

VISIONS

JUNE, 2003

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).

“THERE WAS MAGIC IN THE AIR”

The 2004 NAATP Annual Conference is now history, but someone who has attended many NAATP conferences commented that in 2003, there was “*magic in the air*”. This issue of the NAATP newsletter will feature a number of photos from the annual conference. For the record number of attendees, it will evoke some memories, for those of you who were not able to attend; these pictures may spur you to reserve the dates of May 15-18, 2004 to join your colleagues in Tampa, FL for the 2004 conference.



The exhibit area featured forty nine (49) exhibitors and a continental breakfast each morning. Networking and relaxing conversations were plentiful in this very inviting atmosphere.

Following the Golf Outing in which over 60 persons participated, a lunch was enjoyed while the score cards were “checked”/added correctly.



The new member reception was attended by NAATP Board Members and representatives of organizations that had recently become members of NAATP



The opening plenary session with Dr. Thomas McLellan was introduced by Ellen Breyer, the President and CEO of Hazelden Foundation

IN THIS ISSUE...

- NAATP 2003 Conference P. 1
- New Parity Legislation P. 2
- Conference Photos P. 7

If ever you have a seizure at your desk, your health plan will scoop you off the office floor and arrange medical care to get you back on your feet. But if you start coming to work hung over every day — or get hooked on pain pills? Help is not likely. Many insurers are reluctant to cover chemical-dependency treatment generously enough to assure recovery. Such parsimony is as counterproductive as it is callous, and two Minnesota lawmakers want to outlaw it once and for all. Their quest for parity for chemical-dependency treatment deserves wholesale support from everyone in Washington.

One of these two Minnesota Republicans — Rep. Jim Ramstad — is well-known as a parity-bill backer, for he's been pushing it in Congress for seven years. His new ally — Sen. Norm Coleman — could be the key to finally securing the bill's passage. Together, the duo make a formidable argument for handling chemical dependency just like every other ailment humankind is prone to: Giving it short shrift, they insist, simply ensures that sick people will get sicker. Assuring treatment, they say, works wonders not only in spurring recovery — but also in saving money that is wasted when addiction problems are ignored. And usually they are ignored. Though 26 million Americans suffer from chemical dependency, Ramstad notes, only 2 percent can get affordable treatment. The other must cope with copayments, deductibles and treatment limits that wouldn't apply if the illness in question were considered "physical." It's the same sort of discrimination that afflicts mental-health care — a bias that the pending mental health parity act seeks to banish.

Ramstad's and Coleman's substance-abuse parity bill has the same straightforward aim: It would bar health plans that offer addiction treatment from imposing different rules for such care than for other medical benefits.

The proposal doesn't require insurers who don't provide *any* chem-dep treatment to do so, but that's another story. The first major step toward parity, say Coleman and Ramstad, is to insist that health plans that *do* offer the benefit recognize it as just another form of health care. Once that hurdle is cleared,

insurers and employers are likely to notice what researchers have long known: Providing fair addiction coverage doesn't appreciably increase insurance premiums. And over the long haul, it saves money.

All sorts of studies say so. A 1999 study by The National Institute on Drug Abuse found that every dollar spent on treatment yields a return of up to \$7 in drug-related criminal-justice costs. And when health-care savings are added, benefits exceed costs by 12 to 1. Employers themselves save money as well: A Chevron Corp. analysis a few years back found that each buck spent on employee treatment reaped \$10 in productivity and other savings.

So treating addiction as the illness it is makes economic sense, and health and humanitarian sense as well. Congress should seize at the chance for such sense.

The above editorial was printed in the Minneapolis Star Tribune on June 6, 2003, following a meeting by persons from Hazelden Foundation with the Editorial Board of the Star Tribune. The publication of this editorial demonstrates a number of points:

- ◆ Local relationships with local media (print and electronic) do matter and periodic meetings with editorial boards of the newspapers and with the news departments of local radio and TV stations are absolutely important. If you have not scheduled a meeting in the past year, **make the calls and schedule them today!**
- ◆ While we tend to focus our attention on national leaders, it is absolutely critical to have your community, your neighbors, your colleagues know about the issues that are important to you.
- ◆ The "parity legislation" is really about discrimination and we need to begin to use that strong language in our efforts to talk about why this legislation is so important.
- ◆ Every one of us needs to write a letter to our Senators and to our Representative in the House and ask them to support the legislation introduced by Rep. Jim Ramstead and Senator Norm Coleman. **(H.R. 2256 and S. 1138)**

This may be our last chance to get this legislation passed and so we need to make sure that we take every opportunity we have to make sure that our elected officials do the right thing, to stop discriminating against those with the disease of addiction.

