HEALTH CARE’S BEHAVIORAL HEALTH CONFERENCE

www.thenationalcouncil.org/conference
View a demo, POP a balloon!

Stop by Relias Learning’s booth #910 for a brief 10 minute product overview and pop a balloon.

Every balloon is a winner!

In a few minutes, you will learn how Relias Learning can provide meaningful impact through training in your organization and also discover what coveted prize hides inside of the balloon.

After visiting the Relias Learning booth, you will learn how to become an innovator in training and possibly the proud owner of a new tablet, Amazon gift card or sponsored lunch for your office.
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MEET YOUR HOST

The National Council for Behavioral Health is the unifying voice of America’s community mental health and addictions treatment organizations. Together with 2,300 member organizations, it serves more than eight million adults and children living with mental illnesses and addictions disorders. The organization is committed to ensuring all Americans have access to comprehensive, high-quality care that affords every opportunity for recovery and full participation in community life. The National Council, the Maryland Department of Health and Mental Hygiene and the Missouri Department of Mental Health pioneered Mental Health First Aid in the U.S. and have trained more than 300,000 individuals to connect youth and adults in need to mental health and addictions care in their communities. To learn more about the National Council, visit www.TheNationalCouncil.org.

CONNECT WITH US

www.TheNationalCouncil.org
www.facebook.com/TheNationalCouncil
www.twitter.com/NationalCouncil (#NatCon15)
www.youtube.com/user/NationalCouncil
www.linkedin.com/company/national-council-for-behavioral-health
CONFERENCE BASICS

GET THE APP

Put your finger on the pulse of NatCon15 — literally. Our app maximizes your conference experience. Download it by visiting your app store and searching “NatCon15.” Create your own schedule, see what's happening in real time, follow the Twitter buzz, navigate the hotel and local landmarks, check out the Marketplace exhibitors and where to find them and get schedule changes and reminders.

BUILD YOUR CONFERENCE EXPERIENCE

With 200 sessions and 400 speakers, NatCon15 gives you everything you need to up your A-game to improve the lives of the people you care for back home.

PLAN AHEAD. Get to know the schedules, session descriptions, speakers, maps, special events, fun opportunities and everything else available to you at NatCon15.

GET CREDIT. You don't need to go anywhere else. NatCon15 offers continuing education (CE) and continuing medical education (CME) credits through several professional associations. Earn credits for approved sessions by tapping your badge when you enter and exit a room and complete our online evaluation form during the conference or within 30 days at www.thenationalcouncil.org/Conference.

START YOUR ENGINE. Let us make the NatCon15 experience easy for you. While you can choose each session you want to attend, you can also follow one of our expertly designed tracks. Every session is yours to attend — the hardest part is deciding.

DIVIDE AND CONQUER. If you came with your colleagues, spread out and cover as many sessions as you can. That way, you can share what you learn.

REMEMBER THOSE LEFT BEHIND. Your colleagues back home can be part of NatCon15, too. Let them know to follow @NationalCouncil on Twitter and join the conversation using #NatCon15, like the National Council on Facebook at www.facebook.com/TheNationalCouncil, watch the live streaming events and keep up with speakers on the Conference 365 blog at www.thenationalcouncil.org/Conference-365.

ARRIVE EARLY. Sessions fill up fast. Get the best seat by arriving early. Priority seating can be found at the front of the room for National Council Strategic Partners and those requiring handicap access.

BACKSTAGE PASS
Are you in our Seasoned Leaders or Young Leaders program? Yes? Well then, we’ve got your backstage pass to talk with some of NatCon15’s most notable speakers.
CONFERENCE BASICS

SAVE A TREE. We are paperless. All presentation handouts are available at www.TheNationalCouncil.org/Conference.

MAKE A NEW BUDDY. Network with other attendees at every opportunity: breakfasts, lunches, meet-ups, receptions, the Awards of Excellence Dinner (tickets available at Registration) and many more.

BEELINE TO THE HEART OF NATCON15. The National Council Marketplace buzzes with activity. Stop in regularly to meet with vendors, grab a bite to eat, play Pac-Man, show your pool shark abilities, talk with other attendees—and so much more.

BE ABOUT YOU. Go to the Marketplace for cooking demonstrations, manicures, hair and makeup consultations, massages, professional headshots, and ping pong and billiard championships. Or enjoy the early morning fun runs, try Zumba classes and watch the Domestic Violence Project Project’s performance of A Streetcar Named Desire.

CATCH A FLICK. Don’t miss our Film Festival. You’ll enjoy meeting the cast and crew of award-winning films featuring topics close to your heart.

PARTY! Don’t miss our Oscar night. Walk the red carpet and everything. Get your tickets for the Awards of Excellence Dinner at Registration.

QUESTIONS? CONFUSED? LOST?
Stop by Conference Registration or one of our Navigation Stations for help. We’re here for you.

RHYTHM EXTREME
March to the beat of a different drummer. We’ve got three days of unparalleled entertainment. Catch Rhythm Extreme, America’s #1 rhythmic performance troupe.
CONFERENCE BASICS

DON’T GET “HANGRY”

Breakfast time? Lunch time? Coffee break? Head right over to the Marketplace to refuel. We don’t want you getting hungry-angry (or “hangry,” as we call it) — so we cover breakfast, lunch and coffee. Stay happy.

BUS SCHEDULE

Buses run every 15 minutes.

ROUTE 1
Caribe Royale, Buena Vista Suites, Marriott World Center, Gaylord Palms

ROUTE 2
Embassy Suites, Marriott Village, Gaylord Palms

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<thead>
<tr>
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<th>ROUTE 1</th>
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<tbody>
<tr>
<td>SUNDAY</td>
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<td>WEDNESDAY</td>
<td>7:00 AM – 1:15 PM</td>
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FREE SHUTTLE SERVICE between all official hotels to the Conference Center
DON’T BE DULL

You know what they say, all work and no play...

TREAT YOURSELF
Relâche Spa
Monday & Tuesday, 10:00 am – 3:00 pm, Marketplace Booth 531
Get your groom on with manicures and mini up-dos from Relâche Spa’s master stylists. Sit back, relax and get pampered.

REPLENISH YOURSELF
Supported by Genoa Healthcare
Monday, 8:00 am – 5:00 pm & Tuesday, 8:00 am – 4:00 pm, Marketplace Booth 807
Hit the replenishment spa for a free professional massage that leaves you feeling relaxed, refreshed and energized after a round of power-packed conference sessions.

GET BEAUTIFIED
Monday & Tuesday, 10:00 am – 4:00 pm, Marketplace Booth 641
Bobbi Brown beauty magicians help you put your best face forward. Stop by for makeup lessons or a quick touch-up.

HIT THE PAVEMENT
Fun Run
Monday, Tuesday & Wednesday, 6:00 am – 7:00 am, Hotel Concierge Desk
Get off to a running start with a short, guided run. Whether you’re an Olympian-in-training or a casual jogger (or a meandering walker), this will rev you up for the day ahead.

SHAKE IT OFF!
Zumba
Monday, Tuesday & Wednesday, 6:00 am – 7:00 am
St. George 114, Lobby Level, Hotel Side
Ditch that lingering stress by getting your groove on with Zumba. An hour of upbeat, Latin dance-inspired cardio will Cha-Cha-charge you up for the day.
*Classes are limited to 40 participants, so please come a few minutes early.
EAT IT UP WITH ISABELLA MORGIA DI VICARI

Cooking Demonstration

Monday, 2:30 pm – 3:30 pm
Tuesday, 9:30 am – 10:30 am & 1:00 pm – 2:00 pm
Marketplace Booth 235

Don’t let your family tease you about your limited cooking repertoire. Join Italian cook Isabella Morgia di Vicari, author of What Can I Bring? to watch her demo some of her Nonna’s recipes so you can go home and make family memories over food, too.

Isabella is first-generation American born of Italian heritage. She was raised in her family’s restaurant businesses and that’s where she learned many life lessons, including the wonderful culture of food. She became a chef the “old fashioned way” through the teachings of her Nonna Isabella, her namesake, who lived with their family her entire life. It was from her home, with Nonna’s influence, where she lived and breathed all the wonderful Italian traditions that she embraces and shares today. Also check out Isabella’s Ignite presentation, Tuesday 11:15 am and 3:45 pm.

AND POSE

Professional Headshot Lounge

Supported by Mental Health Risk Retention Group and Negley Associates

Monday, 8:00 am – 4:00 pm & Tuesday, 8:00 am – 1:00 pm, Marketplace Entrance Booth 100

Stop by the Mental Health Risk Retention Group/Negley Associates booth where professional makeup artists will spruce up your look so you can take your best professional headshot yet.

