

40<sup>TH</sup>

## National Mental Health and Addictions Conference and Expo

March 15 – 17, 2010

Walt Disney World, Florida

Register by  
February 1  
and save \$100

## The Tipping Point... Are We Going to Seize the Opportunities?

*“The name given to that one dramatic moment ... when **everything can change all at once** is the Tipping Point...the Tipping Point is the moment of critical mass, the threshold, the boiling point”\**



Dear Colleague:

The combination of impending federal healthcare reform legislation and the Wellstone-Domenici Parity Act will fundamentally alter how mental health and substance use services are organized and delivered in the United States.

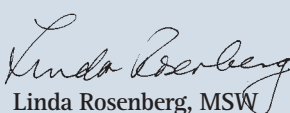
We now know that persons with serious mental illness die, on the average, at age 53, a lifespan that compares with Sub-Saharan Africa; and psychiatric illness is present in three of the top five most costly pairs of diagnoses for disabled Medicaid enrollees. We've reached the "Tipping Point" in the health policy and medical communities, with the awareness that treating the healthcare needs of persons with serious mental illness and the behavioral healthcare needs of all Americans is essential to getting a handle on U.S. healthcare expenditures.

New service delivery and financing models will quickly evolve to support primary care and behavioral health integration in order to bend the cost curve. This understanding is already embedded in many parts of the federal healthcare reform bills. Medicaid and private insurance expansion with parity, workforce development initiatives that include behavioral health workers, Federally Qualified Behavioral Health Center (FQBHC) designation, and increased focus on

prevention and early intervention will bring significant opportunities and challenges to the behavioral health community.

Along with legislative changes, healthcare continues to be transformed by the social media revolution. Government, consumers, and providers are all having to learn a new language in a world dominated by virtual communities, personalized health information, and mobile alerts.




Confronted by change as never before, there has never been a more critical time for all of us who are committed to improving behavioral healthcare to come together. As always, we've taken care to design a conference curriculum that speaks to the issues of our times. Please join me at the National Council's 40th Annual Conference. It's the only way to prepare for what lies ahead.



Linda Rosenberg, MSW  
President and CEO  
National Council for Community Behavioral Healthcare

*“... In the end, Tipping Points are a reaffirmation of the potential for change and the power to intelligent action.”*

\*Malcolm Gladwell, *The Tipping Point*

Mental Health First Aid Instructor Training	PAGE 4
Middle Management Academy	PAGE 5
Marketing and Innovation Institute	PAGE 5
The Symposium for CEOs and Boards	PAGE 5
One-day Universities	PAGE 4
Tracks and Sessions	PAGE 6
General Sessions and Thought Leaders	PAGE 8
   	
Howard Dean	
Malcolm Gladwell	
Geoffrey Canada	
Lee Cockerell	
Special Events	PAGE 10
Expo	PAGE 12
Registration, Hotel, Walt Disney World	PAGE 14

# Four “Epidemics” Have Brought Only One Conference Puts Them All in Perspective

## Healthcare Reform and Parity

**1** As healthcare reform and parity are implemented over the next five years, behavioral health will be managed and paid for very differently – affecting every provider and consumer across the nation. Experts will help you think through the implications:

- How will mental health and addictions be impacted by growing coverage for the uninsured, the new insurance exchanges, Medicaid expansion, payment reform, and workforce development?
- Will parity implementation and mandated coverage of addiction disorders create a revolution in treatment availability?
- How are providers going to get paid tomorrow as payment reform efforts in general healthcare translate to behavioral health – will performance-based contracting sink or save you?
- As states redesign their Medicaid and insurance systems to align with healthcare reform legislation, how will services and funding be impacted in your community?
- As reimbursement for mental health and addictions services shifts to public-private partnerships that build upon commercial insurance products, how do agencies prepare for the challenges associated with third party billing?
- What might a proposed new Federally Qualified Behavioral Health Center system look like and how do you prepare for FQBHC designation?
- Is there a future for managed behavioral healthcare organizations or will primary care/behavioral health integration bring the end of carve-outs?

In addition to the robust healthcare reform sessions at the main conference, every behavioral health leader must plan to attend the special One-day University “Healthcare Reform and the Behavioral Health Safety Net” on Sunday, March 14 (see page 5).



## Integrated Health and Wellness

Invite your community primary care partners to join you at behavioral healthcare’s biggest and best conference!

**2** At a time when the safety net in states across the country is threatened by dwindling resources in the face of increasing demand, partnerships between mental health-substance use and primary care treatment centers are becoming more critical than ever before. Communities are realizing the value of primary care and mental health providers working together to improve the health and wellness of their patients, and the conference shares a wealth of resources:

- Effective working relationships between community behavioral health centers and community health centers to ensure that physical and mental healthcare are effectively coordinated.
- How primary care clinics can screen persons for mental health conditions and coordinate specialty treatment with local community behavioral health organizations.
- Innovative ways in which community mental health and substance use treatment centers are able to extend primary care services to persons with serious mental illnesses.
- Financing, clinical, operational, technology, and cultural competency resources and toolkits for collaboration, referrals, communication, tracking, and outcomes monitoring.
- Staff and consumer engagement as well as peer supports to ensure that health integration works on the ground.

A One-day University on March 14 highlights the “Patient-Centered Healthcare Home” to address significant health disparities for people with serious mental and addiction disorders (see page 4). The university discusses recent National Council reports on the Person-Centered Healthcare Home, which call for creating a medical home for people with serious mental illnesses and substance use disorders by introducing general healthcare capacity within behavioral health organizations, or by nurturing seamless partnerships between behavioral health and primary care providers.



## A View from the Top: Presenting the Obama Administration’s New Behavioral Health Leaders



**Pamela S. Hyde, JD**

Administrator, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services

Hyde brings 30 years of experience in behavioral health financing and service delivery to the table as SAMHSA’s new Administrator. She comes to the job at a unique time in our nation’s history with healthcare reform on our doorstep and the Administration’s focus on mental health and substance abuse. Hear her plans for the organization responsible for improving the accountability, capacity and effectiveness of the nation’s substance abuse prevention, addictions treatment, and mental health services delivery system.



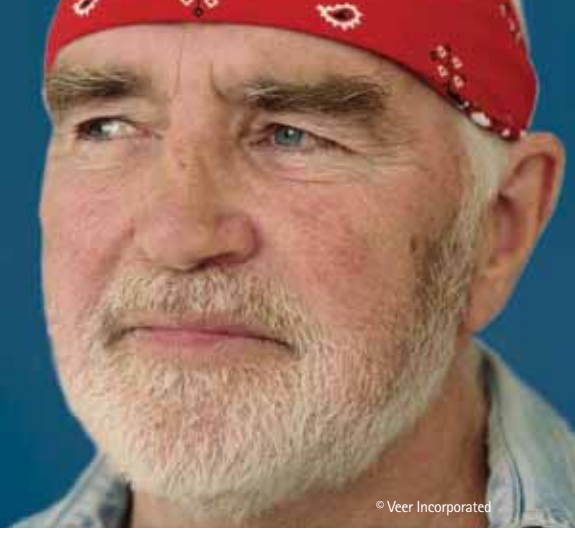
**Thomas McLellan, PhD**

Deputy Director, White House Office of National Drug Control Policy

McLellan is one of the nation’s foremost leaders in advancing the science of addiction treatment and improving access to effective care. It is on account of his pioneering efforts that addiction is now recognized as a chronic illness requiring longer-term care strategies patterned after medical models. McLellan takes “A long-overdue national look at our prison policies; collaborative strategies among the prevention, treatment, criminal justice, healthcare and education fields; and continued modernization of specialty treatment and prevention centers.”

