

## JOIN YOUR COLLEAGUES FOR SECAD 2005

**W**here can you get 27 CEU's between Wednesday and Saturday? Where can you spend the first week of December? Where can you attend a book signing by Judy Collins and Dallas Taylor? Where can you hear John Walters, Ed Storti, Deborah Russo, General Barry McCaffrey, David Lewis, Penelope



**JOHN HIATT**

Ziegler and many, many more? The answer is SECAD 2005 in Atlanta, GA November 30 - December 3, 2005. This outstanding conference and exhibit hall event will feature some of the best presentations possible on improving the quality of treatment delivered to persons with addictive disorders.

For 30 years, SECAD has been the venue for this annual gathering of counselors, physicians, nurses, social workers, psychologists and a wide range of disciplines involved in providing multi-disciplinary treatment to persons with addictive disorders. This year, 2005, will mark the 30th SECAD event and if you have not made plans to attend, do so today. Registration information is available at [www.naatp.org/secad](http://www.naatp.org/secad).

The opening session will feature **Angaangaq Lyberth**, an Eskimo-Kalaallit Elder whose family belongs to the healers and Shamans of Greenland. He will introduce the attendees to healing circles and traditional Inuit teachings which can help bring a sense of wholeness to the healer as well as to those



**MARK PUBLICKER**

whom we work with in addiction treatment. Other sessions on the opening day will include the luncheon speaker General Barry McCaffrey and then an afternoon panel featuring Dallas Taylor, Judy Collins and John Hiatt. The first day will end with the Opening Reception and Buffet sponsored by Caron Foundation.



**DAVID LEWIS**

Thursday will find persons such as Caroline Kruse, Alexis Polles, Philip Hemphill and Robert Margolis providing workshops, as well as, John Walters, the Director of the White House Office of National Drug Control Policy doing a presentation in the afternoon.

Friday finds David Lewis and a panel with Johnny Allem and Mike Flaherty, as well as, Fred Dyer and Penelope Ziegler as some of the speakers.

This year we are again having Fr. Mark Hushen from Caron Foundation speaking at the traditional Saturday Breakfast using the topic "Set your Heart Free - Intimacy and 12 Step Spirituality". The remainder of Saturday will be David Powell's workshop on Ethics which generates 6 hours of ethics certification.

SECAD also is offering a pre SECAD seminar on Tuesday, *The Clinical Manager: An Intensive Training for New Managers*. All of this is packed into the first week of December with an outstanding and sold out exhibit hall featuring drawings at each break, including the concluding drawing for one week at a Marriott time share and two round trip air tickets to anyplace in the US.

Make plans today, and join your colleagues in Atlanta!

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**NAATP JOINS OTHER ORGANIZATIONS IN RECOGNIZING THE  
OPPORTUNITY PRESENTED BY THE INSTITUTE OF MEDICINE (IOM)  
RELEASE OF LATEST FINDINGS**

***The IOM study "Crossing the Quality Chasm: Adaptation to Mental Health and Addiction Disorders" issues a call to remove barriers to effective Mental and Substance-Use Disorder Treatment***

Lancaster, PA, November 4, 2005: The **National Association of Addiction Treatment Providers** (NAATP) is a national trade association representing nearly 300 organizations providing addiction treatment. The association works to support its members and ensure that quality addiction treatment is accessible to persons needing treatment. Additionally, NAATP has represented the addiction treatment field in efforts to end discrimination against addicted individuals; including restrictions many health insurance providers place on addiction treatment benefits. NAATP joins the growing list of individuals and organizations that recognize the immediate and long term importance of the recently released IOM study. NAATP is especially supportive of a consistent theme in this 465 page report which calls for the need to eliminate all barriers to care for individuals diagnosed with an addictive disorder. Barrier removal and elimination has long been a key issue supported by the National Association of Addiction Treatment Providers.

NAATP is especially supportive of the IOM's call for "health care plans" removal of barriers and restrictions on effective and appropriate treatment. Such barriers are generally not found or experienced when persons seek care for the treatment of other diseases.