CUE THE COMPETITION

Billiards

Monday, 10:00 am – 5:00 pm & Tuesday, 10:00 am – 4:00 pm, Marketplace Booth 141

Chalk it up to the high-energy atmosphere of NatCon15, but if you’re feeling competitive, why not challenge some other attendees to a game of pool?
BEAT FORREST GUMP

Ping Pong

Monday, 10:00 am – 5:00 pm & Tuesday, 10:00 am – 4:00 pm, Marketplace Booth 1241
When bouncing around to sessions, workshops and networking events has you feeling like a ping pong ball, pause and enjoy a round of actual ping pong with other conference-goers in the marketplace.

TAT IT UP

Airbrush Tattoos

Monday and Tuesday, 10:00 am – 4:00 pm, Marketplace Booth 111
Get innovative, get inspired, get inked — temporarily, at least. Stop by the Airbrush Tattoo You booth to get “inked” with a National Council-inspired tattoo (or a tiger, if that’s your thing).

GET ANIMATED

Digital Caricatures Live

Monday, 10:00 am – 5:30 pm & Tuesday, 10:00 am – 4:00 pm, Marketplace Booth 1312
Get in TOON with your animated side. Let one of the talented artists from Digital Caricatures Live draw up a cartoony likeness of you using the power of technology. Share your digital image via email, Facebook and Twitter so your friends can see how much fun you’re having at NatCon15.

WHACK A MOLE

Retro Arcade

Monday, 7:30 am – 5:30 pm & Tuesday, 7:30 am – 4:00 pm, Marketplace Booth 1225
If Whack-a-Mole and Pac-Man are your idea of good old-fashioned fun, head to the Retro Arcade and let your inner child out.

TAKE A SELFIE

Selfie Garden

Monday, 7:30 am – 5:30 pm & Tuesday, 7:30 am – 4:00 pm, Marketplace Booth 131
Share your conference experience with your friends back home. Snap a “selfie” in front of one (or all!) of our backdrops, and check out #NatCon15 on Twitter and Instagram to see photos from other attendees.
RUB ELBOWS

NatCon teems with networking opportunities—in fact, everything is designed to connect you with your peers from around the country. But check out these specific events...

THE BEHAVIORAL HEALTH MARKETPLACE

Monday, 7:30 am – 5:30 pm & Tuesday, 7:30 am – 4:00 pm, Florida Exhibition Hall

Talk with nearly 300 vendors and connect with new and old colleagues. Grab your coffee, breakfast and lunch. Take part in Monday’s reception, take part in our “fun stuff” or just stop by for a little shopping.

PICK A GENIUS BRAIN

Times vary, Registration Area

Just like your neighborhood Apple store, our Genius Bars put one-on-one or small group consulting at your fingertips—for free. Move past theory and get into the nitty-gritty with the nation’s experts, or geniuses. Saddle up to talk about:

- BHBusiness for Providers
- Early Psychosis Treatment
- Forming Provider Networks
- Human Capital Management
- Integrated Health
- Online Learning

- Peers in the Workforce
- Social Media
- Strategic Business Development
- Tobacco Cessation and Wellness
- Trauma-Informed Care

CHAT WITH A SMARTIE

By registration only, locations vary

No hibernating here. Schedule a Discussion Den for a free half-hour consultation with one of the nation’s leading experts on integration, career development, marketing, compliance, outcomes measurement and trauma-informed care. To schedule time with an expert, visit Registration. But hurry — time is limited.

BUZZ WITH OTHER NEWBIES

Times vary, Osceola Balloons Lobby

Lots of people come each year to NatCon, but we’re lucky to see at least 1,000 fresh faces this year—so we developed a spot just for you. Come chill in your lounge, meet up with the Queen Bee, your conference navigator Laira Roth, take part in a pop-up session, grab a snack or just have a moment of relaxation.
**BE WELL**

**Wellness & Recovery Room**

Open at all times, St. George 110, Lobby Level, Hotel Side

Take a break from the bustle and excitement of NatCon15. Refuel with coffee, plan your agenda for the day, put your feet up and connect with others.

**CONNECT ON CRITICAL CRISIS SERVICES**

**Crisis Responders Town Hall**

Tuesday, 12:45 pm – 1:45 pm, Miami 1-3

Connect with others who offer critical life-saving crisis services. The National Council will unveil new survey findings of what services are available nationwide. Lunch is provided.

---

**CELEBRATE!**

**SAY, ‘HI THERE, FRIEND’**

**Welcome Reception**

Supported by Beacon Health Options

Monday, 4:00 pm – 5:30 pm
Marketplace, Exhibit Hall D-F, Lower Level

Say hello to new and old colleagues — when else can you be in one room, mingling, celebrating the behavioral health field and meeting new people? Just once a year, that’s when.

---

**WALK THE RED CARPET**

**Celebration of Excellence Dinner**

Tuesday, 6:00 pm – 9:00 pm, Osceola Ballroom

We've rolled out the red carpet for you and for our 2015 Awards of Excellence honorees. Enjoy a rich program of moving testimonies of courage and recovery. This be-seen event — the Oscars of behavioral health — features the who's who of mental health and addictions care. If you haven't already, buy your tickets at Registration.
GABRIEL

Monday, 3:00 PM – 4:30 PM  
Tampa 1-2

Rory Culkin stars as Gabriel, a vulnerable and confused teenager searching for stability and happiness while struggling with mental illness. Believing that reuniting with his former girlfriend holds the key to all his troubles, Gabriel engages in an increasingly obsessive pursuit to find her, challenging his relationship with his family and risking his own future.

LIPSTICK & LIQUOR

Monday, 5:30 PM – 7:30 PM  
Tampa 1-2

Lipstick & Liquor explores the secret in the suburb: a growing number of women becoming addicted to alcohol. The documentary begins with the haunting story of Julie Kroll, a 39-year old suburban mother from Woodbridge, Virginia. Julie went missing on December 16, 2009 when she stumbled away from a minor car crash in the dead of winter, leaving behind her eight-year-old daughter. An open container of alcohol was in the car. While family and friends searched desperately, a seemingly indifferent police department and a blinding blizzard hampered attempts to find her.

Lori Butterfield, the film’s director, will attend the screening and participate in a discussion afterwards.

ALIEN BOY: THE LIFE AND DEATH OF JAMES CHASSE

Tuesday, 11:15 AM – 12:45 PM  
Emerald 8, Pool Level, Hotel side

This feature-length documentary chronicles one man’s struggle with schizophrenia and examines the actions of the police officers responsible for his death. Using interviews, personal writings, archival footage, official documents and videotaped depositions of the involved police officers, the film dives into James Chasse’s life and the police actions and decisions that led to his death. What emerges is an intimate and complex story of one man’s life, the Chasse family’s struggle for justice and a city and a system grappling with accountability.
THE FIX

Wednesday, 9:45 AM – 11:00 AM  
Tampa 1-2

Junior, a young father trying to turn his life around after years of heroin addiction, joins forces with others in the Bronx who are in recovery and infected with hepatitis-C to fight the disease in their community. Knitting personal narratives together with a profile of innovative programs at a methadone clinic, the film explores the concept of storytelling as an instrument of change and gives a powerful voice to marginalized members of society. Ultimately a very personal story of redemption and hope, “The Fix” puts a human face on addiction and disease with sensitivity and grace.

PARTICIPATE!

DOMESTIC VIOLENCE PROJECT

Tuesday, 10:00 AM - 11:00 AM  
Orange Blossom Ballroom, Lobby Level, Hotel Side

Participate in the Domestic Violence Project, an innovative public health project featuring famed professional actors who present scenes from Tennessee Williams’ A Streetcar Named Desire as a catalyst for a town hall discussion about the effect of domestic violence on individuals, couples, children, caregivers and communities.

Gail Lapidus, Family And Children’s Services, Inc.; Randy Tate, Northcare
READ IT (BUT DON’T WEEP)

THE NATIONAL COUNCIL BOOKSTORE

Monday & Tuesday, 7:30 am – 5:30 pm, Wednesday, 7:30 am – 12:00 pm, Osceola Ballroom

Gen. Colin Powell, Susan Cain, Dan Buettner, Ezekiel Emanuel...so many of our speakers are A-list authors. Head over to the bookstore to grab their books. Better yet, buy their books and go to their book signings. Oh, and don’t forget the people you left at home—everyone loves a memento and inspiration from these top-tier authors and thought leaders.

BOOK SIGNINGS

All book signings are in the Osceola Ballroom.

MONDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Author/Presenter</th>
<th>Book Title</th>
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</thead>
<tbody>
<tr>
<td>10:15 AM – 10:45 AM</td>
<td>General Colin L. Powell, USA (Ret.)</td>
<td>It Worked for Me: In Life and Leadership</td>
</tr>
<tr>
<td>2:30 PM – 3:00 PM</td>
<td>Andrew Solomon</td>
<td>Far from the Tree: Parents, Children and the Search for Identity</td>
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<tr>
<td>2:30 PM – 3:00 PM</td>
<td>Mike Staver</td>
<td>Leadership Isn’t for Cowards: How to Drive Performance by Challenging People and Confronting Problems</td>
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</tbody>
</table>
| 2:30 PM – 3:00 PM   | Melissa d’Arabian                 | Supermarket Healthy: Recipes and Know-How for Eating Well Without Spending a Lot
Ten Dollar Dinners: 140 Recipes & Tips to Elevate Simple, Fresh Meals Any Night of the Week |
| 2:30 PM – 3:00 PM   | Holly Green                       | More than A Minute: How to Be an Effective Leader and Manager in Today’s Changing World |

TUESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Author/Presenter</th>
<th>Book Title</th>
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<tbody>
<tr>
<td>9:30 AM - 10:00 AM</td>
<td>Ezekiel Emanuel</td>
<td>Reinventing American Health Care: How the Affordable Care Act Will Improve our Terribly Complex, Blatantly Unjust, Outrageously Expensive, Grossly Inefficient, Error Prone System</td>
</tr>
<tr>
<td>12:15 PM - 12:45 PM</td>
<td>Paul Gionfriddo</td>
<td>Losing Tim: How Our Health and Education Systems Failed My Son with Schizophrenia</td>
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WEDNESDAY

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:30 AM – 10:00 AM</td>
<td>Susan Cain</td>
<td>Quiet: The Power of Introverts in a World That Can’t Stop Talking</td>
</tr>
<tr>
<td>9:30 AM – 10:00 AM</td>
<td>David Lloyd</td>
<td>Leadership Skills to Support High Functioning Teams</td>
</tr>
</tbody>
</table>
| 12:15 PM – 12:45 PM | Dan Buettner                     | The Blue Zones: Lessons for Living Longer From the People Who've Lived the Longest
Thrive: Finding Happiness the Blue Zones Way |
CONTINUING EDUCATION CREDITS/CONTINUING MEDICAL EDUCATION CREDITS

EARN CONTINUING EDUCATION CREDITS

The 2015 National Council Conference offers continuing education (CE) and continuing medical education (CME) credits for approved sessions through multiple professional associations. Refer to the packet distributed with your final program to see which sessions are approved for which CEs and CMEs. To receive credits for approved educational sessions at the conference, attendees must sign in and sign out of each session and complete an online evaluation form for the session either during the conference or within 30 days after the conference. We will be using electronic badge scanners; tap your name badge on the scanner when you enter the session and exit the session. Attendees must attend the full session to receive CE credit. You may complete the online evaluation during the conference at the kiosks in the registration area and up to 30 days after the conference at www.TheNationalCouncil.org/Conference. Applications for CE credit will not be processed if the evaluations are not completed within 30 days of the conference (by Friday, May 22, 2015). Once your attendance is verified through the electronic attendance report, the National Council will send the completed continuing education certificates within the next 30 days (by June 19, 2015).

CONTINUING MEDICAL EDUCATION

ACCREDITATION STATEMENT: This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Carolinas HealthCare System/Charlotte AHEC and the National Council for Behavioral Health. The Carolinas HealthCare System/Charlotte AHEC is accredited by the ACCME to provide continuing medical education for physicians.

RELIAS LEARNING

Relias Learning, LLC, in collaboration with the National Council, is co-sponsoring/co-providing the following continuing education credit:

AMERICAN NURSES CREDENTIALING CENTER

Relias Learning, LLC is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

AMERICAN PSYCHOLOGICAL ASSOCIATION (#1693)

Relias, LLC is approved by the American Psychological Association to sponsor continuing education for psychologists. Relias Learning, LLC maintains responsibility for this program and its content.
ASSOCIATION OF SOCIAL WORK BOARDS (#1273)

Relias Learning, LLC (ACE Approval #1273) is approved as a provider for social work continuing education by the Association of Social Work Boards (ASWB) www.aswb.org, through the Approved Continuing Education (ACE) Program. Relias Learning maintains responsibility for the program. ASWB Approval Period: 2.10.2015 – 2.10.2018. Social workers should contact their regulatory board to determine course approval for continuing education credits.

NATIONAL ASSOCIATION OF ALCOHOL AND DRUG ABUSE COUNSELORS

The Association for Addiction Professionals- Relias Learning, LLC is a NAADAC Approved Education Provider (#0484)

NATIONAL CE AND CME

- Carolinas HealthCare System/Charlotte AHEC CME
- American Psychological Association
- American Nurses Credentialing Center
- Association of Social Work Boards
- NAADAC, The Association for Addiction Professionals
- National Association of State Boards of Accountancy
- National Board for Certified Counselors

STATE-SPECIFIC CE

- Alabama State Board of Social Work Examiners
- California Board of Behavioral Sciences-CBBS
- California Association of Alcohol and Drug Educators-CAADE
- Florida Board of Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling
- Illinois Department of Financial and Professional Regulation, Registered Social Worker
- Illinois Department of Financial and Professional Regulation, Marriage and Family Therapist
- Louisiana Addictive Regulatory Authority
- Ohio Social Worker Board
- Ohio Marriage and Family Therapist Board
- Ohio Counselor Board
- Texas State Board of Examiners of Marriage and Family Therapists
- Texas State Board of Examiners of Professional Counselors
- Texas State Board of Social Work Examiners

Continuing education requirements vary from state to state. Many state boards grant reciprocity with national accrediting organizations and other state boards. It is the responsibility of each professional to understand the requirements for license renewal or check with the state or national licensing board and/or professional organization to become more familiar with their policies for acceptable continuing education credit. Social workers should contact their regulatory board to determine course approval.
NATIONAL BOARD FOR CERTIFIED COUNSELORS

This program has been approved by NBCC for NBCC Credit. The National Council for Behavioral Health is solely responsible for all aspects of the program. NBCC approval No. SP-2504

ADA STATEMENT

ADA accommodations will be made in accordance with the law. If you require ADA accommodations, please indicate what your needs are at the time of registration. We cannot ensure the availability of appropriate accommodations without prior notifications.

GRIEVANCE POLICY

Should any registrant be dissatisfied with the quality of their continuing education program during the 2015 National Council Conference, a request in writing must be submitted to the National Council for Behavioral Health within five days of the conclusion of the conference to receive a full refund of registration fees.

If you have complaints during the Conference, email Jeannie Campbell at JeannieC@TheNationalCouncil.org.

CONFERENCE LEARNING OBJECTIVES

- Promote the development of innovative, locally responsive services in community-based settings.
- Improve the overall quality of services delivered and increase the competencies of clinicians.
- Assist organizations and practitioners with the vision, knowledge, and skills they need to shape new and emerging mental health and addiction systems and support our vision in a rapidly changing health care environment.
- Address the continuing education needs of our attendees and provide solutions to meet goals, ultimately creating healthier lives for consumers we serve.

EVALUATIONS: WE WANT YOUR FEEDBACK

Please share your comments on our 2015 conference, so we can continue to improve the conference experience for you and future conference attendees. Beginning Wednesday, April 22, log on to the National Council Conference website (www.TheNationalCouncil.org/Conference) and share your experience and suggestions for improvement. The website will be open for 30 days through Friday, May 22, 2015.
GAYLORD PALMS CONVENTION CENTER LEVEL 1

MARKETPLACE

Florida Exhibition Hall

Coquina Lawn
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<tr>
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<th>START TIME</th>
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<td><strong>TUESDAY, APRIL 14</strong></td>
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<tr>
<td>Mental Health First Aid Instructor Certification</td>
<td>8:00 AM</td>
<td>5:00 PM</td>
<td>Emerald 2, Pool Level, Hotel Side</td>
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<tr>
<td>Youth Mental Health First Aid Instructor Certification</td>
<td>8:00 AM</td>
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<td>Middle Management Academy</td>
<td>8:30 AM</td>
<td>5:00 PM</td>
<td>Tampa 1-3</td>
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<tr>
<td><strong>THURSDAY, APRIL 16</strong></td>
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<td>Emerald 2, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>Youth Mental Health First Aid Instructor Certification</td>
<td>8:00 AM</td>
<td>5:00 PM</td>
<td>Emerald 4, Pool Level, Hotel Side</td>
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<tr>
<td>Middle Management Academy</td>
<td>8:30 AM</td>
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<td><strong>FRIDAY, APRIL 17</strong></td>
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<td><strong>SATURDAY, APRIL 18</strong></td>
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<tr>
<td>WHAM</td>
<td>8:30 AM</td>
<td>4:00 PM</td>
<td>Emerald 8, Pool Level, Hotel Side</td>
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<tr>
<td>2014 Trauma-Informed Care Learning Community Summit Meeting</td>
<td>11:00 AM</td>
<td>5:00 PM</td>
<td>Naples 1-3</td>
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<tr>
<td>Registration Open</td>
<td>4:00 PM</td>
<td>7:00 PM</td>
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# SCHEDULE-AT-A-GLANCE

