

# VISIONS

January, 2007

## SAN DIEGO MAY NOT BE GOING TO A SUPER BOWL, BUT NAATP IS GOING TO SAN DIEGO

**A**s Colorado and other parts of the plains states get blasted with a winter storm for the 5<sup>th</sup> time this season and the North East gets ready for their first taste of winter, what better time to begin planning to spend May 19-22, 2007 in San Diego for the 2007 NAATP Annual Leadership Conference. It is never too early to begin your planning and certainly not too early to begin dreaming about a few days in the San Diego area. The Loews Coronado Bay Resort, near the end of Coronado Island and on the Bay, will serve as the location for this conference. The resort provides its guests with spectacular views of the San Diego sky line, several swimming pools, a sea spa, tennis courts and an opportunity to relax and watch the boats in the bay!

Beginning on Saturday and continuing through noon on Tuesday, the 2007 NAATP Leadership conference has something for everyone. The annual NAATP Golf Outing will occur on Saturday morning with the Rancho Barnardo Golf Course serving as the venue for this event which now attracts 100 golfers. Transportation will be provided from the Lowes Coronado Bay Resort to the golf course and back. Following the round of golf there will be an awards luncheon at the golf course. Saturday evening then concludes with a reception to welcome and recognize the new organizations who have become members of NAATP in the last 15 months. This *new member* reception will be held in the exhibit area where over 85 organizations will have set up their exhibits.

The opening plenary session on Sunday morning will feature Mr. Steve Ummel, who will speak on leadership development and leadership succession planning. Steve brings a long history of administrative involvement in health-care administration to his participation in the 2007 conference. Steve has held executive positions in hospitals from Rockford, IL to South Bend, IN to Long Beach, CA to Chicago, IL. He is currently the Director of Healthcare Advisory Practice with Price Waterhouse Coopers in Chicago. The opening session will be followed by several roundtable lunches specifically designed for CEO's, Exhibitors, and Researchers. With the afternoon free, the conference attendees will gather in the evening for the Board Reception which will feature Judy Collins as the entertainment! Monday will feature a panel presentation made up of NAATP



LOEWS CORONADO RESORT

member organizations that have research staff. The panel will examine opportunities for research among NAATP member organizations as well as looking at some of the challenges. The second half of the morning will feature a presentation by Rudolf H. Moos, Ph.D., Professor in the Department of Psychiatry and Behavioral Sciences at Stanford and a Senior Research Career Scientist at the VA Health Care System in Palo Alto, California. Dr. Moos will be receiving the Dan Anderson Research Award which is presented annually by Hazelden Foundation. This award will now be presented as part of the NAATP Annual Conference.

The traditional Monday Awards Luncheon and Annual Meeting will be the backdrop for the presentation of the Nelson J. Bradley Life Time Achievement Award to Dr. Carlton Erickson. Dr. Erickson has spoken several times at the NAATP conference and has made a tremendous contribution to chemical dependency treatment through his research, writings and presentations.

Monday evening there will be a dinner cruise where the conference attendees can enjoy a fine meal and a very scenic tour of the San Diego Bay area.

Tuesday morning will feature a panel presentation on the challenges and opportunities encountered in managing multi-site locations. This panel will be moderated by Ken Gregoire who is the President/CEO of Valley Hope Association. The closing session will feature William Cope Moyers who will receive the Michael Q. Ford Journalism Award for his recent publication of **BROKEN; MY STORY OF ADDICTION AND REDEMPTION**. And then the 2007 conference will be over and we will be anticipating the 30<sup>th</sup> anniversary of NAATP in 2008 and Palm Springs, CA.

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**I**t is the month of January once again, and it is either a time to look back and bask in the accomplishments of the previous year, or look forward and attempt some *educated guessing* in terms of what lies ahead. The prognosticating role seems more appropriate as we attempt to see what is on the horizon for those involved in chemical dependency treatment. Not being able to see in the future makes all of this a bit tentative, but it is worth trying to anticipate what some of the larger themes might be which will occupy our time, energy and resources.

