

November, 2007



BLENDING THE OLD AND THE NEW SECAD 2007 – ATLANTA, GA

The 32nd edition of SECAD will again be held in Atlanta, GA directly after Thanksgiving and just before the other holiday festivities get under way. The 2007 edition of SECAD will feature a variety of presentations that mix plenary presentations as well as break out opportunities. The break out opportunities will highlight an opportunity to choose to explore a clinical topic or an administrative/management topic at each session. In addition to the networking, the extraordinarily large exhibit hall and top name speakers, attendees will be able to secure up to 20 hours of continuing education credit.

The 2007 SECAD event will begin on Tuesday, November 27, with an all day presentation by the **Center for the Organization and Management of Addiction Treatment (COMAT)** which is a joint venture involving the Treatment Research Institute and the University of Pennsylvania's Wharton School. This very special day long event will feature the exploration of the question, **Consolidation in the Business of Addiction Treatment: Trends and Implications**. Utilizing a panel of experts from the field of business, information and experiences will be shared regarding the general phenomenon of consolidation in the business place. A panel of addiction treatment administrators will then process the presentations and draw some conclusions and parallels for the addiction treatment field. This is a **must attend** event for administrators in addiction treatment as well as aspiring managers and administrators.

The opening session for SECAD 2007 will be presented on Wednesday, November 28, 2007 by Garrett O'Connor, M.D. the Medical Director of the Betty Ford Center. Dr. O'Connor will address the topic *Understanding the "Cunning, Powerful and Baffling" Nature of Addictive Thinking and its Destructive Impact on Individuals, Families, Corporations, Communities and Even Whole Nations*. Dr. O'Connor is a dynamic speaker whose words and PowerPoint presentation leave a lasting impression on every audience he addresses.



Garrett O'Connor, M.D.

SECAD was begun over thirty years ago when Dr. Conway Hunter organized a conference for physicians to educate them on the disease of addiction. SECAD has now become the venue where inductees into the Conway Hunter, M.D. Society are honored and recognized. This will again occur at the luncheon on Wednesday.

The opening day afternoon plenary session will feature Tom McLellan, Ph.D. who will speak on *Broadening the Market for Substance Abuse Services: A Time for Change*. Anyone who has heard Dr. McLellan in the



Tom McLellan, Ph.D.

past will want to be at this session. Those who have not will be in for a treat. Dr. McLellan has become a leading spokesperson on addiction treatment and his passion makes his presentations become more of an experience than a presentation!

The close of the first day will feature a reception in the exhibit hall for everyone to share, enjoy and relax after the first full day of SECAD.

The second day of SECAD will open with Robert Ackerman, Ph.D. speaking on the issue of *Appreciating Gender Differences in Treatment & Recovery*. This very timely topic will challenge everyone in attendance.

A critical issue in the field of addiction treatment has been the role of pharmaceutical interventions in treatment. A panel on Thursday morning will examine the question *Is Buprenorphine Maintenance Recovery?* The panel will not debate the usefulness of buprenorphine, but rather examine how we approach treatment interventions and whether or not all treatment interventions should be called recovery. This will be a lively and very thought provoking debate!

CONTINUED ON PAGE 3

IN THIS ISSUE...

- | | |
|---------------------------|------|
| • SECAD 2007 | P. 1 |
| • NAATP Written History | P. 3 |
| • Jeffrey Kegley | P. 4 |
| • Caron's Volunteer Award | P. 6 |

In slightly over a year, the United States will experience that phenomenon known as national elections. Every four years we make some major decisions about who will be our President and who will provide leadership in the House and the Senate. It just seemed that we completed this election cycle and here it is time to do it again. We have already had numerous debates where the two major parties have put their candidates on display and have gone through the motions of responding to a variety of questions in order to have some idea of the relative strength or weakness of the individual candidates. All of this is a prelude to the primary process which begins in early 2008 and is only 90 days away from beginning!

It is hard to predict what issues will turn out to be the ones that become defining moments or defining issues in the campaign. Too often, external factors determine what those issues will be and what factors will determine the fate of the candidates. The process is one which tends to cause the leading candidates to be as non-committal as possible and to alienate as few voters as possible. Using a sports analogy; many candidates, at all levels, play to not lose as opposed to playing to win.

Once we have moved through the primary process, it will be fairly clear who the leading candidates are in each party and then the other will jockey to exert whatever influence they can on those leading individuals. It is still too early to safely predict what issues will be the important ones, but let's just hope that those that emerge in 2008 are issues of depth. Unfortunately, our recent history is such that we tend to gravitate toward issues of emotion as opposed to issues of depth. Each one of us might have our own "issues of depth" list, but I am going to suggest two.