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<td>Continental Breakfast</td>
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<tr>
<td>Morning Half-Day Universities</td>
<td>8:00 AM</td>
<td>12:00 PM</td>
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<td>Mental Health First Aid Summit</td>
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<tr>
<td>National Behavioral Health Network for Tobacco and Cancer Control Summit</td>
<td>9:00 AM</td>
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<td>Osceola 1-3</td>
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<tr>
<td>Behavioral Health Specialist Summit</td>
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<tr>
<td>Recovery and Empowerment Reception</td>
<td>5:00 PM</td>
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<td>Suite 8095, St. Augustine Tower</td>
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<tr>
<td>Trauma-Informed Care Learning Community Reception</td>
<td>5:30 PM</td>
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<td>First Time Attendee Meet and Greet</td>
<td>5:30 PM</td>
<td>6:30 PM</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
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<td>MONDAY, APRIL 20</td>
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<tr>
<td>Fun Run</td>
<td>6:00 AM</td>
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<td>7:00 AM</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<td>Registration Open</td>
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<tr>
<td>Young Leaders Networking Breakfast</td>
<td>7:15 AM</td>
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<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>Continental Breakfast</td>
<td>7:30 AM</td>
<td>8:30 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<tr>
<td>Exhibit Hall Open</td>
<td>7:30 AM</td>
<td>5:30 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<tr>
<td>Bookstore Open</td>
<td>7:30 AM</td>
<td>5:30 PM</td>
<td>Osceola Lobby</td>
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<tr>
<td>Wellness and Recovery Room</td>
<td>8:00 AM</td>
<td>4:30 PM</td>
<td>St. George 110, Lobby Level, Hotel Side</td>
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<tr>
<td>General Session: Linda Rosenberg</td>
<td>8:30 AM</td>
<td>9:15 AM</td>
<td>Osceola A-D</td>
</tr>
<tr>
<td>General Session: General Colin L. Powell, USA (Ret.)</td>
<td>9:15 AM</td>
<td>10:15 AM</td>
<td>Osceola A-D</td>
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## SCHEDULE-AT-A-GLANCE

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<th>ROOM NAME</th>
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<tr>
<td><strong>MONDAY, APRIL 20</strong></td>
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<tr>
<td>Coffee Break</td>
<td>10:15 AM</td>
<td>10:45 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<tr>
<td>Book Signing: General Colin L. Powell, USA (Ret.)</td>
<td>10:15 AM</td>
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<td>Workshops (A)</td>
<td>10:45 AM</td>
<td>11:45 AM</td>
<td>Multiple locations</td>
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<tr>
<td><strong>National Council Integration Summit</strong></td>
<td>10:45 AM</td>
<td>5:00 PM</td>
<td><strong>Osceola 5</strong></td>
</tr>
<tr>
<td>Lunch</td>
<td>12:00 PM</td>
<td>1:15 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Lunch 'N' Learns</td>
<td>12:15 PM</td>
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<td>Posters</td>
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<td>1:15 PM</td>
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</tr>
<tr>
<td><strong>Innovation Showcase</strong></td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td><strong>Tampa 1-2</strong></td>
</tr>
<tr>
<td><strong>National Council Town Hall</strong></td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td><strong>Sun A</strong></td>
</tr>
<tr>
<td>Serving Older Adults Networking Lunch</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>Learning to Love Groups Networking Event</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>Destin 1-2</td>
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<tr>
<td>TED-Style Talk: Corey Waller: Why What We Do Now in Addiction Medicine Sucks</td>
<td>1:30 PM</td>
<td>1:50 PM</td>
<td>Tampa 1-2</td>
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<tr>
<td>TED-Style Talk: Gary Belkin: Where Are We Going?</td>
<td>1:50 PM</td>
<td>2:10 PM</td>
<td>Tampa 1-2</td>
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<td>TED-Style Talk: Jeanne Supin: It's Weird and It's Wonderful: Alternative Treatment in the Mainstream</td>
<td>2:10 PM</td>
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<td>Thought Leader: Andrew Solomon: Depression: The Secret We Share</td>
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<td>2:30 PM</td>
<td>Sun C-D</td>
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<tr>
<td>Thought Leader: Mike Staver: Leadership Isn't for Cowards</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
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<tr>
<td>Thought Leader: Melissa d'Arabian: Lessons of Loss: Melissa d'Arabian Reflects on Her Mother's Suicide</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
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<tr>
<td>Thought Leader: Mady Chalk, David Gastfried, John O'Brien: A Moral Obligation: Why and How We Can Improve Addiction Services</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Exhibit Hall A, Lower Level</td>
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<tr>
<td>Thought Leader: Monica Oss: Making Mobile Technology Work in Behavioral Health</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Exhibit Hall C, Lower Level</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Cooking Demo: Chef Isabella Morgia di Vicari</td>
<td>2:30 PM</td>
<td>3:30 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<tr>
<td>Book Signing: Andrew Solomon</td>
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<td>3:00 PM</td>
<td>Osceola Ballroom</td>
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<tr>
<td>Book Signing: Mike Staver</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>Osceola Ballroom</td>
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<tr>
<td>Book Signing: Melissa d'Arabian</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Book Signing: Holly Green</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>Osceola Ballroom</td>
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<tr>
<td>Film Festival: Gabriel</td>
<td>3:00 PM</td>
<td>4:30 PM</td>
<td>Tampa 1-2</td>
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## SCHEDULE-AT-A-GLANCE

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<th>AGENDA</th>
<th>START TIME</th>
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<th>ROOM NAME</th>
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<tr>
<td>Workshops (B)</td>
<td>3:00 PM</td>
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<td>Welcome Reception</td>
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<tr>
<td>Florida Alcohol and Drug Abuse Association Reception</td>
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<td>Massachusetts Association for Behavioral Healthcare Member Reception</td>
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<td>Pennsylvania Rehabilitation and Community Providers Association Reception</td>
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<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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<td>Fun Run</td>
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<td>7:30 AM</td>
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<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<td>Wellness and Recovery Room</td>
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<td>St. George 110, Lobby Level, Hotel Side</td>
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<td>National Council Integration Summit</td>
<td>8:00 AM</td>
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<tr>
<td><strong>General Session: Ezekiel Emanuel</strong></td>
<td>8:30 AM</td>
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<td>Osceola A-D</td>
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<td>9:30 AM</td>
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<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<td>Cooking Demo: Chef Isabella Morgia di Vicari</td>
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<td><strong>TUESDAY, APRIL 21</strong></td>
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<tr>
<td>Book Signing: Ezekiel Emanuel</td>
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<td>TED-Style Talk: Joe Parks: The Power of Partnerships: Population</td>
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<td>and Behavioral Health</td>
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<tr>
<td>Identifying and Treating Criminogenic Behavior</td>
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<td>TED-Style Talk: Mark Ischaug: Nap AND Give Birth Standing Up:</td>
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<td>Why the Giraffe Must Be the Behavioral Health Mascot!</td>
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<tr>
<td>Thought Leader: Phil Wang: Inconvenient Truths: What We Know and</td>
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<td>What We Don't</td>
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<tr>
<td>Thought Leader: Harold Koplewicz: Helping Kids Succeed: The Power of</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>Exhibit Hall B, Lower Level</td>
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<td>Grit</td>
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<tr>
<td>Thought Leader: Holly Green: More Than a Minute: Be an Effective</td>
<td>10:00 AM</td>
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<td>Sun C-D</td>
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<td>Leader and Manager in a New World</td>
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<tr>
<td>Thought Leader: John Kane: First Episode: Doing the Right Thing at</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
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<tr>
<td>the Right Time</td>
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<td>Domestic Violence Project:</td>
<td>10:00 AM</td>
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<td>Theatrical Presentation: A Streetcar Named Desire</td>
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<td>11:15 AM</td>
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<td>Ignite</td>
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<td>Film Festival: Alien Boy</td>
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<td>Book Signing: Paul Gionfriddo</td>
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<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<td>Crisis Responders Networking Lunch</td>
<td>12:45 PM</td>
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<td>Miami 1-3</td>
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<td>Multiple locations</td>
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<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<td>Innovation Showcase</td>
<td>12:45 PM</td>
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<tr>
<td>Children’s Behavioral Health Roundtable</td>
<td>12:45 PM</td>
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<td>Young Leaders Brownbag Lunch</td>
<td>12:45 PM</td>
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<td>Cooking Demo: Chef Isabella Morgia di Vicari</td>
<td>1:00 PM</td>
<td>2:00 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<tr>
<td>General Session: Ashley Judd, Patrick Kennedy, David Satcher</td>
<td>2:00 PM</td>
<td>3:15 PM</td>
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<td>Coffee Break</td>
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<td>3:45 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<td>3:45 PM</td>
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<td>Ignite</td>
<td>3:45 PM</td>
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<td>Tampa 1-2</td>
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<tr>
<td>Celebration of Excellence Dinner</td>
<td>6:00 PM</td>
<td>9:00 PM</td>
<td>Osceola A-D</td>
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# Schedule-at-a-Glance