# Us to The Tipping Point

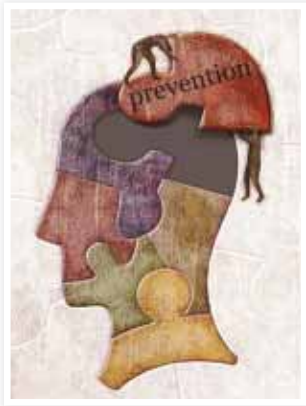
“The best way to understand the... mysterious changes that mark everyday life is to think of them as epidemics. Ideas and products and messages and behaviors spread just like viruses do... What can we do to deliberately start and control positive epidemics of our own?” – Malcolm Gladwell in *The Tipping Point*



© Veer Incorporated

## Prevention and Early Intervention

**3** A 2009 report from the Institute of Medicine, “Preventing Mental, Emotional, and Behavioral Disorders among Young People,” which reflects principles that are gaining increasing traction as healthcare reform moves forward, calls for the development of local prevention



Art by Ju An for National Council

programs and for public education to greatly expand the reach of specific messages about risk factors and available resources, to reduce stigma, and to deliver some kinds of interventions.

The conference examines how behavioral health can align with the increasing focus on prevention and early intervention. Sessions feature the latest on research-based suicide prevention and crisis intervention techniques, programs such as the Nurse Family Partnership and Harlem Children’s Zone chosen for replication by the Obama administration, and on early identification and intervention for schizophrenia.

The also conference spotlights the groundbreaking, evidence-based public education initiative – Mental Health First Aid – that is helping communities across the globe rethink mental health and improve community wellbeing. Join us to:

- Learn how you can increase mental health literacy among diverse audiences in your community such as consumers and families, education, faith, first responders, law enforcement, workplace, and primary care.
- Discover how you can gain wide recognition and reiterate your role as community problem-solvers through inexpensive outreach and support strategies.
- Get involved now – apply to send your staff to our 5-day Mental Health First Aid Instructor Training that precedes the conference (see page 4).

## Social Media and Technology Revolution

**4** Are you keeping up with the new breed of e-patients? What about e-donors, e-businesses, e-communities, and more? Or just the rest of healthcare? According to a recent survey by the Pew Internet and American Life Project, 61 percent of adults say they look online for health information and about 39 percent of these e-patients go to Facebook and other social-networking for information and help.

On another note, the growing need for Electronic Health Records and other health information technology is emphasized by increased funding available through the American Recovery and Reinvestment Act and the fact that the federal Certification Commission for Health Information Technology is currently putting together certification criteria for behavioral health.

The conference makes the business case for use of social media in healthcare and answers questions about your involvement in the new Web 2.0 and technology revolution:

- Where do you find the resources to establish or upgrade your HIT systems in a time of budget cuts, reduced reimbursements, and higher patient volume?
- So you already have EHRs – but what do you need to do to meet new health exchange, and interoperability requirements?
- Do services such as telehealth and online counseling threaten your business or offer opportunities for expansion?
- Are Twitter, Facebook, and YouTube as relevant to you and your business as they are to today’s teens and Gen Yers; how have other healthcare organization and nonprofits used social media and mobile applications to advantage?

In addition to in-depth conference workshops, the Social Media Lab and Technology Learning Center in the Exhibit Hall offer hands-on, Do-It-Yourself sessions on new ways of doing business in a fast-changing world.



## Conference at a Glance

**Wednesday, March 10 – Sunday, March 14**  
**Mental Health First Aid Instructor Training**, PAGE 4

**Thursday, March 11 – Sunday, March 14**  
**Middle Management Academy**, PAGE 5

**Saturday, March 13 – Sunday March 14**  
**Marketing and Innovation Institute**, PAGE 5

**Sunday, March 14**  
**The Symposium for CEOs and Boards**, PAGE 5

**Sunday, March 14**  
**One-day Universities**, PAGE 4

- David Lloyd’s Solutions to the Compliance Challenge
- Team Solutions: A Hands-On Approach to Recovery, Physical Health, and Wellness
- Disease Management for Serious Mental Illness: Team Solutions
- The Patient-Centered Healthcare Home: Concept to Reality
- Roadmap for Transformation to a Recovery-based Program
- Managing the Media, Shaping Your Message
- Healthcare Reform and the Behavioral Health Safety Net

**Monday, March 15 – Wednesday, March 17**  
**Tracks and Sessions**, PAGE 6

- Addictions and Co-occurring Disorders
- Board Governance
- Children and Youth
- Clinical Services
- Finance
- Healthcare Reform and the New Marketplace
- Health Integration and Wellness
- Health Information Technology
- International: It’s a Small World
- In My Own Words – Personal Stories of Recovery
- Leadership and Management
- Personal and Professional Development
- Practice Improvement and Outcomes Measurement
- Public Policy Influence
- Recovery and Peers in Service Delivery
- Social Media

**Monday, March 15 – Wednesday, March 17**  
**General Sessions and Thought Leaders**, PAGE 8

- Howard Dean, Malcolm Gladwell, Geoffrey Canada, Lee Cockerell
- Michael Hogan, Stephen Mayberg, Michael Burchell, Michael Gillette, Rachel Permut-Levine, Pamela Bilbrey, Hendrie Weisinger, Robert Drake, Robert Kolodner

**Monday, March 15 – Wednesday, March 17**  
**Special Events**, PAGE 10

- Fabulous Forty Gala and Awards of Excellence
- Welcome Reception
- International Film Festival
- Wii Bowling Tournament
- YouTube Video Contest
- Social Media Lab

**Monday, March 15 – Tuesday, March 17**  
**Expo**, PAGE 12

- Exhibitors
- Technology Learning Center
- Supporters

**Registration, Hotel, Walt Disney World Continuing Education**, PAGE 15

CE and CME credits are offered through the American Nurses Credentialing Center, the American Psychological Association, the Association of Social Work Boards, NAADAC – the Association of Addiction Professionals, the National Board of Certified Counselors, Warren Alpert Medical School of Brown University, and various state associations – details at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference).

## SAMHSA’s CMHS National GAINS Center Conference



Kathryn Power

**Special Focus on Justice-involved People with Mental Illness and Substance Use Disorders in Healthcare Reform**

Wednesday, March 17 – Friday, March 19

The 2010 National GAINS Conference is presented by the National Council in conjunction with the Center for Mental Health Services National GAINS Center. Stay back for this important event to discover new opportunities and overcome old barriers to planning and coordination among

the mental health, substance abuse, and criminal justice systems. The GAINS Center Conference kicks off and the National Council conference closes with a plenary by Kathryn Power, director of SAMHSA’s Center for Mental Health Services, who shares perspectives on how the criminal justice system has become the intersection of mental health and addiction disorders.

**National Council Conference attendees may attend March 17 afternoon sessions free and register for the remainder of the GAINS Conference for just \$99 (details on page 14).**

# Preconference Programs Give You the Push



## MENTAL HEALTH FIRST AID

Mental Health First Aid is a 12-hour certification course, which introduces participants to the risk factors and warning signs of mental health problems, builds understanding of their impact, and overviews common treatments. The program teaches a 5-step action plan to help individuals in crisis connect with professional help. Learn more at [www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org).

## 5-Day Instructor Training

Wednesday, March 10 – Sunday, March 14

By 2020, Mental Health First Aid will be as commonplace in the USA as First Aid and CPR. The mission: to help the public better understand mental illness and help in psychiatric emergencies. Educators, business leaders, human resource professionals, caregivers, first responders, primary care staff, new addiction and mental health workers and many others in your community will benefit when your organization offers this course.

Join the movement today – prepare to offer Mental Health First Aid in your community. The National Council's 5-day instructor training prepares and certifies members of your organization to offer the 12-hour course to various public and professional audiences.

**FEE:** \$1,500; add the conference for only \$100.

Application form at [www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org) (click on In Your Community and then on Become an Instructor).

Application deadline is January 11, 2010; selections announced by February 1

## Instructor Summit

Wednesday, March 17

The Mental Health First Aid USA Instructor Summit is open FREE to certified instructors only. Instructors must RSVP at [www.MentalHealthFirstAid.org](http://www.MentalHealthFirstAid.org) (click on Instructor Login) to register for the summit and get discount codes for conference registration.

**QUESTIONS?** Contact [SusanP@thenationalcouncil.org](mailto:SusanP@thenationalcouncil.org) or 202.684.3732.

## Bring it to YOUR Community Workshop

Monday, March 15 – Tuesday, March 16

The workshop "Engage Your Community with Mental Health First Aid" takes place during the main National Council Conference (March 15-17) and is open to all conference attendees. This session features leaders from community and state behavioral health organizations presenting case studies on how they've benefited from implementing this award-winning program in diverse constituencies. Another workshop at the GAINS Conference (March 17-19) focuses on Mental Health First Aid for law enforcement and other first responders.