The latest statistics show that our country has the largest number of individuals incarcerated in the world. There are more individuals in our jails and prisons than in any other country in the world. There are approximately 2.4 million individuals in federal prisons or state jails. This is a staggering number. However, the more important statistic is that for well over half of these individuals they are incarcerated for non violent crimes and many if not most of them committed their crime while under the influence of their drug of choice. Because of some increasing punitive laws, their second or third conviction place them in prison with little or no hope for parole or rehabilitation and almost no treatment for their disease.

What would the political discourse sound like if there was real, open and honest discussion about our criminal justice system and the way in which our society responds to individuals with the chronic disease of addiction? Instead of news shows focusing on who wears what lapel pins, they might report on policy designed to address the growing number of individuals incarcerated and the role that addictions play in this number.

A second issue that has some depth to it is the growing and alarming health care reimbursement system. For years we have known that we have a real problem in our country as the employers have been asked to absorb skyrocketing health care costs then have passed these rising costs along to their employees. The cost to deliver health care in this country has gotten to the point where our major businesses are having to ask themselves the question of whether or not to continue to locate their operations in the United States and continue to pay such high rates for health care insurance or re-locate out of the country to be competitive in a global market. Depending on the statistics you use, there are approximately 47 million individuals in this country who are not covered by health care.

As a partial solution to this situation, a number of states have come up with plans to provide coverage to all the individuals in their state, but most of those plans are based on low premiums and high deductibles. It will not take long to realize that when health care is accessed, those deductibles will not be paid and that providers of health care will be making major contributions to health care via those write offs. It then stands to reason that we are overdue for some honest and comprehensive discussion in a political contest in the area of health care reform. The system needs to be reformed and to continue to plug leaking holes in the current system will only postpone a major if not catastrophic disaster.

And if there is to be discussion, planning, input and the staking out of positions on health care reform, where will addiction treatment be relegated? If the disease of addiction is seen as anything less than a primary progressive chronic disease, it will be left out of the debate. If the disease of addiction is seen as anything less than a primary disease for which proven treatment can stabilize the disease and that life long management of the disease results in recovery, it will be left off the agenda.

We may differ on how we promote the way we treat the disease, and we may differ on the way in which we are reimbursed for the services we offer, but we cannot break ranks on our understanding of this as a primary, progressive chronic disease, in the same genre as other primary, progressive, chronic diseases which already have positions at the table of health care reform.



THAT'S THE PERSPECTIVE OF RJH

The luncheon on Thursday will feature Christopher Kennedy Lawford who will address the topic *From Addiction to Surrender: A Journey of Survival & Redemption*. Christopher is an author, activist and actor and will share his own life experiences.

The final day will begin with David Powell, Ph.D. presenting on *Integrating Spirituality into Therapy* and then will end with William Cope Moyers sharing on the topic: *Lessons Learned: My Year on the "Broken" Road of Recovery*". These two inspiring presentation will both nurture the attendees but energize them



William Cope Moyers

to continue their efforts to advocate for and provide treatment for those who are addicted as well as their families.

Additional workshops will be offered that will speak to some very important clinical issues involved in treating addictions and workshops that will provide information on management and administrative issues associated with addiction treatment. **This is a must attend event. If you have not made your reservations, do so right now at www.naatp.org/secad. See you in Atlanta!**



Christopher Kennedy Lawford

CAREER OPPORTUNITIES

Caron Treatment Centers, internationally recognized for excellence in chemical dependency treatment, has the following opportunity available:

CLINICAL COORDINATOR

To provide leadership to clinical staff including team building and development, participate in programmatic improvements, and ensure facility performance objectives are aligned with strategic plan in our Adolescent Services, Young Women Extended Care. Must have effective leadership skills that foster teamwork, proven public speaking and facilitation skills, and above average organizational skills. Requires 2 yrs adolescent exp and a minimum of 3 yrs clinical exp, preferably in a CARF accredited CD facility, a Bachelor's degree in related field (Master's preferred), and 1 yr supervisory exp preferred.