Dr. Ken Ramsey, Chair of the Board of Directors of NAATP and President and CEO of Gateway Rehabilitation Centers noted "We now have a blue print produced by one of the most esteemed organizations at the national level (Institute of Medicine) which calls for addiction treatment to be recognized and integrated into primary health care in this country. Such a move will ultimately expand the knowledge base of this disease, but it will also enable a more seamless approach to treating this disease and the other concurrent health issues persons often have with their addictive disorder."

A few of the recommendations within the recently released study are especially critical to this integration process. NAATP notes the following:

- ◆ **Mental and substance-use problems and illnesses should not be viewed as separate from and unrelated to overall health** and general health care; Government agencies, purchasers, health plans and accrediting groups should create incentives and policies to increase collaboration among health care providers;
- ◆ HHS should lead efforts to **develop an infrastructure for measuring and improving the quality of mental and substance-use health care by funding an effort similar to**

**the National Quality Forum** to identify and implement quality measures;

- ◆ HHS should **synthesize and disseminate scientific evidence on effective services for mental and substance-use conditions**;
- ◆ Federal and state governments should revise laws, regulations and practices that hinder health professionals' ability to quickly obtain and share information on patient care.

Mr. Ed Diehl, the vice chair of the Board of NAATP and President and CEO of Seabrook House commented, "This report represents the first step in a long journey. The report pulls together the input from major stakeholders and charts a direction which could profoundly impact the way in which addiction treatment is delivered and financed. To accomplish this, the report needs to remain a dynamic tool and not turn into a paper weight on a shelf."

While the National Association of Addiction Treatment Providers responded favorably to the report in general, many members of the organization expressed disappointment that it did not more fully address the primacy of addictive disorders, choosing instead to combine them with mental disorders; a practice which many believe adds to the public's confusion regarding the true nature and cause of addiction. The organization also hoped the report would more fully address the chronic nature of addiction, recognizing the need for life-long medical management of this potentially fatal disease. Relapse, which for many persons is part of a recovery process, can only be fully understood if viewed in the context of the chronicity of the condition.

NAATP considers the report an important tool and a significant first step in ending the discrimination and road blocks which impede persons from seeking and receiving addiction treatment. The organization looks forward to working with Congress and the health care industry to explore the best and most expeditious ways to implement the recommendations contained in the report.

The above referenced press release has been issued by the National Association of Addiction Treatment Providers in response to the recently issued report by the Institute of Medicine (IOM). This report, "Crossing the Quality Chasm: Adaptation to Mental Health and Addiction Disorders" can become an important documents for both the government and the private sector in charting the course for the future. The complete copy of this report can be obtained at <http://www.nap.edu/catalog/11470.html>. You are urged to obtain a copy and review this important document which will drive much action in Congress over the next several years.

**THAT'S THE PERSPECTIVE OF RJH**

## ADCARE HOSPITAL CELEBRATES 30<sup>TH</sup> ANNIVERSARY

CHRISTOPHER KENNEDY LAWFORD SHARES HIS STRUGGLE WITH DRUG ADDICTION

In celebration of thirty years of substance abuse care, AdCare Hospital of Worcester, Inc. invited Christopher Kennedy Lawford to share his story of substance addiction and recovery at the Hospital's 30<sup>th</sup> Anniversary party September 22, 2005 at Pleasant Valley Country Club in Sutton, MA.

Christopher Kennedy Lawford, son of Peter Lawford and Patricia Kennedy, sister to John F. Kennedy, addressed a crowd of approximately 130 guests. His message was truly one of hope for people afflicted with substance addiction - a disease without economic, educational, or social boundaries. Mr. Lawford's life and his just-published book, ***Symptoms of Withdrawal***, are a testament to AdCare Hospital's belief that treatment works. People who suffer from substance abuse can recover and be productive, contributing members within their families and communities.