With the arrival of 2007, there has been a revival of interest in the parity legislation at the federal level. An attempt will be made to have some federal legislation passed which recognizes the need for insurers to respond to the diseases of mental health and chemical dependency in a way which is on “par” with the way they respond to other diseases. For those of use primarily involved on the chemical dependency side, the concern will be to have the “medical necessity” clause defined so that those managing the benefit do not simply use this phrase as a way to limit access. Limiting the definition of medical necessity and having clear and published guidelines for making access decisions will not be an easy task. **Prediction: Some form of federal parity legislation will be introduced with tepid support of the chemical dependency treatment community.**

There has been a great deal of discussion and angst over the issue of providing health insurance to the growing numbers of persons with no insurance, including the working uninsured. More and more of this discussion will shift to the state level where a growing number of states will follow the lead of Massachusetts and more recently the proposal in California to an issue which is bending many state budgets to the point of breaking. While this may be a patch work fix, it will be imperative that chemical dependency treatment be included in any state proposal. **Prediction: Several states in 2007 will take steps to address the uninsured in their state. Inclusion of chemical dependency treatment in these benefits will not be a high priority and the issue will need to come from the bottom up!**


An increasing number of pharmaceutical companies will be making an entry into the chemical dependency treatment arena. Medications which will “block”, “suppress” and “repair” will increasingly be made available. Brain research will inevitably lead to medications which will address brain research discoveries! Insurance companies will increasingly find themselves drawn to medications with demonstrated clinical trials and proven clinical outcomes as opposed to a yet largely unresearched 12 step model of treatment. **Prediction: The introduction of new medications will accelerate the discussion about providing treatment as opposed to offering recovery to those diagnosed with the disease of chemical dependency. Historically the 12 step model has offered recovery to those with**

**chemical dependency and the new medications will be more inclined to offer treatment and stabilization. This philosophic debate will ultimately be resolved by those paying for chemical dependency treatment services.**

A precursor to the above mentioned issue has been the growing number of providers of chemical dependency treatment who are appealing to persons to receive chemical dependency treatment outside of their insurance coverage. This is a trend which has begun to surface in the larger arena of health care as persons are finding that the only way to get around the restrictions of their insurance companies is to pay *cash* for the treatment they receive. The expansion of the “self pay” business in chemical dependency has exponentially grown over the past several years. Those self pay patients have been able to receive treatment which is recovery focused as well as having access to the latest research and pharmaceutical advancements. **Prediction: The self pay market will continue to grow and there will be an increasing opportunity for these programs to engage in research in order to assist the larger chemical dependency treatment field in presenting the data supporting recovery as the ultimate goal of chemical dependency treatment.**

Over the last two years, nearly 60 new organizations have been added to membership of the National Association of Addiction Treatment Providers. Not only has the membership increased within the United States, but there is growing interest in NAATP from organizations in Canada, Australia and Europe. In most cases, these are organizations which are committed to delivering chemical dependency treatment based on the 12 step concept and with **recovery** as the important outcome. The infusion of these new members has invigorated the energy of the association as well as providing us with new leaders, new ideas and new visions. **Prediction: The growth which the National Association of Addiction Treatment Providers has experienced will continue to grow! As long as NAATP provides an opportunity for value networking and creates a forum for discussion and an exchange of ideas with a primary focus on *addiction* and *recovery* this association will remain the leading association in the area of chemical dependency treatment.**

2007 looks like a good year, lots of opportunities, some challenges and a lot of fun.



## TRC APPOINTS EARLEY AND FISHMAN TO MEDICAL STAFF

Atlanta, GA - Talbott Recovery Campus (TRC) is proud to announce the appointment of two nationally recognized addiction medicine specialists, Paul H. Earley, M.D., FASAM and Michael L. Fishman, M.D. to our Medical Staff. Dr. Earley will be joining Talbott as Medical Director; Dr. Fishman has accepted the position of Director of Young Adult Services.

Dr. Earley was formerly the Medical Director of the Impaired Professionals Program and Service Director of Adult Addiction Medicine at Ridgeview Institute in Atlanta. He has 20 years of experience in treating addictive diseases and specializes in the long term therapy and advocacy for professionals who suffer from addictive diseases. After graduating Phi Beta Kappa from Reed College in Portland Oregon, Dr. Earley received his M.D. from the University of Cincinnati College of Medicine. His training included an Internship in Internal Medicine and residency training in Neurology at the University of Oregon Health Sciences Center in Portland. Dr. Earley is certified in Addiction Medicine by the American Society of Addiction Medicine (ASAM) and is a Fellow of ASAM. He sat on the board of ASAM for over 10 years in several capacities. The author of numerous articles and two books about the treatment of addiction, Dr. Earley has appeared on national talk shows, including two appearances on the Oprah Winfrey show. He is also a nationally recognized speaker on addictive diseases and their effect on the psyche of the individual and society.