Please submit resume and salary requirements to: Caron Treatment Centers, Galen Hall Road, PO Box 150, Wernersville, PA 19565 Attn: Recruiter. Fax: 610-678-8583

Email: recruiter@caron.org or visit www.caron.org

EOE. M/F/D/V

VOICES FROM NAATP WILL SPEAK TO US IN WRITTEN HISTORY OF NAATP

For the past year, NAATP has been working with William White to write the history of the National Association of Addiction Treatment Providers. This history, a written record of your association, will be available at the 2008 NAATP National Leadership Conference in May of 2008. This will be the 30th anniversary celebration of this association.

The history has been written and is going through the many stages of edits and layout. We are now turning our attention to publishing this history which will be told through the voices of those who have been so much a part of the National Association of Addiction Treatment Providers. In order to keep the production costs as reasonable as possible, we are seeking support from NAATP member organizations for this publication.

A decision has been made not to have any advertisements in this publication, but rather to offer an opportunity to members to help support this project and to have a page at the beginning or the conclusion of the project something to the effect:

This 30 year written history of the National Association of Addiction Treatment Providers was completed and is presented to you through the generosity of the following members of the National Association of Addiction Treatment Providers:

We will then list the names of the organizations and the city and state of those members who have chosen to support this effort. This will be a very tasteful listing with no logo's attached. The listings will be in three categories:

Platinum Supporters	\$5,000
Gold Supporters	\$1,000
Diamond Supporters	\$500

In order for your organization to be listed, please contact Sherry Anderson (sanderson@naatp.org) at the NAATP office before December 1, 2007 and request the *official form* to indicate your interest in supporting this project. You will be invoiced for the level of support you have indicated. Thank you in advance for your support of this project and of your association.

**PENNSYLVANIA AGENCIES
HONOR JEFFREY KEGLEY**

Jeff was a strong supporter of NAATP and helped to organize ACATA the American College of Addiction Treatment Administrators

The William J. Schofield III Award has been presented to the late Jeffrey Kegley of Oxford, PA. Kegley was a leader in the field of addiction treatment for over 25 years. A resident of Chester County since 1981 he was the first director of Bowling Green Inn in Kennett Square, PA. He died in September 2006 from esophageal cancer.

In 2004 Jeff Kegley founded Addiction Recovery Systems and established ARS centers in Charlottesville, VA; Somers Point and Cape May Court House, NJ; and Lancaster, PA. The Schofield Award was established in 2005 by the Pennsylvania Department of Health and the Institute for Research, Education and Training for Addictions (IRETA). The award is presented in recognition of outstanding professionals in the treatment of addictions. William J. Schofield III was a treatment professional who died in January 2005 at 78. This award was established to honor his dedication, integrity and vision in prevention and recovery from addictions.

Kegley's family members accepted the award from Michael T. Flaherty, Executive Director of IRETA and Robin L. Rothermel, Director, Bureau of Drug and Alcohol Programs. The ceremony was held at the Frank J. Pasquerilla Conference Center in Johnstown.

Kegley was regarded as a veteran of private care for alcoholism and drug addiction. He chose his field, according to family members, when he was a teenage volunteer at a crisis center in Bay City, Michigan. He later earned a Master's Degree in Social Work at Washington University in St. Louis.

Kegley relocated with his wife, Valerie and two sons, Adam and Noah from Florida to Oxford in 1981 to establish Bowling Green Inn. When the facility was acquired by Comprehensive Addiction Programs he served as senior management officer for ten facilities across the nation. In 2001 he was appointed survey officer for one of the leading healthcare accrediting bodies (CARF). He surveyed over 40 programs and in 2004 founded ARS now headquartered in Kennett Square, PA.

According to Adam Kegley, Vice President of ARS, "There was no greater proponent for care of addicts than Jeff Kegley. He was absolutely tireless in his campaign to help those with addiction disorders. His legacy of dignity, compassion and care will not be diminished by death. Even as he struggled with a terminal illness, he never lost his passion for helping addicts put their lives back together. His life's work will not falter as ARS will continue to provide care for thousands of those seeing recovery."



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**CALL TO SUBMIT APPLICATIONS
2008 JAMES W. WEST, M.D. QUALITY
IMPROVEMENT AWARD**

January 1, 2008 has been established as the deadline for submitting applications for the 2008 James W. West, M.D. Quality Improvement Award. This award, presented by the National Association of Addiction Treatment Providers is in recognition of an **NAATP Member Organization** for their efforts in the area of quality improvement. The award is presented at the NAATP annual conference and named in recognition of Dr. James W. West, the Medical Director Emeritus of the Betty Ford Center, a long-time quality advocate.

Interested organizations should secure an application from the NAATP office and complete the application process before January 1, 2008 in order to be considered for the award in 2008. Contact the NAATP office for a copy of the application.