Born into a privileged family plagued by tragedy, Mr. Lawford in his ***Symptoms of Withdrawal*** offers rare glimpses into life inside America's greatest family legacy, and the private worlds of Washington politics and Hollywood's rich and famous. Yet, despite his legendary background, Mr. Lawford's path to sobriety was the same, he said, as the path followed by anyone else who has traveled that road. He struggled daily with his addictions only to fall short. Until one day, 19 years ago, he achieved sobriety; Mr. Lawford has been in recovery ever since. "The struggle was worth it," said Mr. Lawford. "I have three children who have never seen me stoned or drunk, and I am able to give hope to others by sharing my story."

Mr. Lawford graduated from Tufts University and has a Juris Doctor from Boston College Law School, and a Master's Certification in Clinical Psychology from Harvard Medical School, where he earned an academic appointment as a Lecturer on Psychiatry.

As part of AdCare Hospital's 30<sup>th</sup> anniversary celebration, individuals, including family, employees, friends and colleagues, received "Foundation" awards for their unwavering support of the Hospital and its mission. Milton H. Raphaelson, a former district court judge, received the Hospital's "Cornerstone Award" in recognition of his outspoken support of substance abuse treatment. Milton Raphaelson has been a friend of AdCare Hospital and an advocate for alcohol and drug abuse treatment long before addiction



CHRISTOPHER KENNEDY LAWFORD

was viewed as a treatable disease," commented award presenter, Dr. Patrice M. Muchowski, vice president of clinical services at AdCare Hospital.

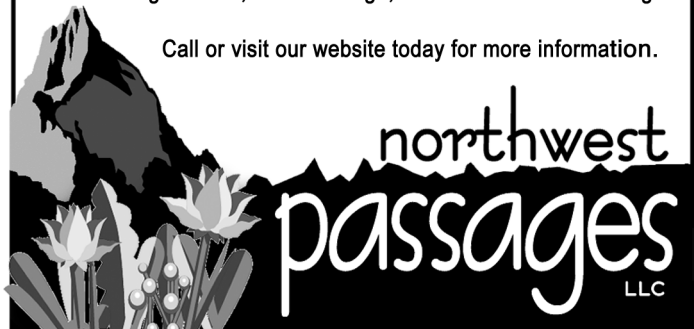
Established as a small alcohol abuse treatment program in 1975, AdCare Hospital of Worcester, Inc., formerly Doctors Hospital, is today a licensed, nationally recognized 114-bed addiction treatment hospital. Dedicated solely to the treatment of alcohol and drug abuse, AdCare Hospital offers a continuum of in-patient and out-patient care and has grown to include additional outpatient treatment clinics in Boston, Quincy, North Dartmouth, West Springfield and Warwick, R.I.

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## 2<sup>nd</sup> Annual Joint Commission National Conference on Behavioral Health Care: Focusing on Outcomes Research and Using Data

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Attend this indispensable conference and:

- Discover how outcomes research and performance measurement can highlight treatment successes, and identify areas in need of change, allowing you to improve the quality of your care
- Learn practical tools and models to make outcome data actionable and improve effectiveness across the treatment spectrum
- See how client/consumer resources can be incorporated into the treatment process to improve treatment options and outcomes
- Gain knowledge from a wide network of behavioral health care professionals—from researchers and clinicians to advocacy groups and consumers
- Increase the efficiency of your organization by better utilizing time and resources

**December 8-9, 2005**  
**Le Meridien, Chicago, IL**  
**Program fee: \$595**  
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*(Expires 30 days prior to conference.)*  
**Student discount: \$295**  
*(Must present valid student ID.)*  
**Program code: 05-156**

#### SUPPORTING ORGANIZATIONS

We would like to thank the following organizations for their efforts in support of this program:

Alliance for Children & Families • American College of Mental Health Administration • American Association for the Treatment of Opioid Dependence • American Association of Children's Residential Treatment Centers • American Hospital Association • American Nurses Association, Inc. • Association for Ambulatory Behavioral Healthcare • American Psychiatric Association • American Society of Addiction Medicine • American Society of Health-System Pharmacists • Child Welfare League of America • Mental Health Corporations of America • National Association for Children's Behavioral Health • National Association of Addiction Treatment Providers • National Association of Social Workers • National Association of State Alcohol and Drug Abuse Directors • National Association of Psychiatric Health Systems • National Association of Therapeutic Schools and Programs

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# Managed Care

## TOOL KIT BEGINS TO TAKE SHAPE

The second draft of the table of contents for the NAATP Managed Care Tool Kit has been completed and is ready for review by the NAATP task force. Likewise, the collection tool which will be used to collect the very best in the way of forms and procedures, policies and processes related to managed care is also under review. We remain on target to have the finished product available in the spring of 2006. The NAATP Board of directors holding its meeting in November, will also review this information as well as the timeline for this project. Be sure to watch this column for additional information regarding the NAATP managed care initiatives.

The Institute of Medicine (IOM) recently released its seminal findings on issues related to the delivery of addiction treatment. One of the major themes repeated in the report was a call for private and public purchasers of addiction treatment to remove the barriers that exist to providing necessary and effective addiction treatment. Your association will work with the appropriate legislative committees as well as other key organizations to ensure that this recommendation remains at the forefront as implementation of this report moves forward.

# Results!

“Brown Consulting, Ltd. helped Pavilion and its staff prepare for our accreditation - working thoroughly in each area. I recommend them highly to other organizations working towards their accreditation.”

Ann Vance  
CEO, Pavilion International  
NAATP Member



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## ADCARE HOSPITAL ADDS PUBLIC RELATIONS MEMBER TO COMMUNITY SERVICES TEAM

Worcester, MA , October, 2005 – James F McKenna, Vice President of Marketing and Development at AdCare Hospital of Worcester, Inc., is pleased to welcome Mary Beth Papsy to the Community Services team at AdCare Hospital, New England’s most comprehensive alcohol and drug abuse hospital.

In the newly-created position of Public Relations Assistant, Ms. Papsy will implement public relations programs and develop marketing materials for AdCare Hospital and its network of outpatient clinics in Worcester, Boston, North Dartmouth, Quincy, West Springfield, MA, and Warwick, RI. “As a member of Community Services, Ms. Papsy will assist area organizations in providing alcohol and drug treatment services to employees and patients,” said Mr. McKenna, “while focusing her efforts on increasing public awareness of AdCare Hospital and our addiction care services.”

Ms. Papsy’s background combines public relations/marketing positions with teaching experience. In addition to teaching in the Worcester Public Schools, Ms. Papsy has taught English at St. Mary’s Jr./Sr. High School in Worcester for the past four years. On a part-time basis, she has managed media relations, group sales, and promotional materials for Worcester Foothills and Forum theaters. Previous full-time experience includes public relations/marketing positions in both agency and corporate settings.

Ms. Papsy holds a B.A. in English from Trinity College in Hartford, CT, and a M.B.A. in Marketing from Clark University in Worcester, MA. A resident of Worcester, Ms. Papsy enjoys spending time with her husband, Allen, and their daughter, Ellen. She also enjoys painting and creative crafts of all sorts.



AdCare Hospital is accredited by the National Joint Commission of Accreditation of Healthcare Organizations and is licensed by the Commonwealth of Massachusetts. AdCare also sponsors 1-800-ALCOHOL, the nationwide Information and Referral Line.

DON'T MISS



Call Today to Register!  
1-866-293-5510



## INSTITUTE OF MEDICINE RELEASES REPORT ON IMPROVING THE QUALITY OF HEALTH CARE FOR MENTAL AND SUBSTANCE USE CONDITIONS

On Tuesday, November 1st, the Institute of Medicine of the National Academies released a report outlining a comprehensive strategy to improve the quality of health care for people with mental conditions and alcohol and other drug problems. The report titled "Improving the Quality of Health Care for Mental and Substance Use Conditions" offers a series of key recommendations for entities that compensate health care providers for delivering services to patients, including government officials, clinicians and health care organizations. The study was sponsored by Annie E. Casey Foundation; CIGNA Foundation; U.S. Department of Veterans Affairs; Robert Wood Johnson Foundation; and the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), National Institute on Alcohol Abuse and Alcoholism, and National Institute on Drug Abuse.