Dr. Fishman was formerly the Associate Program Director of Adult Addiction Medicine Services, Director of Adult Addiction Partial Hospitalization and Intensive Outpatient Services, and the Director of the Young Adults Program at Ridgeview Institute. After graduating Magna Cum Laude in biology from the University of Georgia, Dr. Fishman received his M.D. from the Medical College of Georgia where he also completed his internship in Internal Medicine and his residency. A member of the Phi Beta Kappa, Phi Kappa Phi Scholastic Fraternities and the Golden Key National and Alpha Epsilon Delta Premedical Honor Societies, Dr. Fishman is a Diplomat of the National Board of Medical Examiners. He specializes in addiction medicine and the treatment of nicotine dependence. Dr. Fishman has presented on numerous topics concerning addiction and nicotine dependence, as well as having authored or co-authored several articles for industry publications including The Journal of Substance Abuse Treatment. He is certified by The American Society of Addiction Medicine (ASAM) and has recently been elected president of the Georgia chapter.

The additions of Dr.'s Earley and Fishman to TRC's staff guarantees the continuation of medical leadership for Talbott's patients, family and alumni. Their expertise and experience extends Talbott's tradition of industry leadership in the addiction treatment field first established by Dr. G. Douglas Talbott, the cofounder and Medical Director Emeritus of the Talbott Recovery Campus.

Robin F. McCown will also be joining the Talbott staff as Business Development Manager TRC Specialty Services. In that role Robin will be working closely with Dr. Earley on TRC's Impaired Healthcare Professionals Program and with Dr. Fishman on the Young Adult Services Program. Robin has worked closely for several years with Dr. Earley and Dr. Fishman as the Chair of the Impaired Professionals Business Development Committee and with a variety of Professional Licensing Boards. Robin is also a member of the American Bar Association Advisory Commission of Lawyer Assistance Programs and the North Georgia EAPA Executive Board

### NEW DIRECTIONS FOR WOMEN TEAMS UP WITH DUAL DIAGNOSIS MANAGEMENT

COSTA MESA – New Directions for Women, a Costa Mesa nonprofit residential treatment facility that assists women, families and their children to achieve sustained, responsible recovery from drug and alcohol addiction has entered into a management contract with Dual Diagnosis Management (DDM), owned by Michael Cartwright. DDM owns and manages several facilities nationwide both profit and nonprofit. These facilities include: Foundations in Tennessee, The Canyon in Malibu, CA, New Directions for Women in Costa Mesa, CA, Palm Springs Serenity and Michael's House in Palm Springs, CA. All facilities are residential treatment facilities helping those who suffer from chemical dependency and co-occurring disorders.

New Directions for Women enters the management contract with DDM in order to support and promote additional growth for New Directions for Women. "In the treatment industry, major players are buying up centers all over, making it hard for the small to survive. Our contract with DDM allows us to remain independent while providing the administrative, ancillary, and marketing support needed to compete in this new and larger arena" says New Directions for Women Executive Director and CEO, Becky Flood.

The new management contract also promotes Flood to serve as the Group CEO for New Directions for Women, Palm Springs Serenity and Michael's House. Palm Springs Serenity, like New Directions, is a residential treatment facility exclusively for women. Michael's House is a residential treatment facility designed to meet the needs of adult men. Both Palm Springs facilities are owned by DDM.

DDM strives to provide high quality treatment to those suffering from addictive and co-occurring disorders at all price points. Please feel free to contact Shannon Waters at (800) 93-WOMEN (96636) or visit the DDM website at [www.dualdiagnosis.org](http://www.dualdiagnosis.org) or our website at [www.newdirectionsforwomen.org](http://www.newdirectionsforwomen.org) for further information.