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<th>Agenda</th>
<th>Start Time</th>
<th>End Time</th>
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<tr>
<td>Fun Run</td>
<td>6:00 AM</td>
<td>7:00 AM</td>
<td>Hotel Concierge Desk</td>
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<tr>
<td>Zumba</td>
<td>6:00 AM</td>
<td>7:00 AM</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>Registration Open</td>
<td>7:00 AM</td>
<td>12:00 PM</td>
<td>City Hall Lobby</td>
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<td>Bookstore Open</td>
<td>7:30 AM</td>
<td>12:00 PM</td>
<td>Osceola Lobby</td>
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<tr>
<td>Continental Breakfast</td>
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<td>8:30 AM</td>
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<tr>
<td>Wellness and Recovery Room</td>
<td>8:00 AM</td>
<td>12:00 PM</td>
<td>St. George 110, Lobby Level, Hotel Side</td>
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<tr>
<td>Mental Health First Aid- Public Course</td>
<td>8:00 AM</td>
<td>5:00 PM</td>
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<tr>
<td>Mental Health First Aid- Safety Course</td>
<td>8:00 AM</td>
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<tr>
<td>National Council Integration Summit</td>
<td>8:00 AM</td>
<td>12:00 PM</td>
<td>Osceola 5</td>
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<tr>
<td>TED-Style Talk: Denny Morrison: &quot;If You Always Do What You've Always Done...&quot; The Need for Disruption in Behavioral Health</td>
<td>8:30 AM</td>
<td>8:50 AM</td>
<td>Tampa 1-2</td>
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<tr>
<td>TED-Style Talk: David Covington: Fear: Ebola vs. Suicide</td>
<td>8:50 AM</td>
<td>9:10 AM</td>
<td>Tampa 1-2</td>
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<tr>
<td>TED-Style Talk: Arthur Evans: What Do We Do About the 10%? Rethinking Behavioral Health Care in the 21st Century</td>
<td>9:10 AM</td>
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<tr>
<td>Thought Leader: Pamela Hyde: SAMHSA Town Hall</td>
<td>8:30 AM</td>
<td>9:30 AM</td>
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<tr>
<td>Thought Leader: Susan Cain: A Quiet Revolution: Changing How We Work, Lead and Innovate</td>
<td>8:30 AM</td>
<td>9:30 AM</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>Thought Leader: David Lloyd: Disney and Ritz Carlton Customer Service Tailored for Your Organization</td>
<td>8:30 AM</td>
<td>9:30 AM</td>
<td>Exhibit Hall B, Lower Level</td>
</tr>
<tr>
<td>Book Signing: Susan Cain</td>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Book Signing: David Lloyd</td>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Film Festival: The Fix</td>
<td>9:45 AM</td>
<td>11:00 AM</td>
<td>Tampa 1-2</td>
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<tr>
<td>Workshops (E)</td>
<td>9:45 AM</td>
<td>10:45 AM</td>
<td>Multiple locations</td>
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<tr>
<td>Evaluations/CE Stations Open</td>
<td>10:30 AM</td>
<td>12:30 PM</td>
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<td>Coffee Break</td>
<td>10:45 AM</td>
<td>11:15 AM</td>
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<tr>
<td><strong>General Session: Dan Buettner</strong></td>
<td><strong>11:15 AM</strong></td>
<td><strong>12:15 PM</strong></td>
<td><strong>Osceola A-D</strong></td>
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<tr>
<td>Book Signing: Dan Buettner</td>
<td>12:15 PM</td>
<td>12:45 PM</td>
<td>Osceola Ballroom</td>
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<tr>
<td>Day One: 2015 Trauma-Informed Care Learning Community</td>
<td>2:00 PM</td>
<td>5:00 PM</td>
<td>Sun C</td>
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</table>

## Thursday, April 23

- Addressing Health Disparities Leadership Program | 8:30 AM | 5:00 PM | Tampa 1-3 |
- Day Two: 2015 Trauma-Informed Care Learning Community | 8:30 AM | 3:30 PM | Sun C |

## Friday, April 24

- Addressing Health Disparities Leadership Program | 8:30 AM | 5:00 PM | Tampa 1-3 |

## Saturday, April 25

- Addressing Health Disparities Leadership Program | 8:30 AM | 1:00 PM | Tampa 1-3 |
### ADDICTION AND CO-OCCURRING DISORDERS

<table>
<thead>
<tr>
<th>Track</th>
<th>Session</th>
<th>Topic</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>A1</td>
<td>The New Frontier: Addictions and Primary Care Integration</td>
<td>Emerald 4, Pool Level, Hotel Side</td>
<td></td>
</tr>
<tr>
<td>A2</td>
<td>Medication Assisted Treatment</td>
<td>Sun B</td>
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<tr>
<td>A20</td>
<td>Tobacco-Free Living for Persons with Mental Illnesses and Addictions</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>B1</td>
<td>Rethinking the Methadone Clinic</td>
<td>Captiva 1-2</td>
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<tr>
<td>B2</td>
<td>SBIRT and Clinical Care for Adolescents: Lessons from the Field</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>The Integration of Housing and Addiction Services</td>
<td>St. George 112, Lobby Level, Hotel Side</td>
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<tr>
<td>D1</td>
<td>&quot;Must Have&quot; Business Skills in an Ever-Changing World</td>
<td>Naples 1-2</td>
<td></td>
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<tr>
<td>D2</td>
<td>No Money No Mission: Small Addictions Organizations Surviving and Even Thriving</td>
<td>Destin 1-2</td>
<td></td>
</tr>
<tr>
<td>E2</td>
<td>The SBIRT Project: New Opportunities for CBHOs</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>MLUNCH2</td>
<td>Everyday Harm Reduction for Real People: Collaborative Care for Families and Communities with Health Issues Related to Substance Use</td>
<td>Sun B</td>
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<tr>
<td>MLUNCH3</td>
<td>Maternal Care: Treating the Pregnant Opiate Addicted Woman</td>
<td>Sun C-D</td>
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<tr>
<td>MLUNCH7</td>
<td>Where Addiction, Recovery and Crisis Services Meet Together</td>
<td>Naples 1-2</td>
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<tr>
<td>Mon Thought Leader</td>
<td>A Moral Obligation: Why and How We Can Improve Addiction Services</td>
<td>Sun A</td>
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<tr>
<td>MTEDtalk1</td>
<td>Why What We Do Now in Addiction Medicine Sucks</td>
<td>Tampa 1-2</td>
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<tr>
<td>TLUNCH1</td>
<td>Gender Matters: Supporting Women with SUDs/CODs</td>
<td>Sanibel 1-3</td>
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<tr>
<td>TLUNCH2</td>
<td>What Do You Really Know About Recovery Support?</td>
<td>Sun 1-3</td>
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<tr>
<td>TLUNCH7</td>
<td>Facing Drugs Head-On: A Public Health Approach to Addressing Prescription Drug Abuse</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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</table>