# One-day Universities Prepare You to Face the

All on Sunday, March 14

PRICE REDUCED FROM 2009

FULL DAY: \$475 \$299 (National Council members); \$625 \$350 (Nonmembers)

HALF DAY: \$325 \$150 (National Council members); \$375 \$175 (Nonmembers)

Register at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference)

## HD1: David Lloyd's Solutions to the Compliance Challenge

HALF DAY, 9:00 am to 1:00 pm

David Lloyd, MTM Services

Community behavioral health organizations often fail to achieve sustainable compliance and service quality levels because they are unable to incorporate recovery outcomes or the inherent characteristics of clinicians and practitioners during implementation. This university reduces service and documentation compliance to a meaningful and manageable set of concepts and strategies; updates participants on regulations, standards, and audit results; and promotes understanding of key concepts like medical necessity and quantitative vs. qualitative compliance. Learn how to make compliance easier for everyone while improving services.

## HD2: Team Solutions: A Hands-On Approach to Recovery, Physical Health, and Wellness

HALF DAY, 2:00 pm to 6:00 pm

Helping clients with mental illness is your top priority and the more resources you have, the easier it is. Team Solutions and Solutions for Wellness provide a range of materials in helping to help you empower and inspire consumers to choose a healthier lifestyle, manage their psychiatric disorder, and make choices that reduce relapse and facilitate recovery. Spend a half day with the authors/editors of Team Solutions and Solutions for Wellness as they provide insights on how to successfully integrate these psychoeducational programs across clinical settings.

## FD1: The Patient-Centered Healthcare Home: Concept to Reality

FULL DAY, 9:00 am to 5:00 pm

Kathy Reynolds and Laura Galbreath, National Council for Community Behavioral Healthcare

What does it take to turn the integrated primary care-behavioral health program you've developed into the patient-centered healthcare home of the future? Participants learn implementation strategies, barriers, and opportunities, and examine a broad range of timely issues: the roles of the primary care physician, nurse practitioner, and nurse manager; collaborative models; consumer preferences; data collection; and outcomes measurement. Designed for behavioral health organizations and FQHCs alike, this university covers services delivered in different settings.

# to Tip the World

“What underlies successful epidemics, in the end, is a bedrock belief that change is possible, that people can radically transform their behavior or beliefs in the face of the right kind of impetus. Do you agree that it only takes the smallest infractions to cause the greatest changes? With the slightest push in the right place, can the world around us be tipped?” – Malcolm Gladwell in *The Tipping Point*

## New This Year!

### The Symposium for CEOs and Boards

Sunday, March 14, 9:00 am to 5:00 pm

For four decades, the National Council Conference has provided unique opportunities for CEOs and board chairs to better connect. This year's all-new CEO-Board Symposium is our most ambitious to date – delving into the challenges facing organizational leaders and the key components necessary for successful governance, strategy, and organization. Participating CEOs and board members will gain critical insights into organizational dynamics; why understanding each other's values, desires, and interests is so important; the keys to building strong partnerships founded on a culture of trust; and how to jump-start important initiatives. This all-day event is an essential learning experience for every leadership team.

**FEE:** \$300 per team of two (National Council members);  
\$500 per team of two (nonmembers).

A team comprises the CEO/Executive Director and a board member – each person is required to register individually at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) and indicate who the other member of the team is.



© Veer Incorporated

### 2010 Middle Management Academy

Thursday, March 11 – Sunday, March 14

The National Council's Middle Management Academy has long been recognized for turning star performers into influential forces in their organizations. The curriculum is continuously updated to reflect behavioral healthcare's new realities and to prepare the next generation of leaders – introducing new business theories, building skills in emerging organizational and management technologies, and applying it all to the newest industry challenges. The academy's hands-on curriculum develops participants' competencies in performance metrics, data-based planning and effective decision making; understanding, managing, and using financial information; workflow and project management; mentoring and coaching employees; and applying personal leadership styles to achieve optimal outcomes. Whether you are new supervisor or a more experienced manager seeking the next leadership level, this is THE platform for a successful career.

**FEE:** \$950; add the conference for just \$100.

Limited openings, special registration form at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) (look under Preconference Programs and Middle Management Academy).

### Marketing and Innovation Institute

Saturday, March 13 – Sunday, March 14

**Monica Oss, OPEN MINDS**

The Marketing and Innovation Institute provides the tools you need to respond to a complex and changing marketplace and improve outcomes for your clients as well as your bottom line. Join us for a senior executive boot camp on the best practices in strategic planning, marketing, costing, and more. Featuring Harvard Business School-style case studies by leaders in the human service industry, this is THE executive development program for organizations that want to achieve breakthrough service in a redefined post-recession marketplace. An information-rich curriculum features new behavioral health market models, successful marketing ideas and channels, the key to winning RFPs, revenue boosting and diversification opportunities, legislative advocacy as a key component of strategic planning, and much more.

**FEE:** \$650 (National Council members); \$795 (Nonmembers);  
add the conference for just \$500.

Register at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference)

## Future with Confidence

### FD2: Roadmap for Transformation to a Recovery-based Program

FULL DAY, 9:00 am to 5:00 pm

**Mark Ragins, MD, Village Integrated Services Agency**

The recovery model has surprising depth and benefits, but transitioning to the recovery model is often a far more complex, multifaceted process than expected. This university encourages and guides transformation efforts of leaders and program directors, drawing on the lessons from California's Village program. From cultural assessment and program redesign to staff empowerment and administrative infrastructure, this university offers all you need to know to implement a recovery-based program.

### FD3: Managing the Media, Shaping Your Message

FULL DAY, 9:00 am to 5:00 pm

**Nellie O'Brien, Radio and Television Anchor and News Director**

This engaging, interactive institute on effective communication skills for all situations focuses on how to craft and deliver a meaningful message that gets through the “noise” of the media and motivates people to action. Gain insights into the agenda of the reporter, learn tips and techniques for answering questions, and discover how to get an interview or presentation back on target without being misquoted, misrepresented or taken out of context, while remaining professional and credible.

### FD4: Healthcare Reform and the Behavioral Health Safety Net

FULL DAY, 9:00 am to 5:00 pm

**Dale Jarvis, MCPP Healthcare Consulting**

Dale continues to push the envelope of understanding how healthcare reform will impact persons with mental health and substance use disorders and the community behavioral healthcare organizations that serve them. Come spend a full day with Dale engaging in an in-depth conversation about three of his “hypotheses” – Behavioral healthcare is going to become very important to managing Total Health Expenditures in the U.S. There will be greater demand for behavioral health services in both primary care and specialty behavioral healthcare. The current structure of the community behavioral healthcare system does not necessarily match the delivery systems of the future.

# Main Conference Tracks Chart a New

Monday, March 15 – Wednesday, March 17

Sessions listed here are open to all conference attendees. Sessions you want to attend may be scheduled concurrently – plan to bring more people so your team can collectively cover more ground.