## RUDOLF MOOS EARNS 2006 DAN ANDERSON RESEARCH AWARD

CENTER CITY, MINN. (December 28, 2006) - Rudolf H. Moos, Ph.D., senior research career scientist at the Department of Veterans Affairs in Palo Alto, Calif., and professor in the Department of Psychiatry at Stanford University in Palo Alto, has won the 2006 Dan Anderson Research Award. Sponsored by the Butler Center for Research at Hazelden, the award honors a single published article by a researcher who has advanced the scientific knowledge of addiction recovery.

Moos earned the award for his study, "Rates and predictors of relapse after natural and treated remission from alcohol use disorders," published in a 2006 issue of the journal *Addiction* (Vol. 101, pages 212-222). The study found that individuals with alcohol use disorders who participated in treatment or Alcoholics Anonymous within the first year of recognizing their problem were much more likely to stay sober for the long term than individuals who didn't receive help via treatment or AA.

"I'm surprised and honored to receive this award," said Moos, who teamed with his wife, Bernice S. Moos, on the study. "I had heard of the Dan Anderson Research Award and the many esteemed honorees from the past. I am very grateful for the recognition."

In his study, Moos compared three-year remission rates and subsequent 16-year relapse rates for a group of individuals who entered treatment or AA within the first year of seeking help and for a group of individuals that similarly recognized their alcohol problem but did not get help from treatment or AA. Study participants were contacted by phone at 1, 3, 8 and 16 years after entering the study.

Two key findings: (1) After the three-year follow-up, 62.4 percent of participants who received help within the first year remitted (or stayed sober), while only 43.4 percent of the group that got no help remitted. (2) At the 16-year follow-up, among the group that had put their alcohol problems into remission, 60.5 percent of the no-help group relapsed, while 42.9 percent of the remitters who got help relapsed.

"A difference of 15 to 20 percent is very significant," said Moos. "Our study indicates that if an individual recognizes an alcohol problem and gets into treatment or AA relatively soon after that, then they are much more likely to be remitted after three years and to stay remitted after 16 years."

Moos has been the recipient of many awards during his distinguished career, including the prestigious R. Bradley Smithers Distinguished Scientist Award, given by the American Society of Addiction Medicine in 2006. Moos will accept the award and a \$2,000 honorarium on May 21 at the National Association of Addiction Treatment Providers (NAATP) conference in San Diego. The award is named for Dan Anderson, Ph.D., the former president of Hazelden and one of the major architects of the Minnesota Model, the multidisciplinary approach to addiction treatment that has been replicated worldwide. Anderson died on Feb. 19, 2003 at age 81.

Past award winners include Reid K. Hester, Ph.D., of Behavior Therapy Associates in Albuquerque; Stephanie O'Malley, Ph.D., Yale University School of Medicine; Howard A. Liddle, Ed.D., University of Miami; Robert J. Meyers, Ph.D., University of New Mexico; Bankole Johnson, M.D., University of Texas Health Science Center; Henri Begleiter, Ph.D., State University of New York; Richard Longabaugh, Ed.D., Brown University; Dace Svikis, Ph.D., Johns Hopkins University; Michael Fiore, M.D., University of Wisconsin; and Stephen T. Higgins, Ph.D., University of Vermont.

Recognizing outstanding research and conducting research of its own are the primary objectives of the Butler Center for Research, the research arm of Hazelden. To learn more, please visit [www.hazelden.org](http://www.hazelden.org) or call 1-800-257-7800.

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### *Checklist for Parity Field Hearing*

As 2007 has appeared on the calendar, so parity has again appeared as more than a little blip on the political process radar screen. With both the House and the Senate in Washington now controlled by the Democratic party, there is a chance that Parity legislation can be introduced and actually gotten out of committee to the floor for debate and discussion. In its current form there are some significant flaws with the proposed legislation. A number of organizations have been working to educate and make suggestions in terms of what would be a better alternative. Some of the flaws include the fact that the original legislation did not reference addictive disease disorder as a specific disease addressed by this bill, but rather referenced it as part of the DSM IV classification which primarily addresses mental health. Another issue is that the "medical necessity" phrase has remained as one which managed care can use to determine how the benefit will be accessed. Finally there is some issue about states which have stronger parity legislation and certainly stronger mandate legislation and if the federal legislation would supersede it or allow the stronger state statutes to remain.

