



**NATIONAL ASSOCIATION™**  
OF  
**ADDICTION TREATMENT PROVIDERS**

Voice. Vision. Leadership.

**41ST ANNUAL**  
ADDICTION  
TREATMENT  
LEADERSHIP  
CONFERENCE

**NAATP**  
**NATIONAL 2019**

Establishing and  
Implementing the Core  
Competencies of Addiction  
Treatment Operation

**CONFERENCE**  
May 5-7, 2019  
Omni Shoreham Hotel  
Washington D.C.

**NATIONAL HILL DAY**  
May 8, 2019  
Capitol Hill



**MARVIN VENTRELL**  
NAATP Executive Director

## GROUNDING IN THE CORE COMPETENCIES OF CARE

Join us for NAATP National 2019, the 41st Annual Addiction Leadership Conference of The National Association of Addiction Treatment Providers. NAATP is excited to host the addiction field in 2019 in our nation’s capital at the historic Omni Shoreham Hotel. We are particularly pleased to extend our annual event this year to a fourth day, May 8th, for NAATP National Hill Day 2019.

Our conference title, *Establishing and Implementing the Core Competencies of Addiction Treatment Operation*, is grounded in the 2019 release of two major NAATP resource publications: 1. *The Addiction Treatment Provider Quality Assurance Guidebook: A Guide to the Core Competencies for the Proficient Delivery of Addiction Treatment Services*, and 2. *NAATP Addiction Treatment Outcomes Measurement Toolkit: The Addiction Treatment Provider Implementation Guide to Standardized Outcomes Measurement*, which is the product of NAATP’s recently completed three-year Outcomes Pilot Program and Final Research Report. These resources will be provided to all attendees and will guide our conference process.

Together with the NAATP Code of Ethics, these publications form the foundation of NAATP’s Quality Assurance Initiative designed to promote best practice, deter problematic practices, unify our field, and ensure the public and policy-makers that NAATP providers are the finest values-based proficient addiction treatment providers in the country. While it is true that our field has experienced problems in recent years, it is imperative now that we demonstrate, celebrate, and declare our excellence as a collective profession and focus on the positive life-saving healthcare that we provide. It is time for good news, and we have a lot to share.

As we prepare to convene in Washington, we do so as a national association, a professional society, that is on the upswing and thriving. In the past three years NAATP membership and program offerings have grown significantly, our infrastructure is secure, and our influence has never been greater. This is due in large part to the principled stance NAATP and our members have taken regarding values and treatment quality. Thank you for supporting your association’s efforts. We look forward to a meaningful and successful national meeting.

**See you in Washington D.C.!**





**2019 NAATP PAC GOLF TOURNAMENT**

Proceeds Support the NAATP Political Action Committee

**The Golf Club at Lansdowne**

- 6:00 a.m. **Shuttle**
- 7:00 a.m. **Breakfast | Sponsored by:**  
Cirque Lodge and Bradford Health Services
- 8:00 a.m. **Shotgun Scramble Tee Off**
- 1:00 p.m. **Lunch and Awards | Sponsored by:**  
Capstone Treatment Center
- 2:00 p.m. **Shuttle**

**Hole in One Sponsor:**  
Alpha 180 and Jaywalker Lodge



**OPENING  
NIGHT  
AT NAATP  
2019**



- 2:00 p.m. **Registration Open and Exhibitor Move In**
- 5:00 p.m. **Exhibit Hall Opens**
- 7:00 p.m. **Opening Night Awards Banquet**

**WELCOME**

Art VanDivier  
NAATP Board Chair  
Executive Director, La Hacienda Treatment Center

**THE STATE OF OUR PROFESSION:**

Our Call to Establish Centralized Treatment  
Provider Standards

Marvin Ventrell  
NAATP Executive Director

**CONFERENCE BANQUET DINNER**

**HONORING OUR FINEST**

The NAATP 2019 Addiction Leadership Awards

Paul Bacharach  
Awards Chair  
CEO Gateway Rehabilitation

**Jasper G. Chen See, MD, Volunteer Leadership Award**

**James W. West, MD, Quality Improvement Award**

**Michael Q. Ford Journalism Award**

**Nelson J. Bradley Career Achievement Award**

Opening Night at NAATP is Made Possible  
by the Generosity of:



7:30 a.m. **Breakfast | Sponsored by:**  
Rosecrance Health Network and Gateway Foundation

7:30 a.m. **Exhibit Hall Opens**

9:00 a.m. **WELCOME TO NAATP NATIONAL 2019**  
John Driscoll  
Conference Chair  
Senior Vice President, Recovery Services  
Hazelden Betty Ford Foundation

**THE STATE OF OUR ASSOCIATION:**  
Implementing the Core Competencies of Service: The NAATP Addiction Treatment Provider Guidebook  
Marvin Ventrell  
NAATP Executive Director


9:30 a.m. **GENERAL SESSION 1**  
Enhancing Quality, Accountability, and Effectiveness in Addiction Care: The Measurement Based Practice Model




John F. Kelly, Ph.D  
Elizabeth R. Spallin Associate Professor of Psychiatry in Addiction Medicine  
Harvard Medical School

10:30 a.m. **Break | Sponsored by:**  
Lakeside-Milam Recovery Centers and Sundown M Ranch


11:00 a.m. **GENERAL SESSION 2**  
Betty Ford: First Lady, Women's Advocate, Survivor, Trailblazer



Lisa McCubbin  
Author



Susan Ford Bales



12:00 a.m. **Lunch on Your Own**  
Visit the Exhibit Hall!

Or **CEO Luncheon**  
Leadership Strategies in a New Era and Culture of Treatment Delivery  
(Separate Fee and Registration Required)

**MONDAY AFTERNOON SESSIONS**  
Quality Assurance Guidebook Core Competency Training  
Implementing the Core Competencies of the NAATP Addiction Treatment Provider Guidebook

1:30 p.m. **QUALITY ASSURANCE SESSION 1**

QA 1 Admissions:  
Admissions Process, Screening, Assessment

QA 2 Billing:  
Calculating Cost, Margins, Usual and Customary Rates, Balanced Billing, Toxicology, Deductibles and Copay

QA 3 Continuing Care:  
Continuum of Care, Discharge Planning, Atypical Discharges

3:00 p.m. **Break | Sponsored by:**  
Sponsorship Available

3:30 p.m. **QUALITY ASSURANCE SESSION 2**

QA 4 Outcomes Measures and Treatment Philosophy:  
Tracking Patient Progress and Measuring Outcomes

QA 5 Community Engagement:  
Public Relations, Public Policy, Participation in the Community

QA 6 Marketing and Ethics:  
Marketing, Transparency, Financial Remuneration, Brand Integrity, Third Party Marketers, NAATP Ethics Code Compliance

5:00 p.m. **NEW MEMBER AND MEMBER BENEFITS SESSION**  
Nikki Soda  
NAATP Membership Development Officer  
Rebecca Flood  
NAATP Member Development Chair  
CEO, Ashley Addiction Treatment

6:00 p.m. **Adjourn for the Day | Dinner on Your Own**

7:30 a.m. **Breakfast | Sponsored by:**  
Alina Lodge & Haley House and Pine Grove Behavioral Health and Addiction Services

7:30 a.m. **Exhibit Hall Opens**

8:30 a.m. **GENERAL SESSION 3**  
Now What?  
The State of Internet Marketing in 2019

**The NAATP Role**  
Peter Thomas  
NAATP Quality Assurance Officer

**The LegitScript Addiction Treatment Provider Certification Program: How it relates to Google, Facebook, and Others**  
John Horton  
CEO, LegitScript  
Caitlin Clark  
Assistant Director of Operations, LegitScript

**Implementing Your Strategy**  
John McGee  
Managing Partner, WEBCONSULS

**Moderator**  
Marvin Ventrell  
NAATP Executive Director

10:00 a.m. **Break | Sponsored by:**  
Sponsorship Available

10:30 a.m. **GENERAL SESSION 4**  
The NAATP Addiction Treatment Outcomes Measurement Toolkit:  
The Addiction Treatment Provider Implementation Guide to Standardized Outcomes Measurement

Holen Hirsch, Ph.D.  
Senior Researcher, OMNI Institute

Natalie Wheeler, Ph.D.  
Researcher II, OMNI Institute

Mark Loes  
Director of Operations  
Sundown M Ranch, NAATP Pilot Site

**Moderator**  
Annie Peters, Ph.D.  
NAATP Education Chair  
Chief Clinical Officer Harmony Foundation

12:00 a.m. **ANNUAL NAATP MEMBERSHIP AND POLITICAL ACTION COMMITTEE LUNCHEON**  
Included in General Registration  
Art VanDivier  
NAATP Board Chair and Executive Director  
La Hacienda Treatment Center  
Ed Diehl  
NAATP PAC Chair and CEO Seabrook

**Sponsored by:**  
NAATP Board of Directors

1:30 p.m. **GENERAL SESSION 5**  
Political Leadership in an Addiction Crisis



Rob Portman  
Senator (OH)\*



Joe Kennedy III  
Congressman (MA)\*

\* Invited

2:30 p.m. **ICE CREAM SOCIAL AND RAFFLE**  
**Sponsored by:**  
La Hacienda Treatment Center

3:30 p.m. **ADDICTION TREATMENT PUBLIC POLICY ADVOCACY AFTERNOON**  
NAATP National Hill Day Training  
Preparing our Constituency for the Hill  
NAATP State Advocacy Forum (SAF) Training  
Taking Public Policy Advocacy Skills Back Home

**Session Facilitators:**  
Mark Dunn  
NAATP Director of Public Policy

Sherri Layton  
NAATP Hill Day Chair

Scott Munson  
NAATP Public Policy Chair

Nick Motu  
NAATP Hill Day Facilitator

Ed Diehl  
NAATP PAC Chair

5:00 p.m. **Adjourn for the Day**  
Informal Evening Pop-Up Sessions for Further Hill Day Group Discussions



**NAATP NATIONAL HILL DAY**

Hill Day 2019 will provide our membership with a unique and valuable opportunity to influence federal law and public policy through meetings with Senators, Congressional Representatives, and Congressional Staff.

Hill Day training will take place on Tuesday afternoon May 7th, during which time NAATP public policy leaders and experts will train our membership in effective advocacy techniques and provide specific talking points and logistical instructions.

NAATP's legislative priorities, including parity enforcement, will be emphasized. In addition to training, NAATP participants will have the opportunity to gather on Hill Day in a reserved room near the Capitol.

**Registration**

The NAATP Day on the Hill requires advance registration which is now open. The registration process will ask you to identify your House of Representatives member and your Senators. Information will then be provided to assist you in scheduling your Hill Day appointments.

Be sure to extend your conference stay in DC through May 8 and participate in this important opportunity.

**REGISTER TODAY!**



Approximately nine Continuing Education Credits will be provided through NAADAC. The National Association #64394 is an approved education provider through NAADAC. NAATP is solely responsible for all aspects of the programs.

# THANK YOU TO OUR SPONSORS

NAATP.org/conference

## TIER ONE



## TIER TWO



## TIER THREE





The Chancery Building  
1120 Lincoln Street, Suite 1104  
Denver, CO 80203

**NAATP**

PRSR STD  
U.S. POSTAGE  
**PAID**  
DENVER, CO  
PERMIT NO.  
5090



## REGISTER ONLINE FOR ALL NAATP NATIONAL 2019 EVENTS

- The Conference
- National Hill Day
- The Golf Tournament
- Sponsorships
- Exhibit Booths
- Book Your Lodging

**NAATP.org/conference**



Continuing Education Credit Provided NAADAC #435. Programs that do not qualify for credit will be clearly identified in conference program. NAATP is solely responsible for all aspects of the programs.

**NEED HELP WITH ONLINE REGISTRATION?**  
**888.574.1008**