According to the report, each year, more than 33 million Americans use health care services for their mental problems and illnesses or conditions resulting from their use of alcohol, inappropriate use of prescription medications, or illegal drugs. The report also concluded that improving the nation's general health and resolving the quality problems of the overall health care system will require attending equally to the quality problems of mental health and substance use care. Two overarching recommendations are set forth in the report.

1. Health care for general, mental, and substance use problems and illnesses must be delivered with an understanding of the inherent interactions between the mind/brain and the rest of the body.

2. The aims, rules, and strategies for redesign set forth in a previous Institute of Medicine report, *Crossing the Quality Chasm: A New Health System for the 21st Century*, should be applied throughout mental and substance use health care on a day-to-day operational basis but tailored to reflect the characteristics that distinguish care for these problems and illnesses from general health care.

Other key recommendations of the report include:

- All parties involved in health care for mental or substance use conditions should support the decision-making abilities and preferences for treatment and recovery of persons with mental health and substance use problems and illnesses.

- The Department of Health and Human Services in partnership with the private sector should support an entity similar to the National Quality Forum for the purpose of reaching consensus on and implementing a common, continuously improving set of mental health and substance use health care quality measures for providers, organizations, and systems of care.

- Providers of services to high-risk populations – such as child welfare agencies, criminal and juvenile justice agencies, and long-term care facilities for older adults – should use valid, age-appropriate and culturally appropriate techniques to screen all entrants into their systems to detect mental health and substance use conditions.

- Congress should authorize and appropriate funds to create and maintain a Council on the Mental and Substance Use Health Care Workforce as a public-private partnership.

- The Secretary of the Department of Health and Human Services should provide leadership, strategic development support, and additional funding for research and demonstrations aimed at improving the quality of mental health and substance use care. The full report is available online at [www.iom.edu](http://www.iom.edu).

### *Career Opportunities*

#### **MARKETING MANAGER/PUBLISHING AND CONFERENCES**

Health Communications Inc. (HCI) is a leading publisher of books and a magazine for mental health and addiction treatment professionals. We also develop and operate conferences for individuals who need to obtain continuing education credits in the mental health field.

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Please send a letter describing your experience, plus your resume to: N. Logan at [necal@hcibooks.com](mailto:necal@hcibooks.com) or fax to (954) 570-8506.

## THE CHALLENGE OF A FUTURE WORKFORCE

**I**n his keynote remarks before government and provider representatives in a gathering of leadership from New York, New Jersey and Pennsylvania back in January 2004, CSAT's Dr. Wesley Clark cited some astounding statistics. He told the attendees at the Northeast Addiction Technology Transfer Center's (NEATTC) Workforce Development Summit that 5,000 new counselors are needed annually to compensate for net replacement and growth. Turnover rates range from 17 - 33% annually, with some estimates as high as 50%, making recruitment a top issue for the addiction treatment field.

This CSAT funded project of the Addiction Technology Transfer Center (ATTC) is tremendous. It is nationwide, pointed and urgently needed. In our second summit gathering in Philadelphia just last month, participants heard about steps being initiated by state addiction departments, state provider associations and clinician credentialing organizations. These groups are charged with creating initiatives to confront the "graying" of our field's vital counselor professionals, a majority of whom are between the age of 40 and 55 and on average work a 50 hour work week.

Treatment administrators can look back and see clearly what budget decisions we made that have contributed to this crisis. Understandably, as shrinking inpatient revenue from lower utilization over the past fifteen years occurred, training and education budgets were drastically reduced or eliminated altogether.

