



MEMBER

BENEFIT GUIDE



NATIONAL ASSOCIATION™
OF
ADDICTION TREATMENT PROVIDERS

VOICE | VISION | LEADERSHIP

DEAR NAATP MEMBER

Welcome to The National Association of Addiction Treatment Providers.

As a member of the National Association, you are part of a professional community dedicated to providing the highest quality of addiction treatment. You have also joined your industry's trade association dedicated to serving you and protecting your interests. Since its founding in 1978, NAATP has served as the national professional society and trade association for addiction treatment providers. In this role, we serve our members through convening, educating and training, providing resources, creating member visibility, and public policy advocacy.

Headquartered in Denver, Colorado, The National Association is governed by a 25-person Board of Directors, elected by the membership, and comprised primarily of chief executives of leading addiction treatment centers throughout the US. NAATP staff carry out the day-to-day operations of the association and are here to help you. Association programs include NAATP National — the annual national addiction leadership conference, the Ethics and Quality Assurance Programs, publications including the newsletter, *addictionLeader*, the membership directory called the AID - Addiction Industry Directory, the Salary Survey, the Outcomes Measurement Program, the Member Resource Center, and our Public Policy Agenda staffed by the NAATP Public Policy Director in Washington, DC. NAATP also maintains the State Advocacy Forum (SAF) through which members can address local issues.

NAATP members distinguish themselves within the field of addiction treatment by committing to values-based, ethical, best practice operation. We know this is the key to our association's and the field's survival and effectiveness during the current challenging climate.

We are pleased to provide you with this membership guide. To benefit from your membership and participate effectively in the NAATP community, please learn about the programs and encourage your staff to do the same. Then begin using your member-only benefits by creating your login at NAATP.org. All members of your staff are entitled to a unique member login. NAATP.org is home base for all services and communication including your program's all-important Membership Directory/AID listing.

Welcome aboard. We look forward to getting to know you and seeing you at NAATP National.



Marvin Ventrell, Executive Director

MEET THE NAATP STAFF | Visit: naatp.org/about-us/staff



MARVIN VENTRELL
Executive Director



KATIE STRAND
Director of Operations



PETER THOMAS
Quality Assurance Officer

CONNECTING

Member to Member (M2M)
Communications

4

VISIBILITY

Membership Directory
Member Logo
Member Certificate

4

BEST PRACTICES

Values
Ethics
Quality Assurance
Outcomes
Surveys

5

ACCESS

Admin Access
Member-only Access
Resource Center

6

CONVENING AND TRAINING

NAATP National
Webinar Series

6

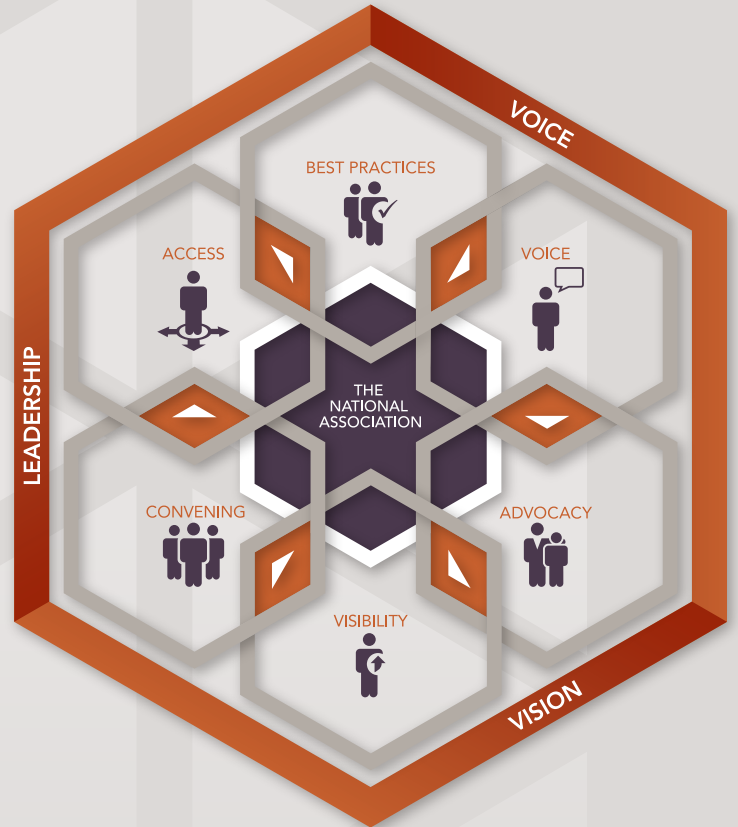
PUBLIC POLICY ADVOCACY

Public Policy Statement
Director of Public Policy
Political Action Committee (PAC)
State Advocacy Forum (SAF)

7

ADDITIONAL BENEFITS

7



NIKKI SODA
Membership Development Officer



KAYLA HUETT
Program Coordinator



CHELSEY CUSIMANO
Executive Assistant

CONNECTING VISIBILITY

M2M



The Member to Member (M2M) Forum was developed to provide the opportunity to draw from the collective expertise of hundreds of executives and treatment professionals, and to help solve pressing problems at your facility and throughout the field. It is also a great avenue to share experience with peers, and to help drive mutually beneficial collegial discourse within our membership. This forum will host discussions from NAATP's new State Advocacy Forum, which offers a great resource to help navigate the legislative process in your state. Please look through the current posts, offer your experience, and pose a question of your own.

COMMUNICATIONS

NAATP strives to keep you updated on important changes within The Association and the field, and apprised of national legislative developments.

Look out for the following communications.

- *addictionLEADER*
- Directors Desk
- Public Policy Updates (PPU)
- NAATP Insights
- NAATP News
- Member News
- Special Membership Updates

MEMBERSHIP DIRECTORY



The Addiction Industry Directory (AID), the NAATP Membership Directory, is a great tool to help consumers find your organization based on the types of care and specialty programming you provide. It is also used by other providers seeking like-minded, reputable programs they feel comfortable referring to. Additionally, it is a resource where you can find support services, and other quality providers who can serve patients not suited for your program.

Please review your listing and ensure it is complete with all relevant facility information, including your logo, to get the most visibility. With nearly 40,000 page-views to our site each month, this is a valuable tool to help gain greater visibility, and to help build consumer confidence as patients become more discerning in where they seek treatment services.

MEMBER LOGO

Beyond ensuring your AID listing is complete, we encourage you to display our member logo on your website with a link back to your listing in the AID. Our mark on your website and promotional materials helps consumers know you support quality practice, and are committed to adhering to our Code of Ethics and heightened standards of business operations. By linking our logo back to your facility's AID listing, you help demonstrate your adherence to best practice, and simplify the process for consumers vetting your facility.

MEMBER CERTIFICATE

Included with your welcome packet is a Certificate of Membership and window decal. As with our logo on your website, these demonstrate your commitment to quality, and enhanced business ethics. We encourage you to proudly display them as you would your license or certificate of accreditation. If you have additional centers under your membership, a certificate is enclosed for each facility. We encourage you to deliver these to each center for display.

BEST PRACTICES

VALUES

NAATP endorses values-based practice. At a time when all providers do not share these values, it is imperative that NAATP and its members lead the way. The NAATP Values Statement describes the delivery of high quality integrated service delivered with professionalism.

ETHICS

The NAATP Code of Ethics is an industry guide for a code of conduct to which all NAATP members 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 Ethical Violation Policy and Procedure.

QUALITY ASSURANCE

The NAATP Quality Assurance Initiative (QAI) is a comprehensive program that includes a provider Guidebook designed to promote best practice through a series of detailed guidelines ranging from membership requirement do's and don'ts to operational recommendations and quality implementation resources.

The QAI is designed to:

- Promote best business practice
- Deter problematic business practice
- Inform law and policy makers
- Educate and protect the consumer
- Train the provider

OUTCOMES

NAATP's Outcomes Pilot Program (OPP) is a research program that measures the efficacy of addiction treatment using comprehensive national data. It tracks patient outcomes from multiple residential addiction treatment programs.

The pilot program, conducted by NAATP, together with the research firm OMNI Institute, provides unique cross-program comparison, compilation, and analysis.

The OPP research team has collected a large data sample of nearly 800 patients, following outcomes from baseline to discharge, at five time points for one year after discharge from treatment. Members have special online access to the NAATP Outcomes Toolkit and the final report from the pilot program.

SURVEYS

NAATP's Salary Survey is a biennial publication designed to help providers with hiring, salary, and benefit decisions. An updated version is provided each even numbered year, with 2020 being the next publication year. We ask that our members participate in this survey as additional participation increases the value and reliability of the survey.

The 2018 Salary Survey report was provided without fee to members who participated in the survey process, and is available for a fee to non-participating members, and the larger field. This is a great resource for HR and hiring decisions and we need your responses to make it a more valuable tool.

ACCESS

CONVENING AND TRAINING

ADMIN ACCESS

All members have designated admins. We ask that member admins take the time to login periodically to ensure your organization and facility information is up-to-date. Your annual membership can also be renewed online with admin access.

MEMBER ONLY ACCESS

Did you know that your entire staff has exclusive access to all member benefits and resources?

Staff members can create an account and request access through our website. Once logged in as a member you have access to the gray bar, which indicates member-only access.

RESOURCE CENTER

NAATP has an extensive resource center covering clinical and operational topics. These educational tools are a great value to your staff, with new items regularly being added by the NAATP team and our many member organizations. Look through and submit new resources through our website.

NAATP NATIONAL

NAATP's annual convening at the National Addiction Leadership Conference offers educational and networking opportunities, and is at the forefront of enhancing ethical business strategies in addiction treatment. Over half of conference attendees are C-Suite level executives, who together drive the dialogue on the trends and trajectory of our field.

NAATP National is an important venue for connecting with leaders in the field, marketing, learning about new trends, and enhancing your organization. NAATP is authorized to provide Continuing Education credits through NAADAC.

Members receive \$150 off registrations, and \$750 off exhibits. There is no cap on the number of discounts, and each of your facilities and staff members can take advantage of this member benefit. It's a great way to increase your name recognition while continuing your staff's education.

Upcoming NAATP National Dates:

May 5 – 7, 2019 | Washington, DC

May 16 – 18, 2020 | San Diego, CA

WEBINAR SERIES

In 2018, The National Association launched the NAATP Addiction Leadership Webinar Series, providing monthly educational trainings. Stay tuned on our website for upcoming trainings. Continuing education credits through NAADAC are offered for most webinars.



PUBLIC POLICY ADVOCACY

ADDITIONAL BENEFITS

PUBLIC POLICY STATEMENT

NAATP policy advocacy is guided by our mission and values. Additionally, NAATP has published its Policy Statement that provides guidance on specific key issues and informs policy-makers as to sound treatment service positions.

DIRECTOR OF PUBLIC POLICY



MARK DUNN
Director of Public Policy
Washington, DC

NAATP serves its members and the addiction treatment industry by advocating for law and policy that advances treatment quality, quantity, and access. Since the 1970s, NAATP has been present as a powerful and influential voice on behalf of members and addiction service providers. We have an active Director of Public Policy working in D.C. on your behalf.

POLITICAL ACTION COMMITTEE (PAC)

The NAATP PAC is a venue for NAATP Member Trustees to support members of Congress and political candidates who believe in the importance of addiction treatment. Your participation allows NAATP to maintain a seat at the table as critical decisions are made that impact not only your livelihood, but also the potential well-being of those still suffering from the disease of addiction.

STATE ADVOCACY FORUM (SAF)

The National Association developed the State Advocacy Forum as a means of creating greater engagement and resource sharing on state and local initiatives that further the Association's Mission and Values. This group is designed to provide training and resources, and to develop a consistent voice on Public Policy that enhances the access to and quality of addiction treatment services.

NAATP provides many other Member benefits in addition to those outlined in more detail throughout this Benefit Guide. Some of these include:

- **Complimentary Job Listings**
Use our Job Center to help you find qualified staff in the addiction treatment field or post a job opening within your organization.
- **Annual Subscription to ADAW**
Alcohol and Drug Abuse Weekly (ADAW) is an important weekly journal covering topics in the field. Members must opt in for this subscription.
- **Scholarships at the Hazelden Betty Ford Graduate School of Addiction Studies**
Hazelden and NAATP have partnered to provide \$4,500 off a graduate degree, or \$220 off three-credit courses at the Graduate School of Addiction Studies.
- **Membership Posts**
Share member news on the NAATP website. Add your events and training opportunities to our Events Calendar, and use it to find relevant trainings for both you and your staff.
- **Consumer Confidence**
As NAATP continues to lead the field in embracing ethical business practice. Membership helps to distinguish your company as an ethical provider.
- **Employee Retirement 401(k) Benefit Plan**
NAATP has partnered with well-known retirement industry providers to offer the *NAATP Retirement Solution*, powered by TAG Resources, LLC, the largest national "end to end" 401(k) provider. This member benefit is a solution that can allow your treatment center to offer a retirement plan to your employees, while reducing administrative burden, transferring fiduciary risks, and reducing costs.



NAATP™

1120 Lincoln Street | Suite 1104
Denver, Colorado 80203

info@naatp.org

888.574.1008

