NAATP WILL HOST
NAATP SPIRITUALITY SUMMIT

This program occurs on Friday, May 15, 2015 as a Pre-Conference Summit in advance of the NAATP Annual Conference to be held May 16-18, 2015, at the Omni La Costa Hotel and Conference Center in Carlsbad, California.

This one-day program draws upon key leaders in spiritual care qualified to represent professional, integrated spiritual care services within a recovery-oriented multidisciplinary treatment team approach. It provides opportunities for fellowship, networking, and sharing of ideas and best practices. Spiritual Care Addiction Treatment Professionals (SCATP), a newly formed association, is providing the speakers and panel membership in consultation with NAATP Conference staff.

Preconference
NAATP Members $225
Non-Members $250

8:30 – 10:00
A current look at Spiritual Care in treatment programs throughout the US shows many treatment centers either have no Spiritual Care Department or that ordained clergy and professionally trained spiritual counselors are being replaced by such offerings as “mindfulness” or “drumming”. This workshop will explore the significance of spirituality to recovery; as well as the role of ordained clergy or professionally trained spiritual counselors in addressing patients’ spirituality through the course of their recovery treatment.

10:30- 11:45
Within the last decade, holistic approaches to healthcare have become more commonplace, with many institutions recognizing the essential role of faith and spiritual care as a key component of a continuum of integrated services. In the field of addiction treatment, spirituality has historically played a major role, initiating clients into a framework for long-term sobriety that then continues beyond outpatient or residential care. This workshop proposes the integration of spiritual care professionals within multidisciplinary treatment teams in addiction treatment settings. A framework of recovery spirituality that addresses behavioral, social, and psychological issues such as depression, trauma, etc. will be offered along with examples of how a spiritual care professional fits within the multidisciplinary team.

12:00 – 1:30
Lunch Panel: Discussing Spirital Care for Addictions
Please join us for lunch and discussion with industry professionals about adolescent and young adult assessment and treatment options.

1:45- 3:00
Rev. Eyglo Bjarnadottir & Rev. Dan Thompson - “Atheists, Agnostics and Spiritual Non-Religious”
Many persons struggle with the urging in recovery communities towards faith in a power greater than one’s self. This workshop addresses how addiction treatment providers can welcome and support persons identified as atheist, agnostic or spiritual non-religious. Discussion will commence from a viewpoint that spirituality is one of the unique features of a human-being (i.e. emotional-physical-spiritual) that informs and induces behaviors, practices and social connectedness. Connectedness is a concept by which a spiritual framework of recovery can be understood, experienced and demonstrated without a religious rationale. Persons struggling with substance-use disorders can discover and embrace this unique path of connectedness whereby spiritual truths arise (i.e. purpose, meaning, value) including the relationship with a

REGISTER ONLINE AT WWW.NAATP.ORG
As NAATP continues to move forward, there have been many exciting and important happenings to present.

The NAATP Executive Committee is actively recruiting and interviewing individuals to fill the vacant Executive Director position. We are excited with the candidates who have expressed interest and expect to make a recommendation to the NAATP Board of Directors by the end of March.

To help manage through the transition of leadership, the NAATP mailing address has changed, so please take note of the new mailing address:

NAATP
800 Village Square Crossing, #103
Palm Beach Gardens, FL 33410

Despite this change in address, the NAATP office is still functioning at peak capacity. The office number remains unchanged. In fact, these updates to the office operations were made as a commitment to increase the communication and availability to you, the NAATP member.

Undeterred by the current transition, NAATP continues to fight on behalf of its membership.

- The Public Policy efforts (detailed further in this newsletter) made on behalf of our membership continue to bring to light the necessary change and have opened doors to many conversations with policy makers.

- The work of the Ethics Committee keeps providing education and a benchmark for industry standards in regards to ethical behavior within the industry.

- The Conference Committee has continued to work diligently to ensure the 2015 Annual NAATP Leadership Conference will be the best yet. The line-up of presenters and discussion topics are among the best ever.

- The Membership Committee is working behind the scenes to align with strategic partners in an effort to offer more value to NAATP members. Further, the committee is beginning to rewrite the Salary and Benchmark Surveys in an effort to provide more valuable information to member organizations.

- The ad-hoc Outcomes Committee has started the Alpha roll-out of the NAATP Outcomes Project. This project is designed to provide member organizations the tools necessary to implement, measure, report and read standardized outcomes for your patients. This exciting and important project will be presented at the 2015 NAATP Leadership Conference.

As presented, NAATP continues to move the industry forward, focusing on high-leverage projects that provide value to our members. On behalf of your NAATP Board of Directors, I’d like to express my appreciation for your continued support of NAATP, my commitment of NAATP’s increased communication to membership and the assurance of the work that NAATP is conducting.

We hope to see you at the 2015 Annual NAATP Leadership Conference, May 16-18, 2015 (with the preConference May 15th) in Carlsbad, CA.

Sincerely,

Ken C. Gregoire, PhD
Chairman of the Board of Directors
Despite the release of the Final Rules for the Mental Health Parity and Addiction Equity Act (MHPAEA), we continue to see issues regarding enforcement of these Final Rules. In recent months, we have seen increased enforcement efforts throughout the nation, mostly standardized by fines toward insurance providers.

In February 2015, news came out from California that a leading insurance provider on the California Health Insurance Exchange, Kaiser Permanente, was faulted for failing to provide appropriate network adequacy for Mental Health patients, as well as informing mental health patients that their plans did not offer long-term individual therapy. This is the second time in 2 years in which Kaiser Permanent has been faulted by the state of California. The report indicated 22% of mental health patients were not provided timely access to an initial or follow-up appointment.

Shortly after news broke about the Kaiser Permanente finding, research conducted by John Hopkins Bloomberg School of Public Health was released, finding that 25% of health plans on the health insurance exchanges do not meet MHPAEA standards. The research, which studied the insurance exchanges in two states (one large and one small), found the smaller state required primary care physician’s approval to seek mental health treatment, even though outpatient doctor visit’s were covered within these plans. The larger state featured plans failing to provide quantitative parity, requiring only a $10 copay for a medical office visit, but 20% coinsurance for mental health and substance use disorder visits. Further adding to the demonstration of lack of parity adherence, in March 2015, the New York Attorney General found that insurance provider, ValueOptions, had violated MHPAEA by denying Substance Use Disorder treatment four times as frequently as medical and surgical claims. As evidenced, these plans clearly violate MHPAEA requirements of insurance providers offering coverage no-more stringent than medical / surgical procedures.

At NAATP we are dedicated in our fight to find parity within the insurance policies and enforcement at a state and federal level. Through the NAATP Parity Study, we continue to provide tangible, supporting documentation of the failure of organizations to meet MHPAEA standards and present this data to policy makers in Washington D.C. Our public policy consultant continues to meet with legislators, department agencies and others to influence the change necessary to drive MHPAEA enforcement. Our Public Policy Committee continues to advocate for the industry, working with others in DC to push the Comprehensive Addiction and Recovery Act (CARA) back into Congress, meeting the SAMHSA and the Department of Health and Human Services, and others insuring our voices are heard.

As NAATP Public Policy Chair stated, “While we are encouraged by the increasing number of favorable legal decisions concerning MHPAEA, we are still very concerned about the lack of implementation by payers of the parity requirements. There appears to be a ‘continue until we are caught’ mentality by many payers, rather than any proactive effort to comply.” Essentially, we still have work to do! Though the fight continues, NAATP remains devoted to see the completion of this battle.

If you would like more information in becoming involved in the Public Policy Efforts of NAATP, or joining the NAATP Parity Study, please contact the NAATP office at 561-429-4527, or email nkasper@naatp.org.
**Spirituality and Medicine in the New Healthcare Environment**

**Conference Agenda**

**SATURDAY, MAY 16**
- 7:45am - 8:30am  Golf Breakfast
- 8:30am - 2:30pm  Golf Outing & Lunch
- 4:00pm - 5:00pm  Opening Plenary - Dr. Mark Gold
- 5:00pm - 6:00pm  Opening New Member Celebration
- 6:30pm - 9:00pm  Scripps Aquarium Dinner ($100/person)

**SUNDAY, MAY 17**
- 7:00am - 8:00am  Twelve Step Meeting
- 8:30am - 9:45am  Sunday Plenary - Michael Botticelli
- 10:30 - 11:30am  Breakout Sessions 1
  - Workshop 1a - Characteristics for the Successful Health Care Leader - Samuel Kelly, MD
  - Workshop 1b - NAATP Ethics Update - "Into Action" - Bob Ferguson
- 1:00pm - 2:00pm  Breakout Sessions 2
  - Workshop 2a - Developing High Functioning Teams - Christi Cessna
  - Workshop 2b - Internet Marketing and Ethics - Bob Ferguson
  - Workshop 2c - “ABC’s” of Medically Assisted Treatment Therapy: Awareness, Biology and Consciousness - T. Roland Reeves
- 2:45pm - 4:00pm  Plenary Discussion Panel
  - Parity Implementation - How it will impact your business - Mark Dunn
- 5:00pm  Caron Award Dinner and Entertainment

All are invited to a wonderful dinner while Caron and NSM present the 2015 Jasper Chen See Award, followed immediately by the exceptional talent of John McAndrew.

**MONDAY, MAY 18**
- 7:00am - 8:00am  Twelve Step Meeting
- 8:30am - 9:45am  Monday Plenary - Kevin Sabet, Smart Approaches to Marijuana (SAM)
- 10:15 - 11:15am  Breakout Sessions 3
  - Workshop 3a - Smart Approaches to Marijuana (SAM) - Kevin Sabet
  - Workshop 3b - Recovering Spirituality: A counter-cultural commencement - Bude VanDyke, D Min.
  - Workshop 3c - The Scientific and the Spiritual: Blending 12 Step Recovery with Medications for Effective Treatment of Opioid Dependence - Marvin D. Seppala, MD
- 11:30 - 12:45pm  Awards Lunch
- 1:00pm - 1:45pm  Research Presentation
- 2:00pm - 3:00pm  Breakout Sessions 4
  - Workshop 4a - Spirituality in Addiction Treatment - Dr. Gregory Jantz
  - Workshop 4b - Measuring Outcomes in your Organization - Rob Waggener & Cinde Stewart-Freeman
  - Workshop 4c - Continuous Suicide Risk Assessment for the Behavioral Healthcare Industry - Sean F. Conaboy, MSW, MPA
- 4:00pm - 5:00pm  Closing Plenary - McKenzie Phillips

**Conference Cost:**
- NAATP Members $375
- Non-Members $475

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Exhibit Opportunities Selling Fast!

Exhibitor Cost:
NAATP Members $1,500  Non-Members $2,000

**Exhibit Booths include 2 complimentary conference registration

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<th>Sponsorship Name</th>
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| NAATP Spirituality Summit - PreConference | $3,000           | This sponsorship includes:  
• Signed Branding at the event  
• Recognition (verbal and print) of sponsorship  
• Speaker Introduction Opportunity  
• 1 – Complimentary PreConference Registration |
| Spirituality Summit Breakfast        | $3,000           | This sponsorship includes:  
• Signed Branding at the event  
• Recognition (verbal and print) of sponsorship  
• Speaker Introduction Opportunity  
• 1 – Complimentary PreConference Registration |
| Spirituality Summit Lunch            | $3,000           | This sponsorship includes:  
• Signed Branding at the event  
• Recognition (verbal and print) of sponsorship  
• Speaker Introduction Opportunity  
• 1 – Complimentary PreConference Registration |
| Spirituality Summit Break            | $1,500           | This sponsorship includes:  
• Signed Branding at the event  
• Recognition (verbal and print) of sponsorship  
• Branded Napkins |
| NAATP Golf Outing “BYOG” Tee Sponsor | $1,200           | This sponsorship includes:  
• 6’ table on designated tee box  
• Signed Branding at the tee box  
**Sponsorship does not include the “BYOG” item or a pop-up canopy.** |
| Green Sponsor                        | $500             | This sponsorship includes:  
• Signed Branding at the green |
| NAATP Leadership Conference          |                  |                                                                                |
| Breakfast Sponsor ($5,500)           |                  | This sponsorship includes:  
• Signed Branding at the event  
• Recognition (verbal and print) of sponsorship  
• Speaker Introduction Opportunity  
• Branded Napkins  
• 1 - Complimentary Conference Registration |
| Break Sponsor ($3,000)               |                  | This sponsorship includes:  
• Signed Branding at the event  
• Recognition (verbal and print) of sponsorship  
• Branded Napkins |
| Trifecta Sponsor ($1,500)            |                  | This sponsorship includes:  
• Name on Conference Bag  
• Bag Insert  
• Program Ad |
| Name on Bag Sponsor ($500)           |                  | This sponsorship includes:  
• Name on Conference Bag |
| Bag Insert Sponsor ($500)            |                  | This sponsorship includes:  
• Insertion of item into all conference bags |
| Program Ad Sponsor ($700)            |                  | This sponsorship includes:  
• 1-full page, full color ad in the 2015 Conference program |

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Recent developments in online marketing practices has resulted in uproar throughout our industry. Many organizations have found their information disseminated in a bait and switch tactic that has jeopardized their company’s brand. Many of these members have reached out to NAATP for support.

In response to these requests for guidance, the NAATP Board of Directors tasked the Ethics Committee to develop and communicate a unified Code of Ethics. This Code of Ethics was sent to all NAATP Members and adherence to these stringent Code of Ethics is required as a contingency of NAATP membership. The NAATP Code of Ethics, which can be found online at: https://www.naatp.org/about-naatp/ethics-policy/, itemizes the marketing practices that are considered acceptable and those marketing tactics viewed as malicious.

NAATP has taken this Code of Ethics one step further as the Ethics Committee has committed to educating the industry of the underlying problem, and the adoption of the NAATP Code of Ethics. Highlighted in the 2015 NAATP Leadership Conference, a panel discussion along with a presentation by Ethics Committee Chairman, Bob Ferguson, will allow for attendees to learn more about the increasing concern over unethical marketing practices, as well as tactics by which each organization can employ to help protect their brand.

From the Marketing Article of the NAATP Code of Ethics:

Deceptive advertising or marketing practices:
- Treatment providers will not engage in deceptive or misleading advertising or marketing practices
- NAATP members and member organizations will provide information in their advertising; on their websites; and in their collateral marketing materials about the general location of their facility or facilities; the credentials of their staff; and the length of stay in their programs.

In addition, NAATP members and member organizations will not utilize any form of false or misleading advertising; will not engage in “patient brokering”; will not exploit patients and/or families, particularly for the purpose of promoting their programs; and will not engage in competitive practices that are unduly predatory and/or destructive to a collaborative marketplace.

If you have further questions about the Ethics Committee and the work being accomplished, please contact that NAATP offices at: 561-429-4527 or by email at nkasper@naatp.org.
MISSION
NAATP’s mission is to provide leadership, advocacy, training, and other member support services to assure the continued availability and highest quality of addiction treatment.

VISION
NAATP is the Leading Voice of Addiction Treatment Providers.

GOALS
To Provide Value and Service to our Membership
Protect the Integrity of Addiction Treatment
Informing our Membership on Public Policy issues
Networking for Better Practices

THE VALUE OF MEMBERSHIP

Advocacy on Public Policy - Public Policy updates from our D.C. Consultant
Membership Directory - a reference tool for providers with listings of all member facilities
Facility Website Listings - your facilities will become part of our robust, searchable database of providers used by those seeking addiction treatment
Only Leadership Conference for CEOs and Executives
Member Discounts - members receive discounts on all advertising, conference registrations and job postings
Industry Surveys - members who participate in the Salary and Benchmarking surveys receive FREE electronic results
Representation with Key Accreditation Organizations
Subscription to Alcoholism & Drug Abuse Weekly - with Full membership

Join Today to become part of the “VOICE” that represents our membership on Public Policy, Healthcare Reform and Governmental Affairs.
Visit us at www.naatp.org