While the managed care industry deserves harsh criticism for their practices on almost every front, one good thing they demanded early as they spread across markets was higher credential levels of clinicians providing primary care. In the early nineties, treatment programs found themselves scrambling to hire more masters prepared counselors at a time of great flight of that pool of professionals to jobs in the budding utilization review business. A little bit of good news of late has been the influx of counselor applicants coming from managed care employers who are just plain tired of just saying no. That may help somewhat to strengthen the number of applicants to treatment centers.

In my state of New Jersey the chief barriers to retention were noncompetitive salaries, staff burnout and excessive paperwork. At Seabrook House, we've made attempts to improve the work environment in lots of ways, but there is still much to be done. Our salaries are quite competitive and we've beefed up the counselor support team to reduce the tendency for primary therapists to burn out. We recognize the need to respond more with not only the financial resources to fund professional growth but, as importantly, making the time available for clinicians to further their educations and expand their skills.

As for the newcomer to our addiction treatment field, what can we offer? The future relies on us today to identify and implement steps which make our addiction specialty stack up equally or better than the larger behavioral health industry. Colleges and universities have increased the presence of addiction courses within undergraduate and graduate coursework. We treatment employers should seek collaborative opportunities in the form of internships for students. Further, we should encourage and support our national counselor association in every way possible to foster the creation of new talent.

And lets all keep open the opportunity for young, recovering addicts to explore new careers in addiction. This resource is quite unique to our field. They come with an important life experience, a willingness to learn, and a special passion borne of the gratitude of having been helped themselves. They need us as mentors to pass our experience on to the next generation. And we better act now, as some of us are getting a bit old.

**ED DIEHL**  
**CHIEF EXECUTIVE OFFICER**  
**SEABROOK HOUSE**  
**MEMBER BOARD OF DIRECTORS, NAATP**

## UPCOMING EVENTS FOR YOUR CALENDER

**UCLA Integrated Substance Abuse Programs** hosts the Western Conference on Addictions (WCA): Improving Treatment with Scientific Knowledge on **Nov. 11 - 13 in Universal City, CA**. For more information, visit [www.uclaisap.org](http://www.uclaisap.org).

**The Drug Alliance** will sponsor the 2005 International Drug Policy Reform Conference, **Nov 10-12 in Long Beach, CA**. For more information and to register, visit <http://drugpolicy.org/events/dpa2005>.

**The National Association of Addiction Treatment Providers** will hold its Board Meeting **November 8-9, 2005 in West Palm Beach FL**. The site will be the PGA National Resort which will host the NAATP Annual Leadership Conference May 19-23, 2006.

**The Department of Criminal Justice Sciences** will collaborate with the Department of Agriculture, the Mennonite School of Nursing, and Project X at Illinois State University to sponsor a conference titled: "The impact of Methamphetamine on Agriculture, Health Care and Child Welfare," on **Nov 10 in Bloomington, IL**. For more information, call Ms. Linda Henderson at 217-522-1129.

**The National Association of Addiction Treatment Providers** presents the **South East Conference on Addictive Diseases (SECAD) in Atlanta, GA, November 30 - December 2, 2005**. This will be the 30<sup>th</sup> SECAD! For more information, visit [www.naatp.org/secad](http://www.naatp.org/secad).

**The American Society of Addiction Medicine (ASAM)** will hold its 2006 37<sup>th</sup> Annual Meeting and Medical - Scientific Conference, **May 4-7 in San Diego**. Symposia, courses, workshops, lectures and poster presentations will focus on the latest developments in research and treatment issues. Call ASAM office at 301-656-3920 for more information, or visit [www.asam.org/conf/cong\\_gf.htm](http://www.asam.org/conf/cong_gf.htm).

**The National Association of Addiction Treatment Providers** will present their annual **Leadership Conference, May 20-23, 2006 in West Palm Beach, FL**. For more information, visit [www.naatp.org](http://www.naatp.org).

# NAATP VISIONS

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