### BOARD GOVERNANCE

<table>
<thead>
<tr>
<th>Track</th>
<th>Session</th>
<th>Topic</th>
<th>Location</th>
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<tbody>
<tr>
<td>A3</td>
<td>A Board’s Fiduciary Responsibility</td>
<td>Captiva 1-2</td>
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<tr>
<td>B3</td>
<td>Creating a High Performing Board of Directors</td>
<td>Sun 4-6</td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>Board Evaluation Best Practices</td>
<td>Daytona 1-2</td>
<td></td>
</tr>
<tr>
<td>D4</td>
<td>Keys to Maintaining Long-Term Financial Viability: Wall Street’s Perspective on Partnerships, Affiliations &amp; Mergers</td>
<td>Daytona 1-2</td>
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<tr>
<td>E3</td>
<td>Dancing with the Elephant in the Room: CEO Performance Evaluation</td>
<td>Exhibit Hall A, Lower Level</td>
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<tr>
<td>E4</td>
<td>Strategic Unions: Mergers and Affiliations</td>
<td>St. George 112, Lobby Level, Hotel Side</td>
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### CERTIFIED COMMUNITY BEHAVIORAL HEALTH CLINICS

<table>
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<th>Track</th>
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<th>Topic</th>
<th>Location</th>
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<tbody>
<tr>
<td>A1</td>
<td>The New Frontier: Addictions and Primary Care Integration</td>
<td>Emerald 4, Pool Level, Hotel Side</td>
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<tr>
<td>A4</td>
<td>The Certified Community Behavioral Health Clinic Roadmap: A Guide to Your Future</td>
<td>Exhibit Hall B, Lower Level</td>
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<tr>
<td>A5</td>
<td>Merging for Excellence</td>
<td>Daytona 1-2</td>
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<tr>
<td>A18</td>
<td>A Little Data Can Do a Lot</td>
<td>Emerald 6, Pool Level, Hotel Side</td>
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<tr>
<td>B14</td>
<td>The Value of Care: Making the Business Case</td>
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### SESSIONS BY TRACK

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<thead>
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<th>Track</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td>B4</td>
<td>Follow the Money: Prospective Payment Systems and Certified Community Behavioral Clinics</td>
<td>Sun C-D</td>
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<tr>
<td>C5</td>
<td>What Services Do Certified Community Behavioral Health Clinics Deliver?</td>
<td>Miami 1-3</td>
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<tr>
<td>C13</td>
<td>15 Years Downstream: What’s the Status of Integration?</td>
<td>Exhibit Hall A, Lower Level</td>
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<tr>
<td>C18</td>
<td>Accreditation is NOT a Luxury</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<td>C19</td>
<td>Just in Time Scheduling</td>
<td>Sun C-D</td>
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<td>D2</td>
<td>No Money No Mission: Small Addictions Organizations Surviving and Even Thriving</td>
<td>Destin 1-2</td>
</tr>
<tr>
<td>D5</td>
<td>Certified Community Behavioral Health Clinics and Quality: It Matterst</td>
<td>Emerald 6, Pool Level, Hotel Side</td>
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<tr>
<td>D11</td>
<td>Mastering Back Office Operations</td>
<td>Tallahassee 1-3</td>
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<tr>
<td>D12</td>
<td>Power of Partnership: Hospitals and Community Behavioral Health Organizations</td>
<td>Exhibit Hall A, Lower Level</td>
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<tr>
<td>E2</td>
<td>The SBIRT Project: New Opportunities for CBHOs</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>E4</td>
<td>Strategic Unions: Mergers and Affiliations</td>
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<td>Self-Assessment: Are You Ready to Be a Certified Community Behavioral Health Clinic?</td>
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<td>E10</td>
<td>Health Home Competencies</td>
<td>Tallahassee 1-3</td>
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<td>E11</td>
<td>Sustaining Integration with Smart Financing</td>
<td>Exhibit Hall B, Lower Level</td>
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<td>E16</td>
<td>Best Practices in Supervision</td>
<td>Emerald 8, Pool Level, Hotel Side</td>
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<tr>
<td>E17</td>
<td>Alternative Managed Care Reimbursement Models</td>
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<tr>
<td>Wed Thought Leader</td>
<td>Disney and Ritz Carlton Customer Service Tailored for Your Organization</td>
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### CHILDREN AND YOUTH

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<tr>
<td>A19</td>
<td>Collaborative Documentation on Daily Living Activities Regardless of Age</td>
<td>Emerald 8, Pool Level, Hotel Side</td>
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<tr>
<td>B2</td>
<td>SBIRT and Clinical Care for Adolescents: Lessons from the Field</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
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<tr>
<td>B7</td>
<td>Youth Mental Health First Aid: Where the Rubber Meets the Road</td>
<td>Naples 1-2</td>
</tr>
<tr>
<td>C6</td>
<td>The First 30 Days: The Foundation for Successful Treatment</td>
<td>Naples 1-2</td>
</tr>
<tr>
<td>D6</td>
<td>A Cautionary Tale and a Happy Ending</td>
<td>Exhibit Hall B, Lower Level</td>
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<tr>
<td>E6</td>
<td>The Role of Parent Peer Support in a System of Care for Children</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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<td>TLunch10</td>
<td>6th Annual Children's Behavioral Health Roundtable</td>
<td>Sun A</td>
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<tr>
<td>Tue Thought Leader</td>
<td>Helping Kids Succeed: The Power of Grit</td>
<td>Exhibit Hall B, Lower Level</td>
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### CLINICAL PRACTICES

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<th>Track</th>
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<tr>
<td>A6</td>
<td>Spirituality and Recovery</td>
<td>Miami 1-3</td>
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<tr>
<td>A7</td>
<td>Learning to Love Groups</td>
<td>Destin 1-2</td>
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<tr>
<td>B6</td>
<td>The Power of Partnerships: Providers and Managed Care</td>
<td>Sun B</td>
</tr>
<tr>
<td>B24</td>
<td>Onset of Psychosis: Do We Know?</td>
<td>Sarasota 1-3</td>
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<tr>
<td>C7</td>
<td>Brief Intervention Strategies for Health Behavior Change</td>
<td>Sun B</td>
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<tr>
<td>C22</td>
<td>The Treatment of Psychosis at Onset – Avoiding Long-Term Disability?</td>
<td>Sarasota 1-3</td>
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<tr>
<td>D7</td>
<td>20 Daily Living Activities That Must Be Assessed</td>
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### CLINICAL PRACTICES continued

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<tr>
<td>D22</td>
<td>Motivational Interviewing</td>
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<tr>
<td>D24</td>
<td>Preventing Psychosis in Young People – Can it Be Done?</td>
<td>Sarasota 1-3</td>
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<tr>
<td>E7</td>
<td>Sustaining Open Access</td>
<td>Miami 1-3</td>
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<tr>
<td>E22</td>
<td>Implementing the Evidence Base for Early Onset Psychosis</td>
<td>Sarasota 1-3</td>
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<tr>
<td>MLUNCH11</td>
<td>Learning to Love Groups Networking Lunch</td>
<td>Destin 1-2</td>
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<tr>
<td>MLUNCH4</td>
<td>Linking MAT to Mental Health: Tools for Providers</td>
<td>Captiva 1-2</td>
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<tr>
<td>TLUNCH3</td>
<td>Safe and Effective Use of MAT: Tools for Providers</td>
<td>Sun 4-6</td>
</tr>
<tr>
<td>Tue Thought Leader</td>
<td>Inconvenient Truths: What We Know and What We Don’t</td>
<td>Exhibit Hall A, Lower Level</td>
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<tr>
<td>Tue Thought Leader</td>
<td>First Episode: Doing the Right Thing at the Right Time</td>
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### CRIMINAL JUSTICE

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<tbody>
<tr>
<td>A8</td>
<td>What do Reentry and a Rubik’s Cube Have in Common?</td>
<td>St. George 112, Lobby Level, Hotel Side</td>
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<tr>
<td>B8</td>
<td>How Can Medicaid Help? Tips and Tricks to Support the Justice Population</td>
<td>Sun A</td>
</tr>
<tr>
<td>C8</td>
<td>From Gosling to Goose: SOARing to Recovery and Stability</td>
<td>Sanibel 1-3</td>
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<tr>
<td>C9</td>
<td>Post-Booking Diversion: Treatment Not Incarceration</td>
<td>Sun 1-3</td>
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<tr>
<td>D9</td>
<td>Are You in the Know? Innovations for Justice Involved Populations</td>
<td>Sun B</td>
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<tr>
<td>E8</td>
<td>The Power of Partnerships: How Two Become One</td>
<td>Sun 1-3</td>
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<tr>
<td>TLUNCH8</td>
<td>CIT and Mental Health First Aid: A Tale of Two Trainings</td>
<td>Daytona 1-2</td>
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### CRISIS RESPONSE SERVICES

