

# VISIONS

NAATP Visions is the official newsletter of the National Association of Addiction Treatment Providers (NAATP), the American College of Addiction Treatment Administrators (ACATA), the National Adolescent Treatment Consortium (NATC) and the National Treatment Consortium (NTC).

## NAATP 2003 Annual Conference Celebrating 25 Years!

February 2003

**A**ll of the plans have nearly been completed for the 2003 NAATP annual conference and the 25<sup>th</sup> anniversary celebration of your organization. Begun in 1978, NAATP has participated in some of the most dramatic changes in the addiction treatment field. Likewise, NAATP has witnessed disheartening moments that all of you felt as addiction treatment continues to be regarded as a step-child in the world of medicine and in the world of public opinion and public policy even worse!

Nevertheless, NAATP has reached the mature age of 25 and is planning for the next 25 years, which will surely be as full of change as have been those years between 1978 and 2003. The 2003 conference has been planned to capture the best of the past 25 years and we are looking ahead for the future. For those of you who have attended the NAATP conferences in the past, you will find much that is familiar with a considerable number of new additions. The host location for the conference will be the Renaissance Esmeralda Resort, which is a scenic paradise at the base of the Santa Rosa Mountains. This year-round Mediterranean-style resort features an eight story atrium and oversized guest rooms and suites. Nestled amidst lush green foliage, the resort is surrounded by two Ted Robinson designed golf courses and offers three heated outdoor pools, including one with sandy beach and waterfall. Over eighty thousand square feet of meeting and banquet space is available, including two ballrooms, thirty-two meeting rooms and an outdoor pavilion. Guest rooms have been completely renovated and The Spa Esmeralda, a world class European spa, is now open. A new sixteen thousand square foot ballroom was opened early in 2003. Located in Indian Wells, CA, this conference site is serviced by the Palm Springs, CA airport!

The conference begins on Saturday May 17, with the traditional golf outing on one of the two golf courses that surrounds the resort. This is followed by a lunch for the participants and the presentation of the awards. Saturday evening will feature a reception for those organizations that have become members of NAATP in the last 18 months. Invitations will be sent for this reception.

The conference will officially get underway on Sunday morning with a plenary presentation by Dr. Thomas McClellan



from the University of Pennsylvania. Roundtable lunches will be held for CEO's and another one for Business Development staff. The afternoon session will feature the first of three sets of impressive workshop selections. Sunday evening will conclude with the traditional NAATP Board reception which will feature the presentation of the Michael Q. Ford Journalism Award to William White and the entertainment of Larry Gatlin!

Monday will feature another round of workshop presentations and then the noon luncheon will focus on the presentation of the Nelson J. Bradley award presentation which President and Mrs. Ford have been invited to attend to receive the award. The afternoon will find the last of the three workshop sessions. Tuesday morning will arrive with the James W. West, M.D. Quality Improvement Award breakfast and the closing plenary session by Dr. Mark Schuckert. Mingled in between all of this will be:

- Breathtaking scenery
- The Exhibit Hall
- Updates from the NAATP Board of Directors
- Networking
- Release of the "Limited Edition" NAATP 2003 Membership Directory
- Much More!

The plans are nearly complete, the agenda set and the dates reserved. All that remains is for you to register, and to register as many persons from your organization as possible, so that you can attend several workshop sessions at the same time. The registration brochure will be on your desk in the next week, register early, register often and see you in Indian Wells!

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**I**n the recent State of the Union speech, President Bush showed unusual courage and leadership in referencing recovery from drug addiction and declaring that recovery was possible through treatment. This comment was a rather historic moment for the addiction treatment field, since seldom has addiction treatment been mentioned in such a high profile setting, such as the State of the Union speech. This reference as contained in a portion of the speech that announced a new \$600 million initiative over the next three years. Subsequent to that speech, that initiative has been referenced as the *Recovery Now* initiative.

The National Association of Addiction Treatment Providers has joined numerous other organizations in recognizing the importance of the inclusion of this initiative in the State of the Union speech. A press release to this effect can be found on our web site at [www.naatp.org](http://www.naatp.org) which references this acknowledgement. Like most other initiatives launched at either the federal or the state level, the long term value of this effort will be seen in the details as they become clear. However, there are some details that are now becoming apparent and are worth our attention.