THAT'S THE PERSPECTIVE OF RJH



The early evening, the sunset and the relaxed conversations were the perfect way to end the first day of the 2003 Annual Conference with the NAATP Board Reception.



The mountains provided an excellent backdrop to this evening of sharing, of fine food and conversations as the attendees found themselves reminiscing about the 25 year history of NAATP and some of the newer members marveling at all that had transpired over the course of the twenty five years. Nearly 300 individuals attended this reception!



As darkness fell, the participants were treated to the very inspirational, moving and entertaining music and story of Larry Gatlin. Larry arrived at the NAATP reception having participated in the funeral for June Carter Cash in Nashville, TN that afternoon. Larry's dedication to honoring his commitment to be at the NAATP conference in addition to his music and his "story" moved the attendees of the conference.



Mr. John Schwarzlose, President of the Betty Ford Center prepares to introduce President Gerald R. Ford and Mrs. Betty Ford who were our guests at the Award Luncheon on the second day of the Conference.



President and Mrs. Ford arrive at the NAATP Awards Luncheon to receive together the 2003 Nelson J. Bradley Award.



President Ford shares his comments on how it was the “right thing” to seek treatment for his wife some 25 years ago and it is the “right thing” for persons to do the same today!

WHAT’S THE DEAL WITH ACUPUNCTURE?

Utilization keeps growing ...

According to the U.S. government, more than 700 USA addiction medicine programs use acupuncture in their treatment system.

500-plus addictions clinicians a year – including counselors, nurses and MDs – learn the standard ear point protocol.

Administrators cite improved retention, better patient morale and staff enthusiasm as to why they use acupuncture.

SAMHSA is now writing a Treatment Improvement Protocol on best practices related to acupuncture in addiction medicine.

But how does it really work?

How does acupuncture function to enhance treatment?

How can programs offer acupuncture via existing clinical staff?

Answers for *Visions* readers:

“Acu Detox Answer Kit” has what you need to know about this treatment modality. Discount price includes four publications:

Acupuncture for Addiction Treatment — Authoritative overview by Michael O. Smith, MD, Co-Founder of the National Acupuncture Detoxification Association (NADA). *List price: \$16.50.*

Some Lessons Learned — Clinical details of acupuncture in the real world of treatment by Claudia Voyles, LAc, Training Director of NADA. *List price: \$16.50.*

The Guide to Acu Detox Resources — Detailed listing of acupuncture-utilizing programs in North America. *List price: \$29.99.*

What the Law Allows — Chart of data on relevant state laws and regulations: *List price: \$9.99.*

If ordered separately — \$72.98 plus p/h.

***Visions* readers’ price for kit: \$52 postpaid.**

To order “Acu Detox Answer Kit”, phone toll free (888) 276-9978. Item shipped on your Visa/MC or Purchase Order.

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Scott Munson, Chair of the Board of Directors of the National Association of Addiction Treatment Providers, shares introductory remarks with the Ford's as he prepares to present them with the 2003 Nelson J. Bradley Life Time Achievement Award.



"all about you"
L.L. Bean
\$200.00 Gift Certificate

The Winner is...

David Rosenker
Executive VP of
Treatment Services
the

CARON Foundation

"all about you" would like to thank everyone who participated in our drawing for the L.L. Bean gift certificate, and congratulations to David Rosenker.

"all about you" (alcohol free products) was introduced to the members of the NAATP and conference participants this past May during the NAATP National Conference in Indian Wells, CA.

We would like to thank everyone who took the time and visited our booth. Your overwhelming interest and positive response to our alcohol free personal care product line is what we had hoped for and anticipated.

Please contact us with any questions or information regarding our products and services. Visit our website and on-line store at, www.all-you.com or 877.all.you1 (255-9681). You may order catalogs, products, offer suggestion's, also submit additional products and product category suggestions for our review.

Sincerely,
Peter Cecere
Managing Partner
"all about you"



The National Association of Addiction Treatment Providers was pleased and proud to honor President and Mrs. Ford at the 2003 Annual Conference and the NAATP 25th Anniversary Celebration.



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The Irwin Siegel Agency is proud to be involved with the Human Service field for over 30 years. We are pioneers in insuring the Developmental Disabilities field and have expanded our knowledge and resources to provide the same quality service to the Addiction Treatment field. With this experience we have developed a comprehensive property and liability insurance package to protect your agency while our risk management services can help you and your staff provide quality services for the individuals you support.



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AVAILABLE POSITIONS

Nationally recognized Treatment Center is seeking an individual for the position of **Chief Operating Officer**. The position is operational only, though strong administrative skills are required with 8-10 years experience in the Alcoholism Addiction Field expected. The organization will seek to fill the position by the fall of 2003 or by the end of the year - 2003.