WELCOME

NEW NAATP Members

CLARITY WAY, INC.
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PASSAGES
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WILLIAMSVILLE WELLNESS
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Ambassador Rolled Arm series by Blockhouse



Value

When dollars get tight, you must consider your Return On Investment; shortsighted choices may damage your long-term program. Buying Blockhouse furniture is more than just a purchase - it's an investment in style, quality and durability. Our customers demand it, our reputation depends on it.



The rolled arm series features a variation in design that offers a softer more residential look and appeal. Both seat and back cushions are reversible so they can be flipped over when soiled. Fabric seams are triple needle stitched using reinforcing tape on the back side of the seam for strength. All upholstery is applied with heavy duty hook and loop fasteners (Velcro) easily removable for cleaning or replacement. The back cushion has a no-sag spring installed at the base of the cushion to provide ergonomically correct lumbar support. Ambassador is built to last, bolted together using solid steel brackets; your assurance of the Blockhouse guarantee of durability.

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A MEMBER VALUE

ALMOST ALL MEMBERS OF THE NATIONAL ASSOCIATION OF ADDICTION TREATMENT PROVIDERS ACCEPT CREDIT CARDS FOR PAYMENT OF THEIR SERVICES. ASSOCIATED WITH EACH TRANSACTION IS A FEE. TO UTILIZE THE CREDIT CARD SYSTEM INVOLVES THE PAYMENT OF A PROCESSING FEE. THERE IS A SIGNIFICANT VARIATION IN TERMS OF WHAT DIFFERENT COMPANIES CHARGE FOR THE PROCESSING FEE. CENTURY BANKCARD HAS BEEN WORKING WITH 20 MEMBERS OF THE NATIONAL ASSOCIATION OF ADDICTION TREATMENT PROVIDERS IN ORDER TO REDUCE THE FEES AND PROVIDE MORE DOLLARS TO THE BOTTOM LINE OF THE PARTICIPATING ORGANIZATIONS. IF YOU ARE INTERESTED IN LEARNING MORE ABOUT HOW YOU CAN REDUCE YOUR PROCESSING FEES AND HOW YOU CAN ALSO HAVE MORE OF THE TOTAL TRANSACTION GO TO YOUR BOTTOM LINE, CALL GINA PHILIPS AT 714-375-2929. THIS IS A SPECIAL OFFER FOR MEMBERS OF NAATP. MEMBERSHIP IN NAATP DOES MAKE A DIFFERENCE!

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Century Bankcard Services and NAATP have partnered to offer special pricing for Merchant Services to all NAATP members. To date, this has added an annual \$262,500 to the bottom line for 20 NAATP members.

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Call Gina Phillips for your
free consultation.

(714) 375-2929

or visit www.naatp.org

(See "Products and Services")

CENTURY BANKCARD SERVICES

CARON's Jasper G. Chen See, M.D. Volunteer Leadership Award

Caron's Jasper G. Chen See, M.D. Volunteer Leadership Award recognizes individuals who have provided exceptional volunteer leadership in the area of addiction treatment through board membership and philanthropy. This award will be presented annually at the NAATP board reception held as part of the NAATP Annual Leadership Conference. The award will be presented by a Caron Executive to a volunteer from a small, medium and large organization. Therefore three awards will be presented each year. Applications must be submitted by January 15, 2008.

To obtain an application or for more information please visit www.naatp.org

If you have questions related to the CARON Jasper G. Chen See, M.D. Volunteer Leadership Award or about the application and evaluation process, please contact:

Ronald J. Hunsicker
President/CEO NAATP
Phone: 717-392-8480



Fourth National Conference on Behavioral Health Care - From Ethics to Evidence: Supporting Behavioral Health Care Decision Making

December 12-13, 2007 - Chicago, IL

Program Location: Sheraton Chicago Hotel and Towers,
Chicago, IL

Program Regular Fee: \$595

Program Early Bird Fee: \$550 (When you register 30
days prior to the program)

To register for this program or to find out more information, please contact Joint Commission Resources' Customer Service at **877-223-6866** or visit our web site at www.jcrinc.com/education.