## Addictions and Co-occurring Disorders

- Cohesive Partnerships: Reforming Substance Abuse Treatment for Offenders
- Medication-Assisted Treatment for Substance Abuse Use Disorders in Community Mental Health Settings
- Changing the World in Florida: Building Successful Partnerships with the State and Providers
- Prescription Drug Abuse: The Silent Epidemic
- The Integration of Mental Health in the Treatment of People with Substance Abuse Disorders
- Treating Addictions in a Chronic Care Paradigm
- Treating Women with Co-occurring Disorders through Gender Specific Treatment

## Board Governance

- Board Boot Camp: Essentials for Board Members
- Signs and Symptoms that the Organization is in Trouble
- The Board and Quality – It's Your Problem!
- What's the Board's Role in Expanding the Vision and Mission of Your Organization?
- When the Emperor Wears No Clothes –How Does a Board Address Accountability of Its CEO?
- Board Networking Lunch

## Children and Youth

- Children's Mental Health – What's New in Evidence-Based Practices
- Evidence-Based Prevention: The Nurse-Family Partnership Program
- Fulfilling the Promise of School-Based Mental Health

- Leading Troubled Youth on the Path to Success with Evidence-Based Multisystemic Therapy
- Promising Practices in Treating Children with ADHD

## Clinical Services

- Better Service Planning Leads to Better Quality
- Bridging the Health Disparities Gap
- Challenges and Opportunities for Behavioral Health in Criminal Justice Reform
- Creating Cultures of Trauma-Informed Care
- Focus on Employment: Coping With Cognitive Impairments
- Implementing SAMHSA Evidence-Based Practices Toolkits
- In-House Pharmacy – Does It Make Sense For Your Organization?
- Moving Towards a Trauma-informed System of Care: the Massachusetts Example
- Psychiatrists and Productivity – Finding the Right Balance
- Relationships Are Key to Recovery – Bringing Us Back To Basics
- Supported Employment: Helping People Achieve Recovery and Economic Independence
- The Declarations Life Coaching Model
- The Mentally Ill Homeless Person: Strategies that Work
- Working with Veterans and their Families – Bridging Evidence-Informed Approaches with Community Care

## Finance

- Business Sense (Cents?) for Clinical Folks Turned Administrators
- Conducting a Behavioral Health Compliance Risk Assessment
- Performance-Based Contracting: Will It Save or Sink You?
- Recovery in a Medicaid Environment: Managing Conflict between Core Philosophies
- Sharing the Overhead – Multi-Agency IT Consortiums
- Social Entrepreneurship in a Not-For-Profit World: Lessons Learned from Success and Disappointment

## Health Information Technology

- EHR Implementation: Key Elements of Success
- Using Technology to Create a New Approach to Psychiatric Emergency Services in Rural Settings

## Health Integration and Wellness

- Disease Management for Persons with Mental Illness
- Implementing the Person-Centered Healthcare Home: Primary Care in Behavioral Health Settings
- Integrating Medical and Behavioral Healthcare: A Public-Private Partnership
- Frontline Tobacco Addiction Training for Behavioral Health Providers and Peers: Everything You Need to Know to Implement Clinical and Community Change
- Psychological Masquerade: How Medical Conditions Often Present with Psychiatric Symptoms
- Recovery Without Health Isn't Recovery at All
- Substance Abuse and Integrated Health

## New Opportunities

### Commercial and Managed Care Insurance Markets



**David Lloyd, MTM Services**

Healthcare reform and parity are ushering in change! Respond to increased demand! Whether through expanded coverage, insurance exchanges, co-ops, or expansion of Medicaid managed care – reimbursement for mental health and addictions services is likely to be dramatically shifted to public-private partnerships that build upon commercial insurance products.

This special workshop positions behavioral health organizations to work in expanded third party payor markets by managing change and improving revenue cycle management procedures.

Discussions review third party referral and reporting requirements; expanding staff capacity through improved access and engagement procedures; and effective systems for managing copays, pre-certs, authorizations, and other challenges associated with third party billing.

### National Council Town Hall Meeting

#### Preparing for the New World Order



**Moderator: Linda Rosenberg, National Council for Community Behavioral Healthcare**

*It is our job to lead...* to promote a national agenda which ensures that treatments and supports are available to all adults and children with serious mental health and substance use disorders. And

we've been successful – federal parity and healthcare reform put behavioral health on an equal footing with general medicine and offer new opportunities to serve our communities. *It is our job to serve...* to help payers, providers, and consumers understand, prepare for, and take advantage of these new opportunities.

The Town Hall Meeting brings you a panel of experts prepared to help you meet the new world order head on – don't miss the opportunity.

# Course

“The world – much as we want it to – does not accord with our intuition...Those who are successful at creating social epidemics do not just do what they think is right. They deliberately test their intuitions....” – Malcolm Gladwell in *The Tipping Point*

## Healthcare Reform and the New Marketplace

- All Healthcare is Local: How States are Implementing Health and Behavioral Healthcare Reform - A Panel Discussion
- Don't Lose this List: The 10 Things You Need to Know About Healthcare Reform
- How Are We Going to Get Paid Tomorrow? Emerging Models for Health and Behavioral Healthcare
- Managed Care – A Dying Breed or Model for the Future?
- Top-line Growth: Responding to Sweeping Macro Economic Forces in Behavioral Health and Coverage
- What Is an FQBHC and Why Should I Care?
- Will the Mental Health Parity and Addiction Equity Act of 2008 Change Your Life?

## International: It's a Small World

- International Approaches to Suicide Prevention
- Healthcare Reform Around the Globe: Lessons Learned
- Peer Support Programs: Approaches by Other Countries
- The Use of Injectable Medications in Other Nations

## Leadership and Management

- Advanced Media Skills Workshop
- Creating and Sustaining a High Performing Executive Team
- Leading Change: Moving from Ideas to Inventions to Innovation
- The Power of Positive Criticism

## Personal and Professional Development

- Building a Better Workforce through Performance Management
- Defining and Maintaining Sustainable Productivity Standards

### New This Year!

## Poster Sessions – Intense Learning, at Your Pace

A unique opportunity for you to share and learn from industry successes, creative solutions, and best practices. Posters showcase key areas of operation such as compliance, risk management, and workforce development and shed new light on housing, healthcare integration, recovery, rural mental health, and more. Stop by to browse, chat with presenters one-on-one, and leave with handouts that constitute an action plan through the year.

- Developing the Case Management Workforce: Retention, Recovery, Excellence
- How to Manage a Peer Support Specialist Workforce in the Clinical Setting
- Innovative Workforce Development Partnerships
- The 12 Steps to Cure Your Email E-diction

## Practice Improvement and Outcomes Measurement

- Best in Class: How Does Your Organization Measure Up?
- Establishing Medical Necessity throughout the Golden Thread
- Four Ways to Change Behavioral Healthcare – Current Knowledge Network Projects
- Housing First: A Collaborative Approach to a Complex Community Issue
- How to be a Change Hero Using New Project Management Techniques
- Improving Customer Service, Productivity, and Staff Retention through the Care Initiative Process
- Improving Practice and Influencing Policy: An Introduction to the Knowledge Exchange Network
- Science-to-Service Awardees Raise the Bar from Good to Great
- Practice Improvement the NIATX Way
- Quality and Compliance: Reducing Silos to Reduce Risk

## Public Policy Influence

- Building on Your Relationship with Congress
- Opportunities to Expand Access to Permanent Supportive Housing for Consumers
- Minds on the Edge: Building Consensus for Change

## Recovery and Peers in Service Delivery

- Creative Uses of Recovery and Resiliency in Rural Mental Health Settings
- Enhancing a Recovery Orientation in a Down Market: 25+ Free or Almost Free Things You Can Do
- Peer Specialists – Valued Partners
- Practical Challenges for Psychiatrists – Implementing the Recovery Model
- Reducing Stigma through Peer-led Community Education

## Social Media

- Innovation, Avatars, and Virtual Counseling
- Social Media: From Tweets to YouTube and Everything Else
- Using Social Media to Fundraise

## Conference Schedule at a Glance

### Monday, March 15

6:00 am – 7:00 am	Wellness Walk
7:00 am – 7:15 pm	Registration Open
7:30 am – 7:00 pm	Expo Hall Open
7:30 am – 8:30 am	Continental Breakfast in Expo Hall
7:30 am – 7:00 pm	International Film Festival
8:00 am – 7:00 pm	Social Media Lab Open
8:30 am – 9:30 am	General Session, Linda Rosenberg
9:30 am – 10:30 am	General Session, Howard Dean
11:00 am – 12:30 pm	Workshops
12:30 pm – 1:30 pm	Lunch in Expo Hall
12:45 pm – 1:30 pm	Lunch 'n' Learns
1:30 pm – 2:30 pm	Special Presentation, Pamela Hyde Et Thomas McLellan
2:45 pm – 3:45 pm	Thought Leader Sessions
4:00 pm – 5:30 pm	Workshops
5:30 pm – 7:30 pm	Opening Reception