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<th>Title</th>
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<tbody>
<tr>
<td>A9</td>
<td>Here There Be Dragons: New Voices in Suicide</td>
<td>Sun C-D</td>
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<tr>
<td>B9</td>
<td>Fascinating: Star Trek’s Mr. Spock on the New Crisis Services Technologies</td>
<td>Daytona 1-2</td>
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<tr>
<td>C10</td>
<td>The Power of Partnerships: Mobile Crisis Teams and First Responders</td>
<td>Sun 4-6</td>
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<tr>
<td>D10</td>
<td>Transformational Crisis Services: Peers Bring Unique Mix of New Approaches</td>
<td>Sun 4-6</td>
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<tr>
<td>E9</td>
<td>Psychiatric Boarding: One State’s Story about a National Problem</td>
<td>Sun 4-6</td>
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<td>MLUNCH7</td>
<td>Where Addiction, Recovery and Crisis Services Meet Together</td>
<td>Naples 1-2</td>
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<tr>
<td>TLUNCH9</td>
<td>Crisis Responders Town Hall</td>
<td>Miami 1-3</td>
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<tr>
<td>TEDtalk2</td>
<td>Fear: Ebola vs. Suicide</td>
<td>Tampa 1-2</td>
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### FINANCE AND PAYMENT REDESIGN

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<tr>
<td>A10</td>
<td>Good Intentions Is Not a Defense: Rebuild Your Compliance Program around Key Risk Areas</td>
<td>Sun 1-3</td>
</tr>
<tr>
<td>A11</td>
<td>The Five State Costing Project</td>
<td>Sun 4-6</td>
</tr>
<tr>
<td>B10</td>
<td>Negotiating from a Position of Strength</td>
<td>Sun 1-3</td>
</tr>
<tr>
<td>B11</td>
<td>The Power of Partnership: Is Your Future Part of a Hospital System?</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>D1</td>
<td>“Must Have” Business Skills in an Ever Changing World</td>
<td>Naples 1-2</td>
</tr>
<tr>
<td>D11</td>
<td>Mastering Back Office Operations</td>
<td>Tallahassee 1-3</td>
</tr>
<tr>
<td>D12</td>
<td>Power of Partnership: Hospitals and Community Behavioral Health Organizations</td>
<td>Exhibit Hall A, Lower Level</td>
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### SESSIONS BY TRACK

<table>
<thead>
<tr>
<th>E10</th>
<th>Health Home Competencies</th>
<th>Tallahassee 1-3</th>
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<tr>
<td>E11</td>
<td>Sustaining Integration with Smart Financing</td>
<td>Exhibit Hall B, Lower Level</td>
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<tr>
<td>E17</td>
<td>Alternative Managed Care Reimbursement Models</td>
<td>Sun C</td>
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<tr>
<td>TLUNCH4</td>
<td>Could You Benefit from Your Own Foundation?</td>
<td>Tallahassee 1-3</td>
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#### HEALTH CARE INTEGRATION

<table>
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<tr>
<th>Med Sum</th>
<th>National Council Integration Summit: Days 1, 2, and 3</th>
<th>St. George 106, Lobby Level, Hotel Side</th>
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<tbody>
<tr>
<td>A1</td>
<td>The New Frontier: Addictions and Primary Care Integration</td>
<td>Emerald 4, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>A12</td>
<td>Life Lessons for Becoming an FQHC/FQHC Look-Alike</td>
<td>Tallahassee 1-3</td>
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<tr>
<td>A13</td>
<td>Lessons from the Field: True Primary and Behavioral Health Care Integration</td>
<td>Naples 1-2</td>
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<td>B12</td>
<td>Clinical Elements of Integration</td>
<td>Tallahassee 1-3</td>
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<tr>
<td>C13</td>
<td>15 Years Downstream: What's the Status of Integration?</td>
<td>Exhibit Hall A, Lower Level</td>
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<tr>
<td>C21</td>
<td>Integration at its Best!</td>
<td>St. George 106, Lobby Level, Hotel Side</td>
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<tr>
<td>D13</td>
<td>Assessing Integration Readiness</td>
<td>Palm Beach, Lobby Level, Hotel Side</td>
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<tr>
<td>E12</td>
<td>Case Management to Care Management: Trends and Lessons 2015</td>
<td>Palm Beach, Lobby Level, Hotel Side</td>
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<tr>
<td>TLUNCH5</td>
<td>Integration: Walking the Talk</td>
<td>Destin 1-2</td>
</tr>
<tr>
<td>TLUNCH6</td>
<td>Integration Starts with a Nurse</td>
<td>Palm Beach, Lobby Level, Hotel Side</td>
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#### HEALTH INFORMATION TECHNOLOGY

<table>
<thead>
<tr>
<th>A14</th>
<th>Bridging the Gap: Understanding How to Bring Technology into the Leadership Team</th>
<th>Sarasota 1-3</th>
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<tbody>
<tr>
<td>B22</td>
<td>Promising Practices for Adopting an EHR</td>
<td>Miami 1-3</td>
</tr>
<tr>
<td>C14</td>
<td>An Update on Meaningful Use</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>D23</td>
<td>EHR’s and Organizational Change</td>
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<td>E13</td>
<td>Consent2Share: Managing Patient Consent</td>
<td>Destin 1-2</td>
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<tr>
<td>MLUNCH6</td>
<td>Data and Technology: Are They Aligned?</td>
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#### LIVING YOUR LIFE WELL

<table>
<thead>
<tr>
<th>A15</th>
<th>Memory Power: Your Secret Weapon</th>
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<tbody>
<tr>
<td>B15</td>
<td>Memory Power: Your Secret Weapon</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>C15</td>
<td>Overworked? Overwhelmed? Over it? Understanding, Embracing, and Managing Stress</td>
<td>Sun A</td>
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<tr>
<td>E15</td>
<td>Creating Your Personal Brand</td>
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#### MARKETING AND BRANDING

<table>
<thead>
<tr>
<th>A16</th>
<th>Hiding Behind HIPAA: The Provider Perspective on Social Media</th>
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<tr>
<td>B16</td>
<td>10 Things You Don’t Know about Your Experts (and Vice Versa)</td>
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<td>C16</td>
<td>Convince and Connect: Seven Steps to a Compelling Message of Value</td>
<td>Emerald 6, Pool Level, Hotel Side</td>
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<td>D14</td>
<td>How to Give the Presentation of Your Life</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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### MARKETING AND BRANDING continued

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<tr>
<td>D15</td>
<td>Transforming Your Brand with Stories</td>
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<tr>
<td>TLUNCH12</td>
<td>Ninja Marketing: Cheap (or Free) Tools to Reach Your Audiences</td>
<td>St. George 112, Lobby Level, Hotel Side</td>
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### mHEALTH

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
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<tbody>
<tr>
<td>A22</td>
<td>Improving Your Organization’s Consumer Engagement Through Mobile Technologies</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
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<tr>
<td>C17</td>
<td>Evaluating a Crowded Marketplace: Health Apps</td>
<td>Tallahassee 1-3</td>
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<tr>
<td>D16</td>
<td>Implementing Technology to Support Treatment and Care Management: Promise and Lessons Learned</td>
<td>Sun C-D</td>
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<tr>
<td>E20</td>
<td>Beyond the Romance: Getting Clinicians to Adopt Technology</td>
<td>Sun B</td>
</tr>
<tr>
<td>MLUNCH12</td>
<td>Texting to Improve No-Show Rates</td>
<td>Tallahassee 1-3</td>
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### ORGANIZATIONAL EXCELLENCE

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<td>Merging for Excellence</td>
<td>Daytona 1-2</td>
</tr>
<tr>
<td>A18</td>
<td>A Little Data Can Do a Lot</td>
<td>Emerald 6, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>B13</td>
<td>Evaluation and Management Documentation and Coding: Do You Know Where You Stand?</td>
<td>Palm Beach, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>B14</td>
<td>The Value of Care: Making the Business Case</td>
<td>Exhibit Hall B, Lower Level</td>
</tr>
<tr>
<td>B18</td>
<td>Liability for the Acts of Violent Patients</td>
<td>Emerald 6, Pool Level, Hotel Side</td>
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<tr>
<td>B19</td>
<td>The Win-Win-Win Strategy of Affordable Housing</td>
<td>Destin 1-2</td>
</tr>
<tr>
<td>C18</td>
<td>Accreditation is NOT a Luxury</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>C19</td>
<td>Just in Time Scheduling</td>
<td>Sun C-D</td>
</tr>
<tr>
<td>D17</td>
<td>Let’s Join the Rest of Health Care: Collaborative Documentation</td>
<td>Emerald 8, Pool Level, Hotel Side</td>
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<tr>
<td>D18</td>
<td>Same Day Access Isn’t As Hard As You Think</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<td>E18</td>
<td>Survival of the Savviest</td>
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<td>MLUNCH12</td>
<td>Older Adults Networking Group</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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### POPULATION HEALTH