- The \$600 million mentioned in the State of the Union speech is for the next three years and must first be allocated by Congress before any monies can be actually utilized for treatment.
- The current thinking is that some of the \$600 million will come from state block grant monies and thus will not, in fact, be new monies.
- The initiative is to provide a “voucher” system for individuals who do not currently qualify for treatment programs that are available. The vouchers can then be redeemed for treatment. What is not yet clear is the dollar amount for the vouchers, nor has there been a final ruling on how to obtain a voucher and how to redeem a voucher for payment.
- This entire effort has been framed within the context of a larger initiative referenced as the “charitable choice” initiative. This is a movement to recognize the efforts of some faith based organizations that provide a wide range of services, including addiction treatment. The purpose is to provide federal tax dollars to those organizations that normally do not qualify for these dollars, mainly because of their exemption from anti-discrimination policies mandated for eligibility for federal funds.
- While the details have not been worked out as to who is eligible for the vouchers and how the voucher system will be administered, the best thinking is that this will become a state by state decision.

NAATP strongly supports any effort to expand the availability of addiction treatment and also recognizes the strong role that spirituality has played and will continue to play in the recovery efforts of many individuals. A considerable number of NAATP members have some very specific spirituality emphasis within their treatment approach. Nevertheless, NAATP is equally determined that all addiction treatment must be evidence-based and must be accountable. Therefore, we have called on the federal and all state governments to ensure that in the administration of this new initiative that the vouchers go only to those programs that are licensed by the appropriate state agency and that all programs have some quality accountability as evidenced by their commitment to accreditation or some other process by which quality is a cornerstone issue.

Furthermore, this initiative has been proposed as a way to distribute money based on *outcomes*, which we all know has become a slippery slope. Abstinence rates have been proposed as the outcome measure by which programs will be held accountable. We strongly oppose this direction and believe that it will only cause more confusion within the treatment field, but it also suggests a misunderstanding of the chronic nature of this disease. One faith based organization has recently begun to boast of a 70% abstinence rate, but has yet to submit for review the research on which this is based. Initial investigation suggests that this figure comes from a program where persons remained in residential treatment for 12 months. We must have a consistent way to measure the overall health improvement of the individual in treatment and the overall improvement of the systems from which they came. That will be a much more consistent measure for the treatment of this chronic disease and we must have everyone playing by the same rules when it comes to measuring outcomes.

We hope that as congress wrestles with the authorization of the \$600 million and as the states begin to develop guidelines for the implementation of the voucher system, there is ample opportunity for the voice of NAATP to be heard and for the voice of its members.

Expand the treatment opportunities—**by all means!**  
Dilute the progress we have made with evidence-based approaches to treatment – **absolutely not!**

Compromise the understanding that this is a primary disease and a very large public health issue — **Never!**

25 years ago, this association was begun to seek recognition for the work that quality providers were doing to provide addiction treatment. It is 25 years later, but we are still seeking that recognition and are just as committed to not having this disease dismissed as a moral issue. We are just as committed to making sure that alcohol is mentioned in the same breath as drugs, as we are in danger of overlooking the number one drug of our time!

**That's the Perspective of RJH**

## State Associations of Addiction Services (SAAS) Opens Washington Office and Names Executive Director

*Receives Grant from the Robert Wood Johnson Foundation*

WASHINGTON, DC – State Associations of Addiction Services (SAAS) has opened a national office in Washington to conduct education and advocacy efforts. The organization's goal is to close the gap between the need for substance abuse treatment and prevention and the capacity of providers to meet those needs.

Howard B. Shapiro, PhD has been named Executive Director of the association. Shapiro is a former consultant in health policy and was Vice President of Public Policy for the American College of Physicians.

The Robert Wood Johnson Foundation is providing funding for the capacity-building and educational efforts of the association. Grant funds will support the development and dissemination of information on evidence-based practices and model programs of prevention and treatment. Advocacy efforts will be carried out in partnership with the Legal Action Center, a non-profit law and policy organization dedicated to fighting discrimination against people with histories of addiction, AIDS, or criminal records.

Founded in 1987, SAAS is comprised of 32 state associations whose members are community-based providers of alcohol and drug addiction treatment and prevention services. The association plans to expand its membership to all 50 states. Through the state associations, SAAS represents more than 2000 treatment and prevention agencies and thousands of individual programs and service projects.

SAAS President David J. Faulkner, who is Executive Director of Day-One in Cape Elizabeth, Maine noted, "Our field has the capacity to respond to only one out of every five people who need treatment for alcohol and drug addiction. As a national association of treatment and prevention programs, SAAS is uniquely positioned to work to close that gap and to reduce the need through effective prevention initiatives. Like all health care fields, we also must ensure that our practices are based on the best research available."

Faulkner added, "We are thrilled that Howard Shapiro, who has broad experience in health policy and association management, will lead SAAS into its next phase of growth. Through our new national office, and with Howard's leadership, SAAS will work with state associations, the federal government, and like-minded organizations to increase access to, and improve the quality of, addiction treatment and prevention."

**Haymarket Center** will present the **2003 Spring Workshop Series** starting on **March 8, 2003, thru April 26, 2003**, at The Chicago Athletic Association, 12 South Michigan Avenue, **Chicago, Illinois**. Topics include: Effective Evidenced-Based Treatment For Adolescent Substance Abusers; DUI Law: Update; African American Women & Substance Abuse; and The Assessment & Treatment of Co-Occurring Substance Abuse and

## NAATP Board Meeting Highlights



Far from the persistent frigid temperatures and the nuisance snows that have plagued the Northeast, the NAATP Board of directors met in Orlando, FL for two days (February 3&4) for the winter board meetings. With a very full agenda, the Board began to work at 8am on Monday and tackled the many issues before the association. A number of board members commented that they felt that this board meeting was as productive as any in their recent attendance and that the collegial atmosphere spoke well for the entire membership.

The board heard a number of reports, received recommendations and took action that is beginning to shape the focus for the association for the future. Some of the items on the agenda included:

- Receiving a report from the nominating committee regarding persons nominated for the Board of Directors. The ballot with these names will be mailed within the next three weeks to all members.
- The board reviewed the strategic plan and will prepare a summary for the conference attendees. In addition, a committee was appointed to develop a description of the core elements that constitute quality addiction treatment.
- A preview of the 2003 annual conference was presented and the conference committee was commented for the work that it has done. Further information on this is included in the lead article of this newsletter and the conference registration brochure will be in the mail within ten days of your receiving this newsletter.
- Considerable work was done on the revision of the by laws for NAATPA major change will be the creation of three membership categories and the realignment of the board representation. The summary of these proposed changes will be submitted to the membership for a vote with the proposed implementation set for the annual meeting in May.

The NAATP board of directors is your representative to carry out the work of the organization. Be sure to contact any board member with your concerns regarding the work of the National Association of Addiction Treatment Providers. Continued updates on board actions will be found in future issues of the newsletter, in mailed correspondence and via email.



### 2003 NAATP Membership Directory 25th Anniversary Limited Edition

It is almost time to publish the "Limited Edition" of the **2003 25<sup>th</sup> anniversary NAATP Membership Directory**. Because we only publish this once a year, we only have one opportunity to update and make any corrections from previous publications. If you have any name additions or deletions, address changes, or email or web address corrections, provide that information to the NAATP office before March 15<sup>th</sup> so that your information is guaranteed to be included in the 2003 edition of the NAATP membership directory.

## La Hacienda Treatment Center Awarded Accreditation from Joint Commission

Hunt, Texas – 1/16/2003 – La Hacienda Treatment Center in Hunt Texas and La Hacienda's Solutions in Austin Texas have achieved accreditation from the Joint Commission on Accreditation of Healthcare Organizations.

Founded in 1951, the Joint Commission is dedicated to continuously improving the safety and quality of the nation's health care through voluntary accreditation. The Joint Commission's on-site survey of La Hacienda occurred in December 2002.

"In becoming accredited, La Hacienda was evaluated against a set of national standards by a Joint Commission surveyor experienced in the delivery of behavioral health care services," says Mary Cesare-Murphy, PhD, executive director, Behavioral Health Care Program, Joint Commission. "Achieving accreditation demonstrates La Hacienda's commitment to provide high quality care."

Art VanDivier, MA, executive director of La Hacienda says that accreditation shows that "we make a significant investment in quality on a day-to-day basis from the top down. We seek accreditation for our organization because we want to be the best and we view obtaining Joint Commission accreditation as another step toward excellence."

He notes that accreditation is attainable only through cooperation and communication among staff members. "Everyone at La Hacienda & La Hacienda's Solutions plays a vital role in working to meet the standards. It gives them a feeling of prestige to work in an accredited organization," says Mr. VanDivier. "They also appreciate the educational aspect of the survey and the opportunity to interact with the Joint Commission surveyor."

La Hacienda Treatment Center was established in 1972 as a treatment facility for those individuals who need help with alcohol or other drug problems. La Hacienda and La Hacienda's Solutions employ a total of 175 employees in the Austin and Kerrville area.

Contact: Gena Teer, Director of Public Relations; (830) 238-4222, ext. 508

**Haymarket Center** will present the ninth annual Summer Institute On Addictions Conference **June 11 to June 13, 2003**, at **The Chicago Athletic Association, 12 South Michigan, Chicago, Illinois**. Keynote speakers will be Abraham J. Terski, M.D., Rex Alexander, MA, CRADC, MISAIL, Ron Hunsicker, D.Min. For more information, contact Carol Blyskal at (312) 226-7984 x314 or view our website at [www.hcenter.org](http://www.hcenter.org).

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## *The Women's Addiction Conference to be Presented in Boston, Baltimore and San Diego*

February 6 – Addiction treatment centers Betty Ford Center, Caron Foundation and Father Martin's Ashley, will present **The Women's Addiction Conference**, two-day conferences to be held in three locations, to advance the theory and practice of addiction treatment for women, and to share the joy of relationships and recovery.

"**Relationships and Recovery**," the theme of this year's conferences in Boston (April 26 – 27 at the Marriott Boston Cambridge), Baltimore (September 5 – 6 at the Wyndham Baltimore Inner Harbor), and San Diego (September 19 – 20 at the San Diego Marriott Del Mar), features the nation's top authors, educators, and leaders in addiction, behavioral health and women's issues, including Judith Jordan, Ph.D.; Harriett Lerner, Ph.D.; and Mary Pipher, Ph.D.

Day one, for professionals, offers research, models and current thought on addiction treatment, recovery and behavioral health for women. Day two, for women in recovery and professionals, is a day of interactive workshops.

The Boston conference will also include a networking dessert reception with entertainment in the evening of April 26.

Advance registration for day one is \$150; day two, \$90; for both days, \$230. Professionals are eligible for up to 10.5 continuing education credits.

Corporate sponsors include Sovereign Bank; regional sponsors include WestBridge Community Services. Other treatment centers are invited to sponsor and exhibit at the conferences to enrich the conference experience for attendees.

# Looking Back . . . .

## 1988 Annual Meeting Founders Dinner



*NAATP members dance the night away to the tunes of the Stanley Paul Orchestra during the Founders' Dinner.*



*Len Baltzer, founding Vice President of NAATP, receives a specially-commissioned, etched glass award from President Michael Q. Ford.*



*NAATP founding President, Bob Scott, with Michael Ford during the Founders' Reception.*



*The Stanley Paul Orchestra.*

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## Caron Foundation Names New York City Campaign Director

Wernersville, PA. – January 17, 2003 – Caron Foundation, the nationally recognized not-for-profit drug and alcohol addiction treatment center, has announced the appointment of Lois McMahon Fahey as campaign director for Caron’s New York City Capital Campaign.

This capital campaign is a pivotal step for Caron’s continued success in New York. The campaign will generate charitable support for Caron’s newly established New York Recovery Center, which will provide much-needed aftercare services for alumni with a focus on adolescents and families, and undoubtedly attract new leadership and garner a vast amount of community support for Caron and recovery.

“This is a wonderful opportunity for Caron Foundation and for New York residents. To be able to work toward helping more adolescents, alumni and families struggling with addiction is an honor and a privilege. I am excited to play a part in this all-important effort,” stated Fahey.

Fahey has more than seven years of fundraising experience in New York City, where she was the Director of Development of the Spence School and as the Vice President for Advancement for Iona College (New Rochelle). During her 16-year career in the development field, Ms. Fahey has had a resounding track record, most notably \$25 and \$50 million campaigns in New York.

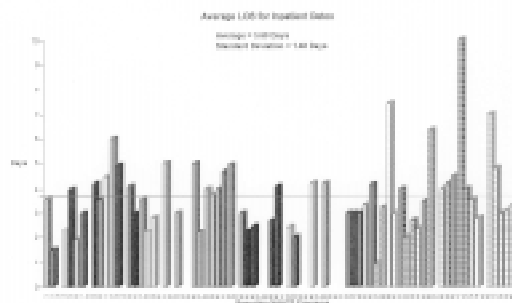
Currently, Fahey serves as Caron’s Regional Development Officer for the greater Philadelphia area. Her leadership has proven instrumental in the resounding success of Caron’s October 2002 Philadelphia fundraising dinner.

## 2003 Benchmark Survey Now Available!

The 2003 National Association of Addiction Treatment Providers Benchmark survey is now available for your information. This will be the 6<sup>th</sup> consecutive year for this survey and last year we had over 120 different programs participate. By increasing the participation we enlarge the depth of the survey and thus the results become even more reliable. Likewise, we broaden the diversity of respondent organizations which enables us to create more custom reports that compare most like organizations.

A number of new features have been added this year in that we are utilizing the PPCIIR designations for levels of service and asking organizations to complete a survey for each level of service offered. This will also enhance the custom reporting and allow us to make the comparisons even more valuable.

To complete the survey, go to [www.naatp.org](http://www.naatp.org) and click on the icon for the 2003 benchmark survey and then follow the directions. You will be able to complete the survey on line or print out a copy of the survey and then complete in and mail it to the NAATP office. In order to avoid being surprised by the questions, it is recommended that even if you intend to complete the survey on line, that you first print out a copy, gather the information and then complete it on line. In order to increase the efficiency of the NAATP office, you are encouraged to enter your information online. When you complete the survey you will note a number of new features that have been added, including the online calculations that are built into the survey as well as the ability to look at the preliminary results of the survey thus far after you have completed your information. Look for the results of the 2003 benchmark survey to be released in conjunction with the 2003 annual conference as well as the workshop on using the benchmark information which will be offered at the annual conference.



**E**arlier this year the organization I have had the privilege of working for nearly 32 years celebrated its 35th Anniversary. I know that in recent years many other organizations that are part of NAATP have also celebrated anniversaries that were special milestones for them. That tells me there are a lot of people out there doing something right, because you just do not survive in this field if you are not doing something right. All that makes me very proud to have been part of this field for most of my adult life, because I have been part of something that has truly made a difference in people's lives and, as a result, has made a difference in the world.

Now it is NAATP's turn. You have been seeing a lot lately about the Annual Meeting this May being the celebration of our 25th anniversary. One of the things that I hear frequently around our facilities when something unlikely happens is that it must be a "God thing". There is a bit of miracle in it. 25 Years ago a group of leaders of like-minded treatment facilities primarily in the West coast area joined together for mutual support and fellowship. As the treatment field expanded in the decade of the 70's, NAATP expanded with it. Those were heady days, with slick publications, black-tie dinners, congressional hearings, and membership that reached several hundred. Life was good. Michael Q. Ford and Ken Estes were everywhere.

We all know the balloon finally burst, and NAATP suffered along with the field it tried to represent. The big chains for the most part disappeared and took a sizeable portion of NAATP's membership with them. A lot of very good small providers also felt the sting of managed care's bullet, and fell by the wayside, too. NAATP began to struggle to simply define itself and to find its purpose. In the process it also tried to find a logical location for its headquarters, and Washington DC became our new home. The files moved from West to East, but the staff did not. Membership declined. Annual Meetings became little more than expanded Board of Directors meetings. Sam Muszynski did his best to provide leadership on a part time basis, but he know better than anyone that could not last forever. To his credit, Sam stepped aside so we could move on in a new direction.

Then that "God thing" happened again. With a lot of faith and with very little money or promise of a future, the Board of Directors set

out to find a new full time executive for NAATP—and we found Ron. He was willing to take the chance that few of us would have probably taken, and I firmly believe he took that chance because he could see beyond the obvious of the present to the potential of the future. He took the job, set up an office in his basement in Lititz, Pa., and went to work. And he worked, and he worked and he worked. He got people to see the positive of NAATP again. He pushed us when necessary, coaxed us when necessary, even begged us when necessary. In the process he helped us find our purpose again.

I just came back from the February Board of Directors meeting, and it is obvious that NAATP is alive and well. We looked to the future with new bylaws that reflect a future. We adopted a strategic plan. We looked at the salary survey and the benchmarking survey. We talked about new ways to serve the membership of NAATP. We learned that we are continuing to grow in numbers. We reviewed the schedule for a dynamic Annual Meeting. And we have learned to accept that celebrating a 25th anniversary is just what we are doing this year. We can do it because we believe in who we are and what we are doing. I will be there, and I hope you will, too. The trip from Laguna Beach to Washington DC to Lititz to Lancaster simply tells us we are still on the road—we did not fall by the wayside. That is the result of a lot of hard work by a lot of people, but it is something more, too. It is that "God thing".

**Dennis R. Gil housen**  
**President and CEO**  
**Val ley Hope Association**  
**NAATP Board Member**

## 2002 NAATP Salary Survey Now Available!

Organizations who participated in the 2002 Salary Survey may purchase the results for Sixty dollars. Copies to non-participating organizations are Seventy-Five dollars.  
Contact us at **717-392-8480**.

*Order yours today!*



Mark your Calendar!

The 2003 NAATP Annual Conference is  
May 17 - 19 at the Renaissance Esmeralda Resort  
in Indian Wells California

v i s i o n s

## NAATP VISIONS

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