### Tuesday, March 16

6:00 am – 7:00 am	Wellness Walk
7:00 am – 6:15 pm	Registration Open
7:30 am – 5:30 pm	Expo Hall Open
7:30 am – 8:30 am	Continental Breakfast in Expo Hall
7:30 am – 5:30 pm	International Film Festival
8:00 am – 5:30 pm	Social Media Lab Open
8:30 am – 9:30 am	General Session, Malcolm Gladwell
10:00 am – 11:30 pm	Workshops
11:30 am – 12:30 pm	Lunch in Expo Hall
11:45 am – 12:30 pm	Town Hall Meeting
11:45 am – 12:30 pm	Lunch 'n' Learns
12:45 pm – 2:15 pm	General Session, Geoffrey Canada
2:45 pm – 3:45 pm	Thought Leader Sessions
4:00 pm – 5:30 pm	Workshops
6:30 pm – 10:00 pm	Fabulous Forty Gala with Awards of Excellence

### Wednesday, March 17

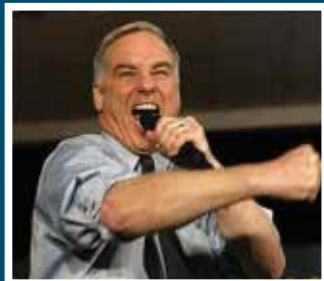
6:00 am – 7:00 am	Wellness Walk
7:00 am – 11:15 am	Registration Open
7:30 am – 8:30 am	Continental Breakfast
8:30 am – 9:30 am	General Session, Lee Cockerell
9:00 am – 4:00 pm	Mental Health First Aid Summit
9:45 am – 10:45 am	Thought Leader Sessions
11:00 am – 12:30 pm	Workshops
1:00 pm – 2:00 pm	General Session, Kathryn Powers
2:00 pm – 5:00 pm	GAINS Conference Sessions

# Visionary Speakers Believe We Can Shape

Monday, March 15 – Wednesday, March 17

## Howard Dean Examines the Future of Healthcare in America

Before he was Governor of Vermont, presidential candidate, or chairman of the Democratic National Committee, Howard Dean was a family doctor. But don't expect him to weigh in on healthcare reform in a soothing bedside manner. As Dean himself said in an interview with the *New York Times*, "Most people who need to be president of the United States need to be not in everybody's face as much as I am." But Dean will very much be in your face, as he tells us what the future of healthcare looks like for America. Dean also offers unique perspectives on citizen involvement to bring about real change and real progress – drawing from his experience in the use of grassroots advocacy and online technologies during his campaign for President.

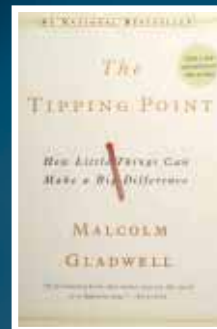


Alex Wong/Getty Images News/Getty Images

## Malcolm Gladwell Says Little Things Can Make a Big Difference

Malcolm Gladwell says he wrote his widely acclaimed bestseller *The Tipping Point* because "One of the things I'd like to do is to show people how to start "positive" epidemics of their own. The virtue of an epidemic, after all, is that just a little input is enough to get it started, and it can spread very, very quickly. That makes it something of obvious and enormous interest to everyone... or for that matter to anyone who's trying to create a change with limited resources."

Also the author of *Outliers*, *Blink*, and *What the Dog Saw*, and a staff writer for *The New Yorker*, Malcolm Gladwell helps us think about the world a little differently. One of *Time* magazine's 100 Most Influential People, he interprets new ideas in the social sciences and makes them understandable, practical, and applicable to business. He overturns many of our conventional notions about what makes a person successful. He makes sense of the complexities of life. And he is a captivating storyteller, funny and ironic. Add his books to your "Must Read" list and bring them to the conference to be signed.



### Michael Hogan Explains How States Are Struggling to Sustain the Safety Net

Dr. Michael Hogan is the New York State Commissioner of Mental Health. His experience in mental health administration and research is unparalleled and includes leadership roles with the President's New Freedom Commission on Mental Health, the Joint Commission, the National Institute of Mental Health's National Advisory Mental Health Council, and the National Association of State Mental Health Program Directors. Dr. Hogan will portray how states are struggling to serve persons with mental illness and addictions in the face of increasing budget cuts.



### Stephen Mayberg Discusses an Ambitious Reform Agenda

As Director of the California Department of Mental Health, Dr. Stephen W. Mayberg has led the state's mental health system through the best of times and the worst of times. Throughout his public service career, he has continued to provide clinical services. Dr. Mayberg's ambitious agenda includes mental health system reform to reflect program research findings as well as program outcomes and accountability. He discusses how behavioral health providers will be held increasingly accountable in the era of healthcare reform implementation.



### Michael Burchell Profiles the Great Place to Work – Yours!

The Great Place to Work® Institute – what a concept! Hear from one of its leaders, Michael Burchell, as he reveals his proven secrets to building a high-performance workplace where managers and employees share trust, passion, productivity, and a commitment to results. If you agree that people are your most valuable resource, you'll find Burchell both inspiring and practical.



### Michael Gillette Ponders the Most Profound Ethics Issues

When complex problems – treatment choices, allocation of scarce resources, misconduct, layoffs, program closure – cause confusion and conflict, how do leaders create an environment in which open discussion of ethical issues can take place so that resolution follows? Michael Gillette, President of the Bioethical Services Institute, weighs in, drawing on his experience in helping hospitals, long-term care facilities, medical schools, and behavioral health organizations develop medical ethics programs.



### Rachel Permut-Levine Busts Stress to Boost Productivity

The National Institute of Health's National Heart, Lung, and Blood Institute has introduced employee programs like Weight Watchers at Work meetings, a preventative medicine lecture series, classes on how to eat healthy meals at restaurants, and yoga and pilates training classes.

Rachel Permut-Levine is the four-star general of the institute's war on stress, overseeing wellness and disease prevention programs for 1,500 employees. She shares many low-cost or no-cost options to improve employee morale, reduce stress, boost productivity, and save costs in the workplace.



### Pamela Bilbrey Finds Leadership in Unlikely Places

Have you spent the past year racking your brain for innovative ways to cut costs and stretch resources further, while providing services for even more people? The help you need is already at your office! Pam Bilbrey, co-author of *Ordinary Greatness*, shows you how to make employees feel like owners and unlock their best ideas and innovative solutions. She asserts that leaders who fully leverage the knowledge, ideas, and talents of their people to drive business results can rescue themselves from the recession.



### Hendrie Weisinger Helps You Tap into the Power of Emotional Intelligence

World-renowned psychologist and *New York Times* bestselling author of *Nobody's Perfect*, Dr. Hendrie Weisinger has spent three decades helping leading business schools (including MIT and Wharton), influential government agencies, Fortune 500 companies, and dozens of professional organizations enhance effectiveness through innovative application of emotional intelligence skills. Dr. Weisinger's unique understanding of how people function and relate in the workplace

will improve productivity and retention, speed adaptation to change, develop leadership skills, and encourage innovative thinking.



### Robert Drake Shares Lessons from Implementing Evidence-Based Practices

Robert Drake, MD, Professor of Psychiatry and of Community and Family Medicine at Dartmouth Medical School, is a leading expert in evidence-based practices. Dr. Drake presents the best ideas for developing and evaluating innovative community programs to improve the quality of life among persons with severe mental disorders. He discusses common concerns about the use of evidence-based practices, such as whether ethical values have a role in shaping such practices and how to deal with clinical situations for which no scientific evidence exists.



### Robert Kolodner Shares the Scoop on Federal Support for HIT

Psychiatrist and computer whiz Robert Kolodner, MD, was head of the Office of the National Coordinator for Health Information Technology at the U.S. Department of Health and Human Services and Chief Health Informatics Officer at the Veterans Health Administration. Kolodner explains the Administration's commitment to advance the use of HIT to improve the safety, efficiency, and value of healthcare for consumers and brings new insights on interoperability of electronic and personal health records.

