAATP members must now adopt the ethics code and may be dropped from membership for violating the code. www.naatp.org/about-naatp/ethics-policy/.

The creation of the NAATP code and complaint process is part of a much larger opportunity in the addiction service field. While the existence of unethical practice by some of our colleagues is not news to you, it is important that you know where NAATP stands. We stand with the true, values-based service providers, and we are dedicated to promoting best practices within a collegial,

professional, and ethical community. Ultimately it is values that separate us and join us together, while profit motive alone is not a NAAPT value.

Strategy and Branding

The NAATP Board for Directors will finalize the new three-year NAATP Strategic Plan at the 2016 Winter Board Meeting in February. The plan defines and measures specific goals, objectives, and implementation actions along a program platform of member service, policy advocacy, and public education. As part of the plan, NAATP will launch its new brand and communications strategy at the 2016 Leadership Conference.

Salary Survey

The NAATP salary survey collecting and disseminating industry workforce compensation is back. Look for the information in your email inboxes.

Outcomes Study

The NAATP treatment outcomes study is underway in the form of the Outcomes Pilot Program (OPP) wherein 12 of NAATP's member programs are collecting outcome data under NAATP's guidance as a demonstration of addiction treatment value. The NAATP Board of Directors allocated special funding and staffing for the project this year. The program will produce data demonstrating the value of addiction treatment, followed by a tool kit for all NAATP members to demonstrate their work once the pilot portion of the program is complete.

Policy Advocacy

Industry efficacy is developed on the ground in each center but also top-down through law and public policy influence. NAATP is dedicated to policy advocacy and is active in Washington, DC through the office of the NAATP Policy Representative and the National Parity Implementation Coalition. We also influence policymakers through the NAATP Political Action Committee (PAC) and we work in the states, including with the Drug and Alcohol Service Provider Association of Pennsylvania (DASPOP) on parity implementation. Our new research capacity through the *Fiscal Note* database allows us to track trending law and policy. We began producing the periodic *Public Policy Update* (PPU) this year, which we hope you are finding helpful.

Online Resource Center

A complete overhaul of the NAATP website is underway in the form of an online resource center. The new site, scheduled to launch mid 2016 will be a high tech interactive Client Management System (CMS) that connects all members to their peers and provides news, resources, and social media activity. Many of you have already begun to use the Linked In, Linked In Group Discussion, Facebook, and Twitter feeds accessible at www.naatp.org, which data will be migrated to the new system. Communication with our members, stakeholders, and the public is critically important to the new NAATP leadership. We hope you are finding our E-communications such as *Directors Desk* useful.

Alcohol and Drug Addiction Weekly (ADAW)

ADAW is a comprehensive weekly addiction news publication for the addiction professional who requires in-depth coverage. It is transmitted to subscribers' email boxes weekly and can also be accessed through one's online subscription. It is provided to NAATP provider members free of charge.

NAATP in the News

NAATP influences and provides commentary on a wide variety of addiction and behavioral health news in various news outlets, including Vendome's publications *Addiction Professional* and *Behavioral Health*. NAATP members may register to receive each of these publications in print and via email free of charge by emailing NAATP and indicating, "Sign me up for Vendome pubs."

Board and Committee Activity

NAATP's National Board of Directors members are among the most influential leaders in our field. The NAATP Board meets three times per year for two-day sessions. Board Members and general members also participate in NAATP administrative and programmatic committee work through monthly phone conferences. Please let us know if you are interested in Board or Committee activity.

Collaboration

NAATP believes in working together with values-based associations. NAATP maintains collaborative relationships and ongoing communication with numerous agencies including American Society of Addiction Medicine (ASAM) with whom we share board liaisons, Office of National Drug Control Policy (ONDCP), Substance Abuse and Mental Health Service Administration (SAMHSA), National Institute on Drug Abuse (NIDA), and NAADAC.

Addiction Leader (AL)

AL is the new quarterly NAATP newsletter set to launch in 2016.

Headquarters

Together with the hiring of our new staff leadership this year, NAATP moved its headquarters to Denver where a trained association and addiction professionals team is growing and already improving NAATP infrastructure and service. Please direct any membership questions or concerns to our Denver office at: PO Box 6693 / Denver, CO, 80206 / 888.574.1008 / info@naatp.org / www.naatp.org.

Membership

NAATP *is* its members! NAATP membership has been solid for years but is now growing beyond its approximate 600 treatment facilities to a larger and broader constituency of providers. NAATP membership is now being streamlined to better reflect the industry's composition along the lines of service providers and service supporters. We are also working to give accredited providers special recognition. If you know a provider or supporter who should be a member of NAATP, please encourage them to contact us or ask us to contact them.

Thank you for being a part of the NAATP community this year. We look forward to working with and for you in the coming year. We wish you a joyful holiday season and a happy and productive new year!

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