

The Newsletter of the
National Association of Addiction
Treatment Providers

addictionLEADER

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**THE 40 YEARS OF SERVICE TO
THE ADDICTION TREATMENT
PROVIDER**



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

addictionLEADER

The newsletter of the National Association of Addiction Treatment Providers (NAATP).

NAATP is a professional membership society of addiction service providers and supporters.

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NAATP

MISSION

To provide leadership, advocacy, training, and member support services to ensure the availability and highest quality of addiction treatment.

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ESTABLISHING THE COMPETENCIES OF TREATMENT OPERATION



BY MARVIN VENTRELL
NAATP Executive Director

The efficacy and viability of a professional discipline are dependent largely on the broad-based establishment, implementation, and measurement of core competencies. In the practice of medicine, law, accounting, or engineering, for example, certain fundamental operational principles, typically codified in standards of practice, are acknowledged by practitioners and the disciplines' governing bodies, as necessary for the competent execution of service. Whether regulated internally, externally, or both, these competencies guide the practitioner, validate the service, and protect the consumer. Because professional services matter so much, because they affect the welfare of consumers in profound ways, the application of core competencies is necessary and ultimately distinguishes professions from typical service delivery. ▶

The practice of addiction treatment as a health care matter is every bit a professional service and fits the criteria of human welfare impact as fully as the professions referenced above. Effective medical practice saves lives and if malpracticed, can take life. Legal service practice may result in either the maintenance or loss of a human being's liberty. It is proper, therefore, to require more rigor from the professional and it is no stretch to say that addiction treatment practice is a matter of life and death. Addiction is a primary, chronic brain disease and like other chronic diseases, without treatment, it is progressive, impacts one's social, legal, and economic welfare, and can result in disability and death.

We, as an addiction treatment profession, are relatively young and we lag behind other professions generally and other health care services, in the establishment, implementation, and measurement of our core competencies. Our viability as a profession, moreover our effectiveness for our patients, demands that this now change.

Progress has been made. Medical evaluation and treatment placement criteria have a foundation in medicine and social science and can be articulated. Likewise, institutional clinical safety and quality measures are articulated and applied by the accrediting bodies. While neither of these developments are typically codified by mandatory standards enforced by license to operate, they are increasingly adhered to by practitioners.

Missing from this scenario are guidelines for institutional business operations including professionalism and ethics standards. It is no secret that the lack of these guidelines has gotten us into the trouble we are in today as a field. Bad actors, as we have come to call them, in our midst, purporting to deliver addiction treatment care, have engaged in practices that have harmed the consumer and damaged the reputation of the profession at large. It is an undeniable reality as conduct like patient brokering, insurance billing abuses, deceptive online marketing practices, and outright misrepresentation of services resulted in the United States Congress holding hearings to address the issue this year. ▶



VOICE VISION LEADERSHIP

The Quality Assurance Initiative (The QAI) of the National Association of Addiction Treatment Providers is a comprehensive response to the void of operational guidance. At one stage in our association discussions on this issue, we said, “we simply lack a ‘rule book’ on how to do this work.” The pages that follow this article on the programs and products of the QAI describe the components of our efforts and how we, as a national trade and advocacy organization for the addiction treatment provider, are responding. In particular, as a foundation for quality assurance, NAATP adopted, published, and enforces within our professional society, a Code of Ethics for operational conduct. Now, as we prepare for a new year of association service, we are completing the most comprehensive effort to date to establish operational practice guidelines in the form of the Quality Assurance Guidebook. The QAI Guidebook identifies the following core competencies and sets guidelines within these areas: Operations, Admissions, Employment, Training and Credentialing, Billing, Discharge and Continuing Care, Outcomes Measures, Community Engagement, Marketing, and Ethics.

As you read this information, please consider not only how the work of the QAI impacts you, but how it furthers the development of our profession at large. At NAATP we embrace an obligation to provide not only for our members immediate needs, but for the welfare of the next generation of providers and their clients as well. ■



BY PETER THOMAS
Quality Assurance Officer

PROGRAMS AND PRODUCTS OF THE NAATP QUALITY ASSURANCE INITIATIVE

The Guidebook, Ethics Compliance, Salary Survey, Google and LegitScript, Accreditation, and The Outcomes Toolkit

The NAATP Quality Assurance Initiative (The QAI) was launched in 2017 as a project that would produce resources to guide the profession toward quality treatment operation and give the consumer assurance of reliability. The project was prompted by both the inappropriate behaviors of some providers and the general need within the field for uniform operational guidance. We have written much about the program this year, much has been written about it, and it was even a topic of discussion in Congress. As 2018 draws to a close, NAATP has completed the research and evaluation needed to support the QAI products and we are pleased to advise our membership that a number of the products are now in place and the remainder are poised for release. ▶

THE QUALITY ASSURANCE GUIDEBOOK

The Guidebook has been developed by NAATP staff and experts within the field to offer addiction treatment providers the core competencies for the delivery of addiction treatment. The initial release will offer our members the opportunity to review and offer feedback prior to a full release of the completed document. Built as a companion tool to the NAATP Code of Ethics, the Quality Assurance Guidebook provides greater detail in the form of best-practice guidelines for each of the 32 competencies identified in nine sections. Each guideline is accompanied by a commentary explaining and elaborating the intention of each guideline, followed by a guideline implementation resource. NAATP Provider Members may anticipate receiving this Beta Version of the Guidebook in early 2019.

THE FOLLOWING IS A DRAFT SAMPLE OF WHAT MEMBERS CAN EXPECT TO SEE.

The Addiction Treatment Provider Quality Assurance Guidebook

A Guide to the Core Competencies for the Proficient Delivery of Addiction Treatment Services

[Beta Release for NAATP Member Comment](#)

SAMPLE

Guideline F-1: Tracking Patient Outcomes

Addiction Treatment Providers should engage in the collection, analysis, and publication of Patient Outcomes in a manner that informs program development, enhances the quality of addiction services, provides feedback on the efficacy of services, and informs the public.

COMMENTARY

Addiction Treatment is recognized as a chronic medical condition, warranting bio-psycho-social spiritual treatment. Public policy developments have implemented mandates for funding addiction treatment in parity with other medical surgical conditions. Despite this, the addiction treatment field has largely relied on anecdotal evidence in determining what treatment modalities work, and what interventions to employ in treatment facilities. This practice has contributed to the view that addiction treatment is less valid than other medical and behavioral health services. The collection and analysis of data on patient outcomes serves as both a tool to inform the continued enhancement of addiction treatment services, and a means of demonstrating the value of these services to payors, patients, policy-makers, and the public. Utilizing outcomes measures legitimizes our profession while also offering a means to assess areas of continued improvement, and as such, is an important component of quality addiction services. Providers should utilize an appropriate outcomes measurement protocol and tool. It is recommended that providers use the NAATP Outcomes Measurement Toolkit in the process of conducting outcomes measurement.

IMPLEMENTATION RESOURCE

NAATP Addiction Treatment Measurement Toolkit: The Addiction Treatment Provider Implementation Guide to Standardized Outcomes Measurement, by NAATP. ▶

[Here the reader will be given a link to the online resource.](#)

The Guidebook table of contents in its beta draft form is as follows:

A. Operations

- Guideline A-1: Treatment Philosophy
- Guideline A-2: Licensing
- Guideline A-3: Accreditation
- Guideline A-4: Governance, Management, and Leadership
- Guideline A-5: Policies and Procedures
- Guideline A-6: Strategic Planning
- Guideline A-7: Facilities

B. Admissions and Patient Screening

- Guideline B-1: Admission Process
- Guideline B-2: Screening / Assessment

C. Employment, Training and Credentialing

- Guideline C-1: Staff Training
- Guideline C-2: Professional Staff Credentials.
- Guideline C-3: Salaries
- Guideline C-4: Hiring Patients

D. Billing

- Guideline D-1: Calculating Cost of Service
- Guideline D-2: Reasonable Billing Margins
- Guideline D-3: Usual and Customary Rates
- Guideline D-4: Balance Billing and Receiving
- Guideline D-5: Toxicology
- Guideline D-6: Deductibles and Copay

E. Discharge and Continuing Care

- Guideline E-1: Continuum of Care
- Guideline E-2: Discharge Planning
- Guideline E-3: Atypical Discharges

F. Outcomes Measures

- Guideline F-1: Tracking Patient Outcomes

G. Community Engagement, Public Relations, and Public Policy

- Guideline G-1: Participation in the Community
- Guideline G-2: Public Relations Strategy
- Guideline G-3: Public Policy Position

H. Marketing, Advertising, and Visibility

- Guideline H-1: Marketing
- Guideline H-2: Transparency
- Guideline H-3: Financial Remuneration
- Guideline H-4: Brand Integrity
- Guideline H-5: Third Party Marketers

I. Code of Ethics

- Guideline I-1: Code Compliance ▶



ETHICS COMPLIANCE

The NAATP Code of Ethics and the compliance process is the foundation of our quality assurance work. Made effective on January 1, 2018 and referred to as Ethics 2.0, the Code was described and included in this year's addictionLEADER Spring Issue.

Code compliance and enforcement make the Code valuable. All NAATP members must abide by the Code and agree to sanctions, including possible removal from membership, for non-compliance. In particular, the Code Compliance Complaint Process was developed as a mechanism for members and the public to alert NAATP to concerns about an NAATP member. We are regularly and actively engaged in this process to ensure our members are in compliance. The process may be reviewed and complaints may be filed at:

naatp.org/resources/ethics/ethics-complaint-process.

SALARY SURVEY

Industry quality is directly related to the quality of a professional work force. NAATP conducts the Salary Survey as a means of providing industry norm for staff positions and compensation. In September, NAATP released the 2018 National Addiction Industry Salary Survey. It is the 11th salary survey produced by The National Association and is expanded to include additional information including facility capacity, parental leave, benefits by staff type, and salary distributions. A total of 184 organizations participated in the survey, representing 21% of NAATP Members, and a threefold increase in participation from the 2016 report.

The final report is available at no cost only to members who participated in the survey by providing their organizations data. It is available by purchase to non-participating members, and the public. For more information please reach out to the NAATP Staff. ▶

naatp.org/resources/treatment-outcomes-surveys



THE INTERNET MARKETING ENVIRONMENT: GOOGLE AND LEGITSCRIPT

Addiction treatment online marketing reform is essential to establishing quality assurance in our field. Many of the problems we have faced are the result of bad actors engaged in online deceptive practices including patient brokering, deceptive directories, identity aggregation, inadequately branded websites, and program service misrepresentations. The NAATP Code of Ethics 2.0 (2018) identified and prohibited these practices, provided an industry-wide standard of ethical behavior, and allowed NAATP to vet our members for compliance.

Simultaneously, NAATP began work with Google to develop policies that would discourage unethical practices and set guides for transparent internet marketing to aid the consumer. Following a period of AdWords suspension, Google reinstated the AdWords program through the certification process run by the [LegitScript Addiction Treatment Certification Program](#). NAATP serves as an advisor on the program and works to help LegitScript improve its still developing process. NAATP's work with Google is continuing as we strive to communicate our field's key concerns including restriction of addiction related keywords, bidding on reputable providers' names, call only advertising, Broad Match issues, and prohibition from advertising while in the LegitScript process. As we become aware of the problems our members experience, we communicate those matters and propose solutions to both LegitScript and Google and both entities are receptive to our input.

We know these current reforms are imperfect and that many of our good centers have been frustrated by the compliance process made necessary by the bad actors. Be assured that NAATP staff will continue to monitor advertising practices and advise Google and LegitScript on ways to further enhance their systems, improve brand protection, protect consumers, and identify and reward the good provider. ▶

ACCREDITATION

Earlier this year the NAATP Board of Directors and the membership at large overwhelmingly approved a measure to require that addiction treatment providers be accredited as a condition of NAATP membership. Beginning January 1, 2019, therefore, NAATP Provider Members will be required to demonstrate that they are accredited by a recognized accrediting body in order to remain a member. Likewise, new membership applicants will be required to demonstrate accreditation.

The majority of NAATP members are already accredited. The relatively small number of members who are not accredited will be granted provisional status and given 24 months to obtain accreditation. New applicants for membership may be admitted as provisional members and given 24 months to obtain accreditation. The graphic indicates the distribution of NAATP’s approximate 900 member facilities by accreditation status.

NAATP staff will assist non-accredited providers in obtaining accreditation by connecting them with the accrediting body and assuring the accrediting body that the provider is a provisional member in good standing that has demonstrated proper licensing, adherence to NAATP values and The Ethics Code, and is aligned with the new Quality Assurance Guidelines.

Both [CARF](#) and the [Joint Commission](#) have expressed a desire to take a direct handoff of the provider from NAATP. The National Association will consider approving other accrediting bodies if we can establish that the body’s standards are appropriate and adequately rigorous. Both of these bodies will also be conducting NAATP Webinars in 2019 to aid the NAATP applicant.

NAATP believes the accreditation requirement is a necessary step toward improved care and legitimization of addiction treatment as health care. We believe that providers must strive for high quality and demonstrate reliability to the consumer and payer. The policy will also add value to NAATP membership. Consumers will know that a listing on the NAATP [Addiction Industry Directory \(The AID\)](#) indicates quality, safety, values, ethics, and best operational practices. ▶



- **CARF**
 21% 177 Members
- **DUAL ACCREDITED**
 24% 199 Members
- **JOINT COMMISSION**
 43% 353 Members
- **NOT ACCREDITED**
 6% 48 Members
- **OTHER**
 6% 49 Members

THE OUTCOMES TOOLKIT

The NAATP Addiction Treatment Outcomes Measurement Toolkit is borne out of the NAATP Outcomes Pilot Program (The OPP) conducted from 2015-2018. The purpose of the pilot program was to create, test, and validate a standardized instrument and process by which the addiction treatment field could measure patients' outcomes. While some Substance Use Disorder treatment providers have conducted research on outcomes for participants served through their own program, there is not currently a validated nationwide standard for treatment providers to collect data through common outcome measures.

The purpose of this toolkit is to close the gap with standardized data, tools, and processes, and to demonstrate the long-term impact of Substance Use Disorder services across providers. Through widespread use, the toolkit will lead to common data collected across providers on participants, services, and outcomes that will support additional research, improved understanding of effective practices, and the ability to promote the value of treatment provider services. The Outcomes Pilot Program, as a historically unique program conducted by independent researchers under the scrutiny of an Institutional Review Board (IRB), adhering to the requirements of human subject research in addition to the confidentiality protections of the National Institute of Health (NIH).

With the Pilot Study complete, The Outcomes Measurement Toolkit will be Released to Members in 2019. NAATP expresses its gratitude to the OPP Research Team comprised of Jessica Swan, MA/CACIII/NCAC II, Outcomes Manager; Holen Hirsch, Ph.D., Senior Researcher; and Katie Gelman, Dr.PH, MPH, Director of Research and Evaluation. We are also grateful to the NAATP member pilot sites who made the research possible: Addiction Recovery Resources, Ashley Addiction Treatment, Caron Treatment Centers, Hazelden Betty Ford Foundation, New Directions for Woman, Seabrook, Sundown M Ranch, and Tully Hill Chemical Dependency Treatment Center. ▶



THE FOLLOWING IS A DRAFT SAMPLE OF WHAT MEMBERS CAN EXPECT TO SEE.

NAATP Addiction Treatment Outcomes Measurement Toolkit

The Addiction Treatment Provider Implementation Guide to Standardized Outcomes Measurement

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Scheduled for Release to NAATP Members 2019:

Contents

1. Introduction and Purpose of the Toolkit

- a. How to Use the Toolkit
- b. Overview of Outcomes Pilot Program
- c. What we are Measuring

2. Ethics Review

- a. Institutional Review Board (IRB)
- b. Informed Consent

3. Tools

- a. Intake Form
- b. Locator Form
- c. Discharge Reminder Form
- d. Follow-up Form
- e. Service Summary Form

4. Data Collection Protocol

- a. Protocol for Intake
- b. Protocol for Discharge
- c. Protocol for Follow-Up Calls

5. FAQs from the OPP

- a. Data Collection Processes
- b. Enrollment
- c. Follow-Ups
- d. Incentives
- e. Patient ID
- f. Study Documents – Service Summary

6. Best Practices

- a. Data Management
- b. Analysis and Report Recommendations
- c. Lessons Learned from the Outcomes Pilot Program (OPP) ■



FEDERAL PUBLIC POLICY UPDATE

PROGRESS AND CAUSE FOR OPTIMISM



BY MARK DUNN
Public Policy Director
Washington, DC

Opportunities to impact Substance Use Disorder (SUD) law and policy have not been commonplace in our work. Gaining the attention of policy-makers around addiction health care has never been easy. Public policy progress for our field has historically been slow and inadequate. Remarkably, however, at a time when our politicians are polarized and divided by ideology, our congress came together this year, spurred on by our addiction advocacy community, to address addiction in a historic way. Not since 2008 and the passage of the Mental Health Parity and Addiction Equity Act (MHPAEA) have we seen such progress. ▶



In a bipartisan process, the House of Representatives and the US Senate held numerous hearings to compile a massive legislative effort, directed at substance use disorder problems. Thanks to grass-roots involvement from NAATP members, many of our priorities were included in the final bill, [The Support for Patients and Communities Act \(HR6\)](#). The legislative process seldom allows any one group to achieve exactly what they want. While that was the case this year, significant progress was made which will positively impact the field, our members and those in need of treatment for many years to come.

One of the more significant steps was the first legislative change to the IMD exclusion in over 40 years. While the allowance of 30 days of residential care for substance use disorder treatment was not the complete repeal we wanted, it was substantial improvement.

Over the past few years, we have moved agencies of the federal government from saying there was no problem with enforcement of Parity to providing training to states and now, thanks to this year's legislation, an assessment of how it's working. We know that Parity is a long way from being effectively enforced and this process, however slow, will document that fact.

Another NAATP priority in the legislative package was the provision for tuition reimbursement for substance use disorder workers who locate in an underserved area. This will help workforce availability issues for many in our field.

There were numerous other positives for the field and NAATP specifically, including new laws relating to our Quality Assurance Initiative. Patient brokering and kickbacks are now illegal and best practices guidelines will be created for recovery homes. ▶



In terms of NAATP's Quality Assurance Initiative, we were pleased to have been asked to testify before the Energy and Commerce's sub-committee on Oversight and Investigations. This US House of Representatives committee is investigating unethical practices and false advertising. NAATP Executive Director, Marvin Ventrell, testified and responded to questions from the Committee. He was an outstanding and effective witness on behalf of NAATP and the addiction treatment field. The response from committee members was incredibly positive. His testimony and performance places NAATP as a leader in this effort and in a position to positively influence future legislative remedies.

Now, the makeup of Congress has changed. What does that mean for the field in 2019? Fortunately, the major 2018 legislative achievements were bi-partisan. We anticipate that approach to continue.

NAATP will continue to advocate for real enforcement of Parity. Removal of all treatment limitations for Medicaid covered individuals will also be important. Whenever possible we will continue to move SUD treatment into the mainstream of medical care. And of course, we will work to improve areas of quality assurance.

NAATP members are encouraged to stay involved and stay in touch with our policy staff. We are making a difference! ■

[Stay connected to NAATP Public Policy Activity.](#)

[Review the NAATP Public Policy Statement.](#)

LOCAL ADVOCACY THROUGH THE NAATP SAF

In 2017, The National Association developed the State Advocacy Forum to facilitate dialogue within our membership and share ideas on state level public policy initiatives that support quality addiction treatment, and further NAATP's national policy agenda. The SAF is comprised of individuals throughout the country engaged in local advocacy efforts, working to support common goals, enhance the availability and quality of addiction treatment.

For more info on the SAF, email us at: info@natp.org.

THE NAATP PAC

The NAATP Political Action Committee (PAC) was formed in 2008 to support and help elect candidates who understand and support legislative and regulatory concerns that effect treatment providers. For more information and to contribute to the NAATP PAC, please visit:

naatp.org/advocacy/naatp-pac.

NAATP NATIONAL HILL DAY 2019

We are pleased to announce that NAATP will hold a national addiction treatment advocacy Day on the Hill for our member on May 8, 2019 following the national conference. For more information visit NAATP National 2019.

naatp.org/training/national-addiction-leadership-conference

NAATP MEMBERSHIP UPDATE



BY NIKKI SODA
Membership Development
Officer

GROWTH, DEVELOPMENT, CONNECTION, TOOLS, AND RESOURCES

What a year it has been for NAATP membership growth! With over 125 new members since March, membership is at an all-time high of over 900 member facilities. It seems our crackdown on provider ethical conduct has touched a chord with the field and established NAATP as the location for values-based providers. We strive to identify addiction treatment programs that are providing high quality care within an ethical operational structure. We have taken on a quality over quantity approach and the result has been the addition of top-notch members. ▶



I am honored to have begun my tenure with NAATP this year as Membership Development Officer. Working with our Quality Assurance Officer, Peter Thomas, we focus on membership service and development for our country's treatment providers who qualify for membership by demonstrating their qualifications.

December kicked off the new NAATP Listening Tour designed to enhance our service through local meetings where members can not only benefit from our information but can influence our work by educating us on provider needs. Our first stop was South Florida on December 4th. Ashley CEO, NAATP Board Member, and Membership Committee Chair, Rebecca Flood helped facilitate the discussion. The goal for the series is to give members an opportunity to discuss which NAATP benefits and services they value, changes they would like to see, and mechanisms to get more involved with the association. With over 20 different facilities represented at the Florida event, discussion was lively and productive. We anticipate hosting Regional Listening Tours all across the country in 2019. Stay tuned for those announcements.

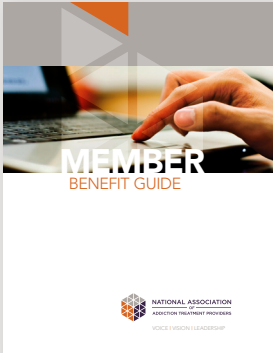
Communication is vital and imperative to any successful organization. NAATP strives to keep our members updated on important developments within the association and the field at large. Be sure you and your staff are benefiting from our information by logging into the website, receiving our publications, and providing feedback.

MEMBER TOOLS AND RESOURCES

The member tool section is located on the NAATP website and provides you with a number of member-only resources. All staff at our member organizations may use the resources by establishing their own login credentials. All member organizations also have a designated "admin." 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. See your organization's admin or contact us to get logged in. ▶

MEMBER BENEFIT GUIDE

Be sure to go online and review the NAATP Guide.



naatp.org/member-benefit-guide

MEMBERSHIP DIRECTORY – THE AID

The Addiction Industry Directory (AID), the directory of our members, is the tool to help connect you to consumers and the field. Consumers locate your organization based on the types of care and programming you provide. It is also used by other providers seeking like-minded, reputable programs they feel comfortable referring to. Please review your listing and ensure it is complete with all relevant facility information, including your logo, to get the most visibility. With over 25,000 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.



naatp.org/resources/addiction-industry-directory

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.



naatp.org/member-logos-and-guidelines

WEBINAR SERIES

In 2018, The National Association launched the Addiction Leadership Webinar Series, a monthly educational offering presenting key topics in addiction treatment. Presentation recordings are available to attendees and NAATP Members. Make sure to check upcoming events on our website and register for upcoming webinars focused on accreditation. Continuing Education credits are offered for most webinars through NAADAC.



naatp.org/training/naatp-webinar-series

MEMBER TO MEMBER FORUM

M2M is a tool, exclusively for NAATP Provider Members, that allows for meaningful information exchange between treatment center professionals. M2M facilitates discussion, and it links users to related clinical and operational NAATP Resource Center materials. M2M is your information community where you can engage, ask questions, share ideas, and connect with your professional peers. You can subscribe to get real-time updates in your email inbox. M2M is your hub for real-time dialogue between NAATP Provider Member colleagues. By joining M2M, you ask questions, get answers, share your expertise, and become part of the NAATP community that helps us all.



naatp.org/member-member/chats

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.org/member-resource-center

MEMBER NEWS

Share member news on the NAATP website under Member Making News. This is an excellent opportunity to get your name out there to other members. Add your events and training opportunities to our Events Calendar and use it to find trainings for both you and your staff.

naatp.org/membership/member-news

JOB BOARD

NAATP offers a specialized job board specific to the addiction treatment field. Job boards remain a relevant place for companies to reach and engage talent for their organizations. If you are looking to maximize your treatment center job listing visibility and build your candidate pool, take advantage of our free Post Job Opportunities section, as it is one of the best ways of getting job exposure. It is a complimentary member benefit.

naatp.org/resources/jobs

ADAW

Alcohol and Drug Abuse Weekly (ADAW) is an important weekly journal covering topics in the field. Members must opt in for their complimentary subscription.



naatp.org/adaw-subscription-sign

NEWEST NAATP MEMBERS



WELCOME

NEWEST NAATP MEMBERS

THE GROWTH TREND CONTINUES

The National Association welcomes its newest members!

UNITED STATES

12 South Recovery

Lake Forest, CA

A New Start

Palm Springs, FL

Advanced Behavioral Medicine

Maitland, FL

▼ Advanced Recovery Systems

Fort Lauderdale, FL

▼ IAFF Center of Excellence

Upper Marlboro, MD

▼ Next Generation Village

Sebring, FL

▼ Next Step Village – Orlando

Maitland, FL

▼ Next Step Village – Umatilla

Umatilla, FL

▼ Orlando Recovery Center

Orlando, FL

▼ The Recovery Village

Umatilla, FL

▼ The Recovery Village at Columbus

Groveport, OH

▼ The Recovery Village at Palmer Lake

Palmer Lake, CO

▼ The Recovery Village Ridgefield

Ridgefield, WA

▼ The Recovery Village Ridgefield Detox Center

Vancouver, WA

▼ The Treatment Center

Lake Worth, FL

Amatus Health

Baltimore, MD

▼ Atlanta Detox Center

Riverdale, GA

▼ Awakenings Recovery Center

Hagerstown, MD

▼ Blueprint Recovery Center

Concord, NH

▼ East Point Recovery Center

East Point, GA

▼ Foundations Recovery Center

Woodlawn, MD

▼ Fresh Start Recovery Center

Gaithersburg, MD

▼ Midwest Detox Center

Maumee, OH

▼ Midwest Recovery Center

Toledo, OH

▼ Ohio Detox Center

Maumee, OH

▼ Ohio Treatment Center

Toledo, OH

ARC Behavioral Health Network

San Juan Capistrano, CA

Bay Cove Human Services

Boston, MA

Beginnings Treatment Centers

Santa Ana, CA

BestNotes

Twin Falls, ID

BNI Treatment Centers

Agoura Hills, CA

Boulder Integrated Health

Boulder, CO

Bridges of Hope

Anderson, IN

Capo Canyon Recovery

San Juan Capistrano, CA

CASA Recovery

Capistrano Beach, CA

Clearfork Academy

Fort Worth, TX

Continuum Recovery of Colorado

Denver, CO

Covenant Hills Treatment Center

San Juan Capistrano, CA

Crestview Recovery Services

Portland, OR

D'amore Healthcare

Huntington Beach, CA

Denver Addictions

Denver, CO

DreamLife Recovery

Donegal, PA

Driftwood Recovery

Driftwood, TX

Encore Recovery Solutions

Arlington, VA

Extra Mile Recovery

Mantachie, MS

Face It Together

Sioux Fall, SD

Gaston House Transitions

Dallas, TX

Good Heart Recovery

Santa Barbara, CA

Granite Recovery Centers

Salem, NH

H&H Purchasing Services

Wellington, FL

Harbor of Grace Enhanced Recovery Center

Havre de Grace, MD



UNITED STATES

Hemet Valley Recovery Center and Sage Retreat
Hemet, CA

Hope By The Sea
San Juan Capistrano, CA

Infinite Recovery
Austin, TX

Meridian Treatment Solutions
Lauderdale by the Sea, FL

My Health My Resources of Tarrant County
Fort Worth, TX

New Method Wellness
San Juan Capistrano, CA

New Vista Behavioral Health
Costa Mesa, CA

▼ **Avalon Malibu**
Malibu, CA

▼ **Simple Recovery**
Costa Mesa, CA

Next Chapter
Delray Beach, FL

NFP Property & Casualty Insurance Services
Santa Ana, CA

Northern Arizona Center for Addiction
Prescott, AZ

NUWAY
Minneapolis, MN

▼ **2118 NUWAY Counseling Center**
Minneapolis, MN

▼ **3R's NUWAY Counseling Center**
Minneapolis, MN

▼ **NUWAY I**
Minneapolis, MN

▼ **NUWAY II**
Minneapolis, MN

▼ **St. Paul NUWAY Counseling Center**
St. Paul, MN

OMNI Institute
Denver, CO

Opus Health
Newport Beach, CA

Palmetto Linen Distributors
North Augusta, SC

Pathfinders Recovery Center
Scottsdale, AZ

Pax House
Altadena, CA

Peace of Mine
Ventura, CA

Pearl of the Sea Retreat
St. Augustine, FL

RedCliff Ascent
Enterprise, UT

▼ **RedCliff Recovery**
Enterprise, UT

Rivermend Health
Atlanta, GA

▼ **Atlanta Addiction Recovery Center**
Marietta, GA

▼ **Bluff Plantation**
Augusta, GA

▼ **Positive Sobriety Institute**
Chicago, IL

▼ **Rosewood Centers for Eating Disorders**
Wickenburg, AZ

Roots Counseling Services
Milwaukee, WI

Royal Life Centers
Delray Beach, FL

▼ **Royal Life Centers at Bridges**
Prescott, AZ

▼ **Royal Life Centers at Cascade Heights**
Mead, WA

▼ **Royal Life Centers at Chapter 5**
Prescott, AZ

▼ **Royal Life Centers at Puget Sound**
Sumner, WA

▼ **Royal Life Centers at Sound Recovery**
Lacey, WA

▼ **Royal Life Centers at Spokane Heights**
Spokane, WA

▼ **Royal Life Centers at The Haven Detox**
Lacey, WA

▼ **Royal Life Detox**
Prescott, AZ



SBSC

Newton, MA

Scottsdale Recovery Center

Scottsdale, AZ

Seasons in Malibu

Malibu, CA

Silver Maple Recovery

Lorain, OH

SMART Recovery

Mentor, OH

Sober AF Entertainment, S.AF.E.

Longmont, CO

**Stonewater Adolescent
Recovery Center**

Oxford, MS

Synergy Diagnostic Laboratory

Davie, FL

Tara Treatment Center

Franklin, IN

The Edge Recovery

Coral Springs, FL

The Freedom Center

Gaithersburg, MD

The Gate House

Lancaster, PA

▼ **Gate House for Men**

Lititz, PA

▼ **Gate House for Women**

Mountville, PA

**The Kenneth Peters Center
for Recovery**

Syosset, NY

The Redpoint Center

Longmont, CO

The River Source

Arizona City, AZ

▼ **The River Source – Mesa**

Mesa, AZ

▼ **The River Source –
Mesquite Grove**

Arizona City, AZ

The Rose House

Lafayette, CO

**Treatment Professionals
in Alumni Services, TPAS**

Denver, CO

Tranquility Woods

Pasadena, MD

Transformations Treatment Center

Delray Beach, FL

Treatment Lead Concierges

Florence, MT

Turning Point of Tampa

Tampa, FL

Unity Behavioral Health

Hobe Sound, FL

VisibleHand

Denver, CO

Vista Taos Renewal Center

Taos, NM

Washburn House

Worcester, MA

WD Recovery and Wellness Center

Phoenix, AZ

Webconsuls

Nashville, TN

CANADA

Sobriety Home Foundation

Godmanchester, QC

Heritage Home Foundation

Godmanchester, QC

Searidge Foundation

Annapolis Royal, NS



NAATP NEWS



NAATP HEADQUARTERS MOVE

NAATP has relocated our national office in Denver to accommodate staff growth. As our membership grows and new and enhanced program activity develops, so does the size of our team. We are still located in The Chancery Building at 1120 Lincoln Street in Denver, but you will now find us on the 11th floor in Suite 1104. Please stop in and see us when you travel to Denver and stay tuned for the date of our open house in 2019. ▶



CALL FOR 2019 NAATP ANNUAL ADDICTION LEADERSHIP AWARD NOMINATIONS

The National Association honors addiction treatment field leaders and encourages excellence through the presentation of the annual leadership awards. We invite you to nominate qualified candidates by March 1, 2019 for these awards.

JAMES W. WEST, M.D.

Quality Improvement Award:

Recognizes new, innovative, and successful addiction treatment advancements, both clinical and operational, that improve the quality and quantity of addiction treatment.

JASPER G. CHEN SEE, M.D.

Volunteer Leadership Award:

Recognizes individuals who have provided exceptional volunteer leadership in the area of addiction treatment through board membership and philanthropy.

MICHAEL Q. FORD

Journalism Award:

Recognizes the journalistic efforts, both electronic and print, that promote the value of and need for addiction treatment.

NELSON J. BRADLEY

Career Achievement Award:

Recognizes the lifelong achievements of individuals who have made significant contributions to modern addiction treatment.

The award recipients will be honored at NAATP National 2019 in Washington, DC during the Opening Night Banquet on Sunday, May 5.

Submit Award Nominations at

naatp.org/membership/awards-and-recognition

NEW BOARD MEMBERS

The National Association is governed by a National Board of Directors representing addiction treatment programs across the country. We are pleased to welcome our newest board members: Thomas Britton and Jaime Vinck. Dr. Britton's involvement in the behavioral health field spans almost 30 years, and his extensive work history provides a rich background from which he leads Gateway Foundation. Jaime Vinck is the Chief Executive Officer at Sierra Tucson where she has led strategic initiatives to improve clinical quality. We are thrilled to have both of them join the NAATP Board of Directors Class of 2018 – 2020. Executive level staff at NAATP member organizations may apply for board service by sending a cover letter of interest and curriculum vitae to NAATP at info@naatp.org.



TOM BRITTON
Gateway Foundation
President and Chief
Executive Officer



JAIME VINCK
Sierra Tucson
Chief Executive
Officer

NAATP NATIONAL 2019 AND DAY ON THE HILL



NAATP National Annual Addiction Leadership Conference is the longstanding annual convening of our addiction treatment leadership and public policy advocates. NAATP National is grounded in industry history and development. It is structured by a curriculum of treatment competence aimed at developing a treatment healthcare delivery model that produces the best care achievable for the most people in need. The 2019 conference will demonstrate continued delivery of the NAATP Quality Assurance Core Competencies.

We will convene for this 41st annual national meeting on May 5 – 7, 2019 in Washington, D.C. at the historic landmark Omni Shoreham Hotel, which has hosted presidents, world leaders, and inaugural balls for ten decades. Mark your calendars and registered today!

Following the adjournment of the national conference, NAATP will lead our constituency in National Hill Day 2019. Our public policy leadership will train and lead our members through a policy advocacy day with our nation’s most influential Congressional Representatives and Senators who affect addiction law and policy. Be sure to extend your conference stay in DC through May 8 and participate in this unique opportunity.

Due to popular demand our exhibit hall is expanding. We will welcome nearly 140 exhibitors into the Ambassador and Regency ballrooms. We encourage early exhibitor registration to get your desired location.

Visit the Exhibitor page to reference the exhibitor floor plan, booths types, pricing, eligibility requirements, and more.



Sponsor a golf tee box or golf sign

Get your team together or sign up as a single

\$10,000 Hole in One Prize

Team prizes for 1st, 2nd, and 3rd place

Prizes for Longest Drive, Closest to the Pin,
and Longest Putt

Contribute to the PAC by playing
Beat the Pro

BECOME A SPONSOR

Becoming a sponsor at NAATP National 2019 demonstrates your organization's support of the National Association and the field. NAATP's success is due to the generosity of our valued sponsors. This year we have customized some great sponsorship opportunities to maximize your sponsorship dollars and exposure.

[Visit the Sponsorship Opportunity page for full details.](#)



GOLF TOURNAMENT

The NAATP National 2019 Golf Tournament, raising funds for the NAATP Political Action Committee, kicks off the conference on Sunday May 5th. This popular tournament will be held at the beautiful championship level Golf Club at Lansdowne.

[Register on the conference link.](#)



NIKKI SODA
Membership
Development Officer

NEW NAATP STAFF

The National Association is pleased to welcome Ms. Nikki Soda as our Membership Development Officer. Nikki has served as Director of both Business Development and Marketing for nationally recognized treatment facilities and has managed several alumni programs. Nikki's role will be to identify qualified addiction treatment programs for inclusion in The National Association.

Nikki is currently traveling the country on an NAATP Listening Tour and can be reached at nsoda@naatp.org.

NAATP STAFF IS HERE TO SERVE OUR MEMBERS. PLEASE REACH OUT TO US.

GENERAL INFORMATION

naatp.org
info@naatp.org
888.574.1008



MARVIN VENTRELL
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mventrell@naatp.org



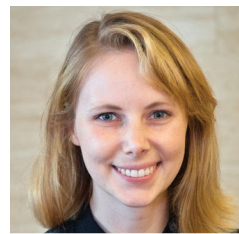
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Take Your Seat at the NAATP Table

JOIN TODAY ▶

NOT A NAATP MEMBER YET?

NAATP is a nonprofit professional membership society that supports addiction treatment providers through leadership, clinical and operational resources, and systemic law and policy advocacy. Member services include training and education, industry surveys, networking and convening, law and policy advocacy, visibility, awards and recognition, resources, ethics and professionalism, a job center, and publications. Check your member listing or become a NAATP member at:

naatp.org/membership/become-member

NAATP NATIONAL 2019



THE CONFERENCE

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

THE DAY ON THE HILL

May 8, 2019
Capitol Hill



NATIONAL ASSOCIATION
OF
ADDICTION TREATMENT PROVIDERS

Voice. Vision. Leadership.

naatp.org