# the Future, Together

“But if there is difficulty and volatility in the world of the Tipping Point, there is a large measure of hopefulness as well... Simply by finding and reaching those few special people who hold so much social power, we can shape the course of social epidemics.” – Malcolm Gladwell in *The Tipping Point*

## Geoffrey Canada Weaves a Community Safety Net

As a child growing up in New York's South Bronx, Geoffrey Canada believed that Superman would come and clean up his neighborhood and was shattered when his mom dissolved the myth. But today, the miracles he has wrought in Harlem bear testimony to Canada's own status as superhero, as the community problem solver we all want to be. The safety net he has created in Harlem is woven so tightly that children in the neighborhood just can't slip through. And Canada stated, in an interview with *National Council Magazine*, “We not only support physical rebuilding of communities, but we also work with the adults in our program to help them reclaim their communities as their own, to drive change. We believe that for children to do well, their families have to do well. And for families, to do well, their community must do well. Join us to learn how Canada succeeded in community rebuilding and why the President has allocated \$10 million to replicate Canada's model in the form of Promise Neighborhoods across the nation.”



## Lee Cockerell Recreates the Magic of Disney Leadership

YOU can create magic, and it's not just when you're at Disney. Lee Cockerell can show you how – through ten common-sense leadership strategies. He is known for delivering ideas about leadership in a common-sense way that can really help you improve your effectiveness at work, at home, and in your community. Cockerell says, “There is a big difference between Very Good and Excellent, and the reason the computer can't figure it out is that it takes the Human Factor to make an experience Excellent. As Walt said, it requires people to make the dream a reality.” The stories that helped Cockerell shape Disney's incredible success during his years as Executive Vice President of Operations will serve as an eye-opener for every healthcare organization, regardless of size or mission.



## In My Own Words – Personal Stories of Recovery

Moving first person accounts of lived experiences with mental illness and addiction disorders add meaning to your work and inspire you to continue to make a difference.



© Veer Incorporated

### Hurry Down Sunshine: A Father's Story of Love and "Madness"



**Michael Greenberg,**  
Author of *Hurry  
Down Sunshine*

Sally was his bright,  
beautiful daughter one

day, and a complete stranger the next. Michael recounts the summer of 1996, when his 15-year-old daughter, Sally, suffered a manic breakdown that left her hospitalized for several weeks, and medicated for years. He shares the pain and the hope of a father who waited day after day in the visitors' lounge, to give Sally “a point of return” from the psych ward.

### Crazy for Life – Escapades of a Bipolar Princess



**Victoria Maxwell,**  
Author of *Crazy for Life*

Victoria's one-person show, *Crazy for Life*, features her roller-coaster ride with bipolar disorder and psychosis. It is a brave, funny, and compelling look at surviving and coming to terms with mental illness. Victoria takes us round the bend and back again; from meditation groups to hospital psych wards, from black depressions to manic highs and psychedelic psychoses. She entertains and educates, exploding stigmas and celebrating life.

### Parallel Play: Growing Up With Undiagnosed Asperger's



**Tim Page, Professor,**  
University of  
Southern California

It was obvious that  
he was not “normal.”

His parents, neighbors, and teachers (even as they gave him failing grades) described him as a genius. Between the ages of seven and fifteen, Tim was given glucose-tolerance tests, anti-seizure medications, electroencephalograms, and an occasional Mogadon to shut him down at night. He grew up to become a classical music critic for *The Washington Post* and went on to win a Pulitzer Prize but remained an “eccentric.” Tim was 45 when he found out he was an “Aspie,” or had Asperger's syndrome! Learn how Tim handled life before and after his diagnosis.

### Annie's Ghosts – A Journey Into a Family Secret



**Steve Luxenberg,**  
Senior Editor,  
*The Washington Post*

Growing up in Detroit,  
Steve took his cues from

his striving parents and poor immigrant grandparents, who “seemed to have a collective amnesia about anything sad, tragic, or pre-American.” But after his mother's death, Steve set out to look into the life of his phantom aunt, Annie Cohen, who was “buried” by

her family 32 years before she died – they could not handle the shame and stigma of having a family member with a mental illness that might be darkly hereditary and reflective of everyone in the household. Share the many family secrets Steve uncovered on his quest for truth.

### Horse Boy: A Father's Quest to Heal His Son



**Rupert Isaacson,**  
Founder and Director,  
The HORSE BOY  
Foundation

When his seven-year-old son Rowan was diagnosed with autism, Rupert was torn by grief and shame, as though he had cursed his child by giving him faulty genes. He watched horrified, as his son began to drift away to another place. Rupert had to find a way back into Rowan's world, into his mind – and he got help from a horse named Betsy. Join this amazing family on their impossible adventure in Mongolia, where they sought help from horses and shamanic healing to help Rowan connect with the world.

### Back in the Trenches: Turning Trauma Around



**Tonier Cain, Consumer  
Advocate**

A long history of  
childhood and adult  
sexual abuse, alcohol  
and drug addiction, prostitution,  
homelessness, hunger, incarceration...

“What is wrong with you?” was all Tonier ever heard from those who were supposed to help. But the turning point came when one trauma-informed clinician in a program for pregnant women with addictions finally asked her “What happened to you?” See how Tonier become drug- and alcohol-free, a homeowner, a mother, a consumer advocate who has returned to her old haunts to help teens struggling with addictions.

### When War Comes Home: Transitioning to Life in the Community



**Commander (ret) Mark  
Waddell, U.S. Navy  
SEAL and Marshale  
Carter Waddell,**

Author of *Hope for the Home Front*  
Marshale explains that when her husband, Mark, returned home after 25 years of service in more than 100 countries, the war came home with him – “It sits on our sofa, rides in our car, and eats our meals with us. The war is here 24/7.” Marshale bears testimony to the effectiveness of Pikes Peak Behavioral Health Group's Peer Navigator Model, which helps veterans and families avoid the poor decisions that result in homelessness, family violence, unemployment, substance abuse, and suicide.

# Special Events Spark New Connections

Monday, March 15 – Wednesday, March 17

## Fabulous Forty Gala with Awards of Excellence

Tuesday, March 16



© Disney

Join your colleagues as we celebrate our community and 40 years of National Council leadership. Bring your dancing shoes to our elegant dine 'n' dance and enjoy a magical evening of entertainment and awards, all capped off with a grand fireworks finale.

The Gala is also a time to recognize the National Council's 2010 Awards of Excellence honorees – organizations and individuals who have significantly contributed to the mental health and addictions service industry and improved the lives of consumers and their families. Awards are in the following categories:

- Excellence in Addictions Treatment & Prevention (New in 2010)
- Excellence in Risk Management (New in 2010)  
Sponsored by the Mental Health Risk Retention Group and Negley Associates, grant of \$10,000 to the winning organization
- Excellence in Health Information Technology  
Sponsored by Qualifacts Systems, Inc., grant of \$10,000 to the winning organization
- Excellence in Service Innovation  
Sponsored by Mental Health Weekly, grant of \$10,000 to the winning organization
- Excellence in Consumer and Family Advocacy
- Excellence in Grassroots Advocacy
- Up and Coming Leader
- Visionary Leader (staff or volunteer)

Tickets \$125 – available at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) (with registration). Questions? Contact Kara Sweeney at [KaraS@thenationalcouncil.org](mailto:KaraS@thenationalcouncil.org) or 202.684.3723.

## Dance the Night Away

Monday, March 15

Get on the show floor for the time of your life! On Monday night, the Expo Hall hosts behavioral healthcare's most talked about party. Come and enjoy the company of your colleagues after a jam-packed opening day as the fun continues well into the night with the ultimate party experience. Your badge is your admission!



## Vote on YouTube

Monday, March 15 – Tuesday, March 16

Join the YouTube revolution and get savvy on using and choosing new media. As the National Council's "Making a Difference" YouTube Video Contest's top ten picks are showcased at the conference, YOU get to vote for the winner. Videos profile behavioral health organizations' contributions to the community and to the lives of those they serve. The grand prize is one complimentary registration to the next National Council Conference in San Diego, CA, May 2–4, 2011, while two runner-up prizes are 50% discount registrations to the 2011 conference. Don't forget to stop by our viewing and voting stations.

twitter

facebook

YouTube  
Broadcast Yourself™

LinkedIn

del.icio.us

## Social Media Lab

Monday, March 15 – Tuesday, March 16

Did you know that three out of four Americans use social media and that visiting social networking sites is the 4th most popular activity online, ahead of personal email? 32% of Americans get online using their mobile device. If fads like YouTube, Twitter, Facebook, LinkedIn and more are not going away, where do you go and how do you stay relevant? Drop into our social media lab and discover new ways colleagues are connecting with donors, consumers, and the future workforce. Experts provide one-on-one lessons and give you an extraordinary hands-on experience. Featured presentations make the business case for the use of social media in behavioral health.