TRADITION

Tradition...is commonly thought of as a time honored custom or behavior or practice often associated with an event, passing, occasion or achievement. Most are celebratory. Some are commemorative. Many cultures embrace unique traditions which are enthusiastically celebrated, and frequently supported by gleeful merchants ever so happy to be part of the action. Distinctly non-commercial, the recovery environment is full of such rich tradition. The 12-step fellowship in particular has written, spoken and unspoken traditions that have saved the lives of hundred's of thousands of struggling souls. You can hear and see these traditions daily at work throughout the world in rented store fronts, treatment centers, and church basements virtually anywhere a group of men and women, young or old can gather to fellowship and plug in a coffee pot.

At Rosecrance, we have recently begun a new tradition. Three years ago, we moved into our brand new 50 acre, 78-bed residential treatment center for adolescents - the Rosecrance *Griffin Williamson Campus*. Our previous campus was a 45 bed, four acre, worn out facility that had been remodeled long beyond its original intended use. Given the new expanded resources and space, I challenged staff to develop new recovery minded traditions. Well, you can imagine the flurry of emails and half (some fully, some over) baked ideas. Some silly. Some I didn't understand without an arduous explanation. But many were good. Some great. Recovery is full of rich emotion, that can inspire and motivate, and capture the imagination and ignite creative juices, full of metaphor and symbolism...and tradition(s). What an experience. Well, we narrowed it down. Painfully. Sensitive to the pride of ownership of good ideas. Careful not to affect the spirit of staff who approached the process with their best work. A bell tower. We selected a bell tower to ring in recovery. Every young person upon their successful treatment completion will ring the bell with his/her treatment group and family to celebrate this milestone in their journey of lifelong recovery.

This ain't your daddy's old bell tower. We built a Japanese influenced bell tower on the eastern edge of the Serenity Garden at the Rosecrance adolescent cam-

pus. A traditional temple bell cast of bronze originating from Thailand hangs from the center beam of the one-story structure. In keeping with tradition, the bell is clapperless and must be struck by a wooden mallet to produce the tone.

The tower was built to initiate a tradition that we hope will inspire and motivate youth in treatment. The sound of the bell resonates throughout the campus as a signal of hope and recovery for other patients and their families. It is frequently the subject of peer led discussion when upon hearing the ringing of the bell, a new patient asks, "what's that ringing all about..." Hope. Recovery.

The dedication of the bell tower took place August 22nd in conjunction with the third anniversary of the campus. Christening the bell was James Boeger, lead benefactor for the bell tower project, and his wife Karen. Tradition. Celebration. Good stuff.



**PHILIP W. EATON, PRESIDENT/CEO
ROSECRANCE HEALTH NETWORK
ROCKFORD, IL
NAATP BOARD MEMBER**

UPCOMING EVENTS FOR YOUR CALENDER

Little Hill Alina Lodge will be present Alina Lodge 50th Anniversary Gratitude Gala, **Nov. 10, 2007**, Hotel Westminster, Livingston, NJ. Contact Jacki Morris or Leigh Anne Soroka at 800-575-6343 or email leighs@alinalodge.org

The National Association of Addiction Treatment Providers will present SECAD 2007 November 28-30, 2007 in Atlanta, GA. For more information, visit www.naatp.org or call 717-392-8480.

Caron will present "Caron on the Bay" **November 2-4, 2007**, at The Eastland Park Hotel, Portland, ME. For more information please Contact Kathy at 800.678.2332 x 6400.

The **Joint Commission** will hold the **Fourth National Conference on Behavioral Health Care - From Ethics to Evidence: Supporting Behavioral Health Care Decision Making, December 12-13, 2007** - Chicago, IL. To register for this program or to find out more information, please contact Joint Commission Resources' Customer Service at 877-223-6866 or visit our web site at <http://www.jcrinc.com/education>.

The Dallas Chapter of the Texas Association of Addiction Professionals will sponsor NOVA 2008, STRENGTH, PROSPECTIVE & ADVOCACY, THE ANNUAL UPDATE ON ADDICTIONS, **January 24-26, 2008**. For information contact: Dallas Chapter TAAPP.O. Box 192186, Dallas, Texas 75219 Or email Paula at lcdctraining@yahoo.com

The National Acupuncture Detoxification Association Conference is scheduled for **April 25th and 26th** at the Magnolia in Dallas, TX. Contact: www.acudetox.com or 1 (888)765-NADA.

The Joint Commission will hold the **Fourth National Conference on Behavioral Health Care - From Ethics to Evidence: Supporting Behavioral Health Care Decision Making, December 12-13, 2007** in Chicago, IL. To register for this program or to find out more information, please contact Joint Commission Resources' Customer Service at **877-223-6866** or visit our web site at www.jcrinc.com/education.

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V I S I O N S

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