There is a movement to organize hearings on this issue across the country, led in local areas by persons who would be co-sponsors of this legislation. One of the things we can do is offer to those hearings individuals and family members who have experienced the stringent management of their benefit. The following is a form which you can use to identify such persons. All completed forms can be returned to the NAATP office and they will be forwarded to those persons responsible to collect the potential persons for these hearings.



## 2007 NAATP

### NEW MEMBERS

ENGLISH MOUNTAIN RECOVERY  
SEVIERVILLE, TN

ASCENT  
NAPLES, ID

CSS TEST HEADQUARTERS  
VOORHEES, NJ

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# 2006

## Salary Survey



Every other year, the National Association of Addiction Treatment Providers publishes comprehensive information on salaries and benefits based on the information collected through its survey process. To order your copy of the 2006 Salary Survey please contact Sherry Anderson at [sanderson@naatp.org](mailto:sanderson@naatp.org) or 717-392-8480.

*NAATP Members who completed Salary Survey: \$100.00*

*Non-Member that completed Survey: \$225.00*

*NAATP Member that did not complete survey: \$225.00*

*Non-Member that did not complete survey: \$275.00*

**T**he term “Board Room” holds an honorable yet somewhat mysterious place in American society. With the spotlight on the problems in corporate America, growing scrutiny has been placed on the leadership of organizations. When looking at National Association of Addiction Treatment Providers, one would hope that the board of our organization would be an experienced, intelligent and well-rounded group that takes a long term and principled centered approach to leadership. I am pleased to share that we have such a group at NAATP.

Since almost all of you reading this have no idea who I am, my word would not carry much weight. As such, I would like to share some of my personal experience with NAATP and our leadership to help demonstrate why I feel this way.

The NAATP Board is made up of twenty-eight members representing treatment providers from across the country. The vast majority of the providing agencies represented have been active members of NAATP for over two decades and many of the individual members of the board have also been involved through the best and most difficult of times in our fields brief history. In addition to experience, geography and scope of practice differ between the board members. There are individuals that have been in the field for over thirty years and as little as ten. Their backgrounds include counseling, medical, business, legal and all the disciplines in between. With nearly every type of treatment and modality represented, providers both large and small work side by side to tackle such issues ranging from employee benefits to treatment protocols.

The company I work with, Lakeside-Milam Recovery Centers, has been a member of NAATP since the mid eighties. I am the third representative from our organization to serve on the board of NAATP. I joined the board in 2003 and was warmly welcomed by the group and by it's individual members. The balance of professionalism and fellowship present at the meeting immediately impressed me. I attribute that not only to the longstanding success of the organization but the individual leadership of our Executive Director, Ron Hunsicker. Ron exemplifies the model of a serving leader and has earned and enjoys broad support from the Board. I believe I am speaking for our entire board when I say that the Ron fulfills his duties beyond all expectations. Ron's expertise, enthusiasm, passion and effectiveness are only surpassed by his humility. Many a board member has benefited from his excellence as Ron gives them credit for the work he has done. Perhaps the most successful thing the Board of NAATP has accomplished is the selection of Ron Hunsicker over 10 years ago.

With such an effective President, the Board members of NAATP arrive at quarterly meetings already aware of the agenda and background material, which has been circulated electronically in the days ahead of the meeting. This allows for the time traveling to the meeting to be used to prepare oneself so the meeting can be spent in meaningful discussion regarding the pressing topics of the day.

Coming from Seattle, there is often a great deal of travel required to get to the quarterly meetings. Yet it is a trip I embark on eagerly, as I know that board members attendance at these meetings is always over 90% and the variety and depth of topics discussed are not only enlightening and beneficial for Lakeside-Milam Recovery Centers but also strengthen the field as a whole. Any description here of agenda would not do the conversation justice. I can share with you that one of the toughest jobs of our tremendous president, Ken Ramsey, is to know when to curtail the passion evident on pressing topics and move onto the next one!