## Second Annual Wii Bowling Classic

Monday, March 15 – Tuesday, March 16

Beat the winning score of 280 rolled at the 2009 Classic! Stop by our Nintendo Wii stations – and join in our amazing virtual bowling tournament. Some say it's a life-changing experience . . . but all we know is that it's the perfect opportunity to play with friends and sharpen your skills as you get ready to knock 'em all down on tournament day to win the grand prize . . . which is, you guessed it, a brand-new Wii!



Sponsored by the Mental Health Risk Retention Group and Negley Associates

Plus, makeovers, cooking demos, one-on-one career and personal development consultations, and much more – the agenda for fun and networking is just evolving! Have an idea for what you want us to add? Email Jeannie Campbell at [JeannieC@thenationalcouncil.org](mailto:JeannieC@thenationalcouncil.org).

# and Camaraderie

“We are actually powerfully influenced by our surroundings, our immediate context, and the personalities of those around us....” – Malcolm Gladwell in *The Tipping Point*

## International Film Festival

Monday, March 15 – Tuesday, March 16

Our selections from around the world depict how persons struggling with mental health and addictions challenges use film as a form of art, expression, and healing.

### Animated Minds

In Nova Scotia, a free animation film camp for budding filmmakers, ages 12–18, asked participants to explore the topics of mental health and mental illness and create short films about what mattered most to them. The group of 20 youth created five short animated films on life transitions, awareness and education, addressing stigma, diagnosis difficulties, isolation, addictions, family and relationships. The films were screened as part of the ViewFinders International Film Festival in April 2009 and are now being taken on the road and shown to schools and community groups across Atlantic Canada.

### Boy Interrupted

This HBO documentary selected for the Sundance 2009 Film Festival examines why a boy ends his life at the tender age of 15. Dana Perry has gathered home movies, photographs, and a variety of different documents to tell the story of her son, Evan – his bipolar illness, his life, and his death, and their impact on those who loved him the most. She interviews his siblings and friends, his doctors and his teachers, and in the process, she chronicles a harrowing and difficult journey. The film creates closure for its creators as well as its audience.

### Adam

Soon after moving into her apartment, Beth, a brainy, beautiful writer damaged from a past relationship encounters Adam, the handsome, but lonely fellow in the downstairs apartment whose awkwardness is perplexing. Beth and Adam’s connection leads to a tricky relationship that exemplifies the universal – truly reaching another person means bravely stretching into uncomfortable territory and the resulting shake-up can be liberating. But given that Adam has Asperger’s Syndrome, can their friendship develop into more?

### The Bridge

There have been more than 1,200 suicides at San Francisco’s Golden Gate Bridge since it opened in 1937, among the most of any location in the world. The Bridge is a 2006 documentary film that takes an up close and personal look at suicides from the Golden Gate Bridge. With cameras and crew stationed on the bridge for an entire year, the documentary captures live footage of 23 people as they took their final plunge. The Bridge also features interviews with family members, suicide witnesses, and survivors to offer unique insights into mental illness and suicide.

### Elling

The shy, retiring Elling and the imposing Kjell are the protagonists in this Norwegian movie about two mentally challenged friends who battle adversity and find their place in the sun. When the two become roommates, they attempt to create a life for themselves outside the confining, but protective, walls of the hospital. As their courage grows, the two find oddball ways to cope with society, striking up the most peculiar friendships in the most unlikely places. Petter Naess directs this Academy Award nominee for Best Foreign Language Film.

### SubCITY

In Spring 2008, near-financial collapse propelled Cascadia Behavioral Healthcare in Portland, Oregon to seek media and local government attention through a short documentary. SubCITY takes a look at how people’s lives are affected by the changes in the mental health system. From the final moments inside the Oregon State to heart-wrenching but motivating consumer stories, SubCITY takes us on a journey that shatters many of the stereotypes associated with mental illness.



# Expo Showcases the Industry's Best

Monday, March 15 – Tuesday, March 16

The Expo is a unique opportunity to meet the behavioral health providers, consultants, and vendors – all eager to connect with you, discuss your needs, and help you take advantage of the special deals they've lined up to increase your organization's efficiency and productivity. Nowhere else will you find as extensive an array of exhibitors all under one roof ... waiting to help you make the most of tough times and prepare for what lies ahead.

Plus, the Expo Hall is the central site for action, food, and fun. Power breakfasts, healthy lunches, and coffee breaks are served in the Expo Hall during the conference. From premier networking events to rockin' parties, this is where it all happens!

## Exhibitors in 2010

Addiction Treatment Providers	DATIS	Pikes Peak Behavioral Health Group Peer Navigator
Afia Inc.	Defran Systems, Inc.	ProtoCall Services
Alaska Behavioral Health Association	Echo Group	Providence Service Corporation
Alaska Native Tribal Health Consortium	Essential Learning	QoL meds
Alkermes, Inc.	Foothold Technology	Qualifacts Systems, Inc.
Anasazi Software, Inc.	Functional Assessments Systems, LLC	Reckitt Benckiser Pharmaceuticals
Angel Systems, Inc.	Furniture Concepts	ScerIS, Inc.
Arizona Council of Human Service Providers	Genoa Healthcare	Secure TeleHealth
Askesis Development Group, Inc.	Hands on America, Inc.	Sequest Technologies, Inc.
Avail Solutions, Inc.	Hazelden Publishing	Service Process Quality Management (SPQM)/MTM Services
Behavioral Pathway Systems	Hill Associates	Staff Care, Inc.
BHR Worldwide	Hope Network	Streamline Healthcare Solutions, LLC
CARF – Commission on Accreditation of Rehabilitation Facilities	JAG Products, LLC	Substance Abuse and Mental Health Services Administration
CBHNP/PerformCare	iCentrix Corp	The Joint Commission
Center for Mental Health Services - KAP	InfoMC, Inc.	The Meyers Group
CenterSite.net	Lilly	Unemployment Services Trust
Cherokee Health Systems	LWSI: Lavender & Wyatt Systems	UNI/CARE Systems, Inc.
ClaimTrak Systems, Inc.	Magellan Health Services	US Army Civilian Corps
CommonWealth Purchasing Group, LLC	McKesson	US Psychiatric Rehabilitation Association
Community Health Facilities Fund	Mental Health Risk Retention Group (MHRRG)	Valueoptions
Core Solutions	MHCD/Reaching Recovery	VisionWorks Software
Credible Behavioral Healthcare Software	MS*Health Software	Welligent
Council on Accreditation	Netsmart	Wiley
CYNC Software Solutions (Community Reach Center)	Norix Group, Inc.	
Dainippon Sumitomo Pharma America, Inc.	Odyssey Software	
	Personal Mastery Programs	



# and Latest

## There's Still Time to Get YOUR Booth

With over 2,000 attendees, you really should be on the list for our biggest and best conference ever! Reserve your booth today to get your name in front of top industry executives and key decision-makers and start to benefit right away from regular National Council promotions (print and electronic) to drive traffic to your booth throughout the conference. Behavioral health provider organizations, consultants, and vendors can gain wide exposure by showcasing products and services in the Exhibit Hall. Contact Danny Linden at 202.684.3729 or DannyL@thenationalcouncil.org to reserve your booth!

### New This Year

## Technology Learning Center

Exhibitor-led technology and software workshops in the Technology Learning Center are designed to facilitate improved and informed Health IT decision-making for mental health and addictions treatment providers. These 90-minute workshops featuring innovative technologies and best practices are an integral part of the main conference curriculum and address HIT challenges in a volatile and demanding environment. Technology Learning Center workshops are targeted towards problem solving, increasing efficiency and productivity, and facilitating and understanding technology integration in the workplace.