All interested and qualified individuals may make a confidential inquiry by sending a cover letter and resume to the NAATP office at:

National Association of Addiction Treatment Providers
313 West Liberty Street, Suite 129
Lancaster, PA 17603

No email or phone inquiries!

Check additional "openings" at
www.naatp.org/careers

Crossroads Centre, Antigua is seeking a North East Community Outreach representative in the Tri-state area of New York, New Jersey, Connecticut. Crossroads Centre is a non-profit, 29-day, 12-step program, founded by Mr. Eric Clapton and located in Antigua, West Indies. We offer a unique holistic program that combines traditional and complementary therapies to provide a whole person approach to recovery.

www.crossroadsantigua.org.

The successful candidate will:

- Be located in the Tri State region, preferably New York, New Jersey
- Have a minimum of 3-5 years experience as a community outreach /marketing professional with a proven track record
- Have extensive experience working in the addiction field

Job responsibilities include:

- Maintain and preserve existing referent relationships
Solicitation of new referent relationships with therapists, psychologists
- Seek opportunities for business-to-business contracts for treatment services
- Attend select trade shows and conferences
- Prepare detailed marketing reports
- Maintain a marketing database

Salary is commensurate with qualifications and experience: 60K to 65K annually plus expenses.

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Dr. James W. West from the Betty Ford Center was present to help present the 2003 James W. West, M.D. Quality Improvement Awards to representatives from the Marworth Treatment Center and to the Illinois Institute for Addicton Recovery at Proctor Hospital.



Scott Munson, Executive Director of Sundown M Ranch and the outgoing Chair of the NAATP Board of Directors, turns the leadership of the NAATP Board over to Doug Tieman, President/CEO of Caron Foundation in Wernersville, PA. Doug demonstrated excellent leadership initiative in quickly adjourning the annual meeting because of the heat at this outdoor luncheon.



Dennis R. Gilhousen, the President/CEO of Valley Hope Association and former Chair of the NAATP Board of Directors, received the American College of Addiction Treatment Administrators - "Administrator of the Year Award". Along with this award, the Irwin Siegel Agency made a cash donation in the name of Dennis Gilhousen to the National Council on Alcoholism and other Drug Dependencies (NCADD).



An annual tradition of having the James W. West, M.D., Quality Improvement Award recipients provide a presentation on their application at a breakfast on the last day of the conference continued in 2003.

UPCOMING EVENTS FOR YOUR CALENDER

The **New England Institute of Addiction Studies Inc.** will hold its 2nd annual New England School for the Treatment of Opioid Dependence **July 7 to 11 in Newport, RI**. For more information, call (207) 621-2549; e-mail neias@neias.org; or visit www.neias.org.

The **National Institute of Justice** will hold its annual conference on Criminal Justice Research and Evaluation **July 28 to 30 in Washington, D.C.** For more information, visit www.nijpcs.org/RE/RE2003.

The **Institute for Integral Development** will present the 27th Annual Summer Institute on Behavioral Health and Addictions **Aug 11 to 14 in Colorado Springs, CO**. For more information, call (719) 634-7943 in CO, or (800) 544-9562; or visit www.institutefortraining.com.

The **Betty Ford Center, Caron Foundation and Father Martin's Ashley** will present the Women's Addiction Conference, "Relationships and Recovery." **September 5 and 6 in Baltimore; and September 19 and 20 in Dan Diego**. For more information, call 800-643-0797 or visit www.TheWomensConference.org.

The **Center for Applied Sciences (CENAPS)** Corporation will offer a relapse prevention update, "Resiliency & Relapse in Times of Stress," **Sept. 18 to 20 in Elk Grove Village, IL**. For more information, call 708-799-5000; e-mail info@senaps.com; or visit www.cenaps.com.

The **International Council on Alcohol and Addictions** will hold its 40th International Conference on the Prevention and Treatment of Dependences **Oct 19 to 24 in Toronto**. For more information contact the ICAA Secretariat at (=41 21) 320-9865, or secretariat@icaa.ch; or visit www.icaa.de.

The **Association for Medical Education and Research in Substance Abuse (AMERSA)** in collaboration with the International Nurses Society on Addictions (IntNSA) will hold its 27th Annual National Conference, "Promoting Partnerships for Change," **Nov 6 to 8 in Baltimore**. For more information, visit www.amersa.org.

The **Hazelden Foundation** will present "Women Healing: Reigniting the Spirit" **Sept. 26 and 27 in Portland, OR; Oct. 31 and Nov. 1 in Nashville, TN and Dec. 5 and 6 in Chicago, IL**. For more information, call (888) 257-7800, X4429 or email womenhealing@hazelden.org; or visit www.womenhealing.org.

9th Annual Counseling Skills Conference, **September 18-20, 2004, Las Vegas Hilton**. For more information, call 800-851-9100 X220 or visit www.usjt.com.

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