Perhaps the greatest benefit of working on the NAATP board has been to get to know the successful leaders in our field beyond the professional dialogue at NAATP. I have met some of the brightest, passionate and thoughtful people I know. It has become a priority at these meetings for me to make time to enjoy my new friends. Sometimes this means planning an extra day away from family and work to have the opportunity to better understand other organizations and the personalities that lead them. Other times it is a simple as forgoing checking voice and email to grab a cup of coffee and improve on a friendship. The opportunity to be amongst our field's operational leaders is truly inspiring. Their commitment to helping those that suffer is evident in all aspects of their life and I find it an honor to be among them. Whether you are on the floor working with patients, the office talking with insurance companies or the hallway wondering what could come next, it is difficult to bring your best every day. The opportunity to not only learn from but be motivated by our peers is necessary for our collective success. I believe that NAATP is the premier organization in the world to provide such an experience.

If you have not been able to attend an NAATP event, it is my hope that you have the opportunity to do so soon. It was at an annual conference that I met some board members and was first impressed. Their encouragement enabled me to pursue greater involvement in the association. Once I had the opportunity to join the board, their support and encouragement presented the opportunity to work as the board's membership chair. That chance has led to the interaction with many of you, which has strengthened my commitment to the field and benefited my organization. Your board is experienced, intelligent and well rounded. The leadership of NAATP is balanced and strong. Our greatest opportunities lie ahead and if there is any thing I can do to help strengthen your confidence to the work or help you recruit new members to our association please let me know. I can be reached at [kestercm@lakesidemilam.com](mailto:kestercm@lakesidemilam.com) or 1-800-213-4303.

Thank you for all you do.

**CARL KESTER, PRESIDENT**  
**LAKESIDE RECOVERY CENTERS, INC.**

## UPCOMING EVENTS FOR YOUR CALENDER

**The National Association of Addiction Treatment Providers** will hold its winter Board of Directors Meeting, **February 12 & 13, 2007 in Phoenix, AZ.**

**Haymarket Center** will present the 2007 Spring Workshop Series starting on **February 17, 2007, thru April 14, 2007** (selected Saturdays) at Haymarket Center, 932 W. Washington, **Chicago, Illinois**. For more information, contact Carol Blyskal at (312) 226-7984 x314 or view our website at [www.hcenter.org](http://www.hcenter.org).

**The National Association of Addiction Treatment Providers** presents its Annual Leadership Conference in **San Diego, CA, May 19-22, 2007** at the Loews Coronado Bay Resort. For more information, visit [www.naatp.org](http://www.naatp.org).

**The National Council on Problem Gambling** will hold its national conference "Gambling and Co-Occurrence: Improving Practice and Managing Consequences," **June 9-11, 2007 in Kansas City, MO**. For more information, visit [www.ncpgambling.org](http://www.ncpgambling.org)

SAVE THESE DATES for the **Haymarket Center** upcoming 13<sup>th</sup> Annual Summer Institute on Addictions on **June 27, 28, & 29, 2007, at The Drury Lane in Oakbrook Terrace, Illinois**, with nationally-known speakers: Stephanie Covington, Ph.D., Earnie Larsen, Peter Bell, Stanton Peele, J.D., Ph.D.,

Cardwell C. Nuckols, Ph.D., and Delbert Boone. For more information, contact Carol Blyskal at (312) 226-7984 x314 or view our website at [www.hcenter.org](http://www.hcenter.org).

**The Seventh Annual Guze Symposium** on Alcoholism, "Alcohol Use Across the Lifespan" will be held in **St. Louis, MO on Thursday, 15 February 2007.**

**The Ohio State University and the Ohio Department of Alcohol and Drug Addiction Services** presents the Annual Addiction Studies Institute **August 14-17, 2007** at the Greater Columbus Convention Center in **Columbus, Ohio**. Contact Garrison and Associates, Inc. at 614.273.1400 or email [asi@garrisonservices.com](mailto:asi@garrisonservices.com)

**New Directions for Women** is celebrating 30 years at its "Circle of Life" Chrysalis Ball **Wednesday, March 28, 2007 6:00 p.m. - 10:00 p.m. Tustin, California** at Joe's Automotive Museum Paul Williams Actor/Singer/Songwriter Will be the honoree Celebrity Guest. Support recovery by purchasing a \$ 50 Raffle Ticket(s) to win a "Muscle Car" and/or a dream vacation For more information please contact Suzette Hall or Kim Farthing at 1-800-939-6636.

## NAATP VISIONS

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