### Evolving workshop topics include:

- Using Technology to Create a New Approach to Psychiatric Emergency Services in a Rural Setting
- EHR Implementation: Key Elements of Success
- What the Future Holds for HIT

More to come

© Veer Incorporated

## Thank You Supporters!



# Register and Plan Your Trip Now for



© Disney; Richard Klune/Corbis

## Vacation on a Budget

Make a smart decision in tough times – combine the most important investment in your future and career with a Disney World vacation. Discounted theme park tickets, including evening-only tickets and multi-day tickets are available for conference attendees and families.

### Our Best Location Ever – Disney's Coronado Springs Resort

Discounted room rate: \$170 per night plus taxes; for reservations call 407.939.1020 or visit [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) (look under Hotel and Location). Discounted theme park tickets are available from the same link.

Designed to maximize value and convenience with over 1,900 guest rooms and 220,000 square feet of flexible function space all on one level, Disney's Coronado Springs Resort celebrates the character and traditions of the American Southwest and northern Mexico. Relax along the shores of the serene Lago Dorado, the 15-acre lake, or take a quiet stroll around the mile-long Esplanade as you make your way to your themed guest room buildings and Convention Center. Soak up the sun at an elaborate themed pool area, indulge in the flavors of Mexico and South America at Maya Grill, or mingle in modern style at the ultra-hip Rix Lounge. Conveniently located in Disney's Animal Kingdom® Resort area, Disney's Coronado Springs Resort is close to all four Walt Disney World® Theme Parks, golf, and nightlife.



© Disney



Free transportation, via Disney's Magical Express, is available to and from the Orlando airport and to all theme parks and Downtown Disney. Parking is free for hotel guests. Local conference attendees may also park free in the Coronado Springs Convention Center parking lot.

## Registration Rates

Register online or download a registration form to mail or fax in at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference).

	By 2/1	From 2/2
<b>Conference, March 15 – 17</b>		
Member	\$725	\$825
Nonmember	\$925	\$1025
<b>One-Day Universities, March 14</b>		
Full-day Member	\$299	\$299
Full-day Nonmember	\$350	\$350
Half-day Member	\$150	\$150
Half-day Nonmember	\$175	\$175
<b>The Symposium for CEOs and Boards, March 14</b>		
Member	\$300	\$300
Nonmember	\$500	\$500
<i>These prices apply to teams of two – CEOs must register along with a board member</i>		
<b>Marketing and Innovation Institute, March 13 – 14</b>		
Member	\$650	\$650
Nonmember	\$795	\$795
Add the Conference	\$500	\$500
<b>Middle Management Academy, March 11 – 14</b>		
Member	\$950	\$950
Nonmember	\$950	\$950
Add the Conference	\$100	\$100
<b>Mental Health First Aid Instructor Training, March 10 – 14</b>		
Member	\$1,500	\$1,500
Nonmember	\$1,500	\$1,500
Add the Conference	\$100	\$100

A limited number of **SCHOLARSHIPS** are available for persons with mental health and addiction disorders to attend the conference. Contact Shellee Chen at [ShelleeC@thenationalcouncil.org](mailto:ShelleeC@thenationalcouncil.org) or 202.684.3722 for application information. Application deadline: February 1

### Registration Rates for GAINS Conference, March 17 – 19

National Council member: \$99

Nonmember: \$149 by 3/1; \$199 after 3/1

Register at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference).

# the Best Discounts

Register by Feb 1 and save \$100

## Get Ready Now – Here's Your Checklist

### 1) Not a member? Join now and get the member discount

*National Council members get the steepest discounts, saving an extra \$200 off nonmember rates.*

Not yet a member? Join today! Visit [www.TheNationalCouncil.org](http://www.TheNationalCouncil.org) (look under Membership) or contact Kara Sweeney at [KaraS@thenationalcouncil.org](mailto:KaraS@thenationalcouncil.org) or 202.684.3723.

### 2) Invite colleagues to attend and claim the group discount

The larger your group, the more you save! Register three or more from the same organization and get \$50 off each conference registration. Enter the coupon code `save50` on the payment page of EACH online registration or on EACH registration form.

### 3) Register now to lock in your Early Bird discount

Register now and save \$100. Early Bird discount ends February 1, 2010. Go to [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) to register online or to download a registration form. You can take advantage of multiple discounts at once.

### 4) Choose your preconference programs

From public education and in-depth management and leadership offerings to one-day universities packed with hands-on learning – you have much to choose from when you arrive early to enhance your conference experience. Our One-day Universities (formerly Preconference Institutes) are offered at a new low price this year. See page 4 for preconference choices to add to your registration. And don't forget to extend your hotel reservations.

### 5) Make your hotel reservation early

The conference takes place at Disney's Coronado Springs Resort. Rooms sell out fast, so make your reservations NOW. Go to [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) or call 407.939.1020 and ask for the special National Council room rate of \$170.

### 6) Buy Gala tickets and join the celebration

Join us in celebrating 40 years of progress and National Council leadership. Applaud the 2010 National Council Awards of Excellence winners. Enjoy and elegant evening of entertainment and fun. Buy your Gala tickets with conference registration.

### 7) Plan to stay for the GAINS Conference, March 17-19

The 2010 National GAINS Conference is presented by the National Council in conjunction with the Center for Mental Health Services National GAINS Center and spotlights "Justice-involved People with Mental Illness in Healthcare Reform." Registration for the GAINS Conference sessions on Wednesday, March 17 is included with your National Council Conference registration. Plus, National Council members may add registration for the GAINS Conference on March 18 and 19 for just \$99. Add the GAINS Conference when registering for the National Council Conference at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference).

## Continuing Education

The 40th National Council Conference offers CE and CME credits through numerous professional associations, including:

- American Nurses Credentialing Center
- American Psychological Association
- The Association of Social Work Boards
- NAADAC, The Association of Addiction Professionals
- National Board of Certified Counselors
- NAADAC, The Association of Addiction Professionals
- National Board of Certified Counselors
- Warren Alpert Medical School of Brown University

Visit [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) for a full list of state associations offering CE credits for the conference.

## Shop for Books and T-Shirts

The popular Conference Bookstore features the latest on leadership, management, healthcare, bestsellers from many conference speakers, and sought-after titles in mental health and addictions. Come prepared to browse and buy (we can ship your purchases back home) and get your favorites signed by the authors. Plan to buy a few Disney-themed conference t-shirts for yourself, your family, and colleagues.



© Disney

## Contact Us

Learn more and register at [www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference). Questions? Call 202.684.7457 or email [Conference@thenationalcouncil.org](mailto:Conference@thenationalcouncil.org).

Make sure you receive our email updates – sign up at [www.TheNationalCouncil.org](http://www.TheNationalCouncil.org) (click on Subscriptions at the top). Remember to add [Communications@thenationalcouncil.org](mailto:Communications@thenationalcouncil.org) and [JeannieC@thenationalcouncil.org](mailto:JeannieC@thenationalcouncil.org) to your email Safe Senders list.

NATIONAL COUNCIL  
FOR COMMUNITY BEHAVIORAL HEALTHCARE

1701 K Street NW, Suite 400  
Washington DC 20006  
www.TheNationalCouncil.org/Conference  
202.684.7457

 NATIONAL COUNCIL  
FOR COMMUNITY BEHAVIORAL HEALTHCARE

# 40<sup>TH</sup> National Mental Health and Addictions Conference and Expo

March 15 – 17, 2010, Walt Disney World, Florida

## We've Reached The Tipping Point, What Next?

Leadership for a Changing World, Only at the National Council Conference

- Healthcare Reform
- Primary Care and Behavioral Health Integration
- Prevention and Early Intervention
- Social Media and HIT
- Leadership and Management
- Clinical Best Practices
- Personal and Professional Development and much more



Howard Dean



Malcolm Gladwell



Geoffrey Canada



Lee Cockerell

## Register by February 1 and save \$100

Register three or more persons and save an additional \$50 each

[www.TheNationalCouncil.org/Conference](http://www.TheNationalCouncil.org/Conference) • 202.684.7457 • [Conference@thenationalcouncil.org](mailto:Conference@thenationalcouncil.org)