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<tr>
<th>Session</th>
<th>Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>A20</td>
<td>Tobacco-Free Living for Persons with Mental Illnesses and Addictions</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>B20</td>
<td>Mapping Your Universe: Prepare for Population Health by Re-Imagining Where and How to Integrate</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>C20</td>
<td>Service Design and Population Management: The Perfect Match!</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
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## SESSIONS BY TRACK

<table>
<thead>
<tr>
<th>Track</th>
<th>Session Title</th>
<th>Location</th>
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<tbody>
<tr>
<td>D19</td>
<td>Despite the Odds: Helping Communities Improve the Behavioral Health Services Continuum</td>
<td>Miami 1-3</td>
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<tr>
<td>E19</td>
<td>Transcending Boundaries: Lessons Learned Building a Community-Based Prevention Network</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
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<td>TLUNCH1</td>
<td>Bridging Public Health — Behavioral Health Partnerships</td>
<td>Naples 1-2</td>
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<tr>
<td>TLUNCH7</td>
<td>Facing Drugs Head-On: A Public-Health Approach to Addressing Prescription Drug Abuse</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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<td>TTEDtalk1</td>
<td>The Power of Partnerships: Population Management and Behavioral Health</td>
<td>Tampa 1-2</td>
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### PREVENTION, PEERS AND RECOVERY

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<tr>
<td>A21</td>
<td>Activation: The “Secret Sauce” to Promote Recovery and Wellness</td>
<td>St. George 106, Lobby Level, Hotel Side</td>
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<td>B21</td>
<td>10 Steps to Fully Integrating Peers into Your Workforce</td>
<td>St. George 106, Lobby Level, Hotel Side</td>
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<td>C12</td>
<td>Losing Tim: How Our Health and Education Systems Failed My Son with Schizophrenia</td>
<td>Destin 1-2</td>
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<td>D20</td>
<td>Mental Health First Aid: The Coca-Cola of Behavioral Health Education</td>
<td>St. George 108, Lobby Level, Hotel Side</td>
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<td>E1</td>
<td>Meeting the Behavioral Needs of Persons with I/DD and/or Autism: Funding Mechanisms and Best Practices</td>
<td>Emerald 4, Pool Level, Hotel Side</td>
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<td>MLUNCH5</td>
<td>Bringing Health Promotion Alive: Two Examples from the Field</td>
<td>Daytona 1-2</td>
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<td>Mon Thought Leader</td>
<td>Depression: The Secret We Share</td>
<td>Sun C-D</td>
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<tr>
<td>Mon Thought Leader</td>
<td>Lessons of Loss: Melissa d’Arabian Reflects on Her Mother’s Suicide</td>
<td>Exhibit Hall B, Lower Level</td>
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<tr>
<td>MTEDtalk3</td>
<td>It’s Weird and It’s Wonderful: Alternative Treatment in the Mainstream</td>
<td>Tampa 1-2</td>
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<tr>
<td>Wed Thought Leader</td>
<td>SAMHSA Town Hall</td>
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<tr>
<td>WTEDtalk1</td>
<td>&quot;If You Always Do What You’ve Always Done...&quot; The Need for Disruption in Behavioral Health</td>
<td>Tampa 1-2</td>
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<tr>
<td>WTEDtalk3</td>
<td>What Do We Do About the 10%? Rethinking Behavioral Health Care in the 21st Century</td>
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### PUBLIC POLICY

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<tr>
<td>A24</td>
<td>Medicaid in an Era of Health Care Redesign</td>
<td>Exhibit Hall A, Lower Level</td>
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<td>B5</td>
<td>A Conversation with Behavioral Health Commissioners</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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<tr>
<td>C11</td>
<td>A Conversation with Medicaid Directors</td>
<td>Exhibit Hall B, Lower Level</td>
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<td>D21</td>
<td>Health Reform Impact: Parity, Essential Benefits and Network Adequacy</td>
<td>St. George 112, Lobby Level, Hotel Side</td>
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<tr>
<td>E21</td>
<td>Winnable Battles: 6 Strategies for Achieving State-level Policy Change</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<td>MLUNCH1</td>
<td>Housing: An Update from the Hill</td>
<td>Sarasota 1-3</td>
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<td>MLUNCH9</td>
<td>The Annual National Council Town Hall</td>
<td>Sun A</td>
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<tr>
<td>Mon Plenary 1</td>
<td>Fearless in the Face of Change</td>
<td>Osceola A-D</td>
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<tr>
<td>Tue Plenary 1</td>
<td>Reinventing American Health Care: Mega Trends</td>
<td>Osceola A-D</td>
</tr>
<tr>
<td>Tue Plenary 2</td>
<td>Stories of Resilience; The State of the Union: Mental Health and Addictions</td>
<td>Osceola A-D</td>
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### TRAUMA-INFORMED CARE

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<th>Session Code</th>
<th>Title</th>
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<tr>
<td>A23</td>
<td>Healing Hungry Ghosts</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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<tr>
<td>B23</td>
<td>Do Both: Trauma-Informed Integrated Care</td>
<td>St. George 112, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>C3</td>
<td>Mitigating the Impact of Disasters: From Trauma to Resilience</td>
<td>Palm Beach, Lobby Level, Hotel Side</td>
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<tr>
<td>D3</td>
<td>Trauma-Informed Approaches for Child and Family Serving Agencies</td>
<td>Sun A</td>
</tr>
<tr>
<td>E14</td>
<td>Walking the Walk: Creative Tools for Transforming Compassion Fatigue and Vicarious Trauma</td>
<td>Sun D</td>
</tr>
<tr>
<td>MLUNCH10</td>
<td>National Perspectives on Trauma-Informed Approaches</td>
<td>Sun 1-3</td>
</tr>
<tr>
<td>TLUNCH13</td>
<td>Why People Follow: Developing Trauma-Informed Champions</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>Tue Thought Leader</td>
<td>Theatrical Presentation: A Streetcar Named Desire: The Domestic Violence Project</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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### WORKFORCE, MANAGEMENT AND LEADERSHIP

<table>
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<th>Session Code</th>
<th>Title</th>
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<tr>
<td>A17</td>
<td>Negotiation: The Art of Letting Others Have it Your Way</td>
<td>Sun A</td>
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<tr>
<td>B17</td>
<td>Conquer Email Overload with Better Habits, Etiquette and Outlook</td>
<td>Emerald 4, Pool Level, Hotel Side</td>
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<tr>
<td>C1</td>
<td>60 Minutes to Better Leadership</td>
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<tr>
<td>D8</td>
<td>Things I Wish I Knew Before I Was CEO</td>
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<td>E16</td>
<td>Best Practices in Supervision</td>
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<tr>
<td>Mon Plenary 2</td>
<td>Leadership: Taking Charge</td>
<td>Osceola A-D</td>
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<tr>
<td>Mon Thought Leader</td>
<td>Leadership Isn't for Cowards</td>
<td>Sun B</td>
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<tr>
<td>MTEDtalk2</td>
<td>Where Are We Going?</td>
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<tr>
<td>TTEDtalk3</td>
<td>Nap AND Give Birth Standing Up: Why the Giraffe Must Be the Behavioral Health Mascot!</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Tue Thought Leader</td>
<td>More Than a Minute: Be an Effective Leader and Manager in a New World</td>
<td>Sun C-D</td>
</tr>
<tr>
<td>Wed Thought Leader</td>
<td>A Quiet Revolution: Changing How We Work, Lead and Innovate</td>
<td>Exhibit Hall A, Lower Level</td>
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</table>
SPECIAL EVENTS

MIDDLE MANAGEMENT ACADEMY  
April 15-18
Sign up for this popular group program that offers management training customized for behavioral health care safety-net managers. If you’re a rising star, our Middle Management Academy will help elevate you even more. Missed this training? Check out our website for upcoming opportunities.

WHAM (WHOLE HEALTH ACTION MANAGEMENT)  
April 18-19
Enroll in this unique training just for peers to learn skills to activate whole health self-management in community mental health centers, health homes and VA programs.
NATIONAL COUNCIL INTEGRATION SUMMIT

A special event for psychiatrists, primary care providers, physician assistants, registered nurses and others providing medical care in community behavioral health settings. This unique three-day curriculum features topics such as models for addressing physical health care, strategies for addressing population health and high utilizers, nurse-practitioner partnerships, collaborating with primary care providers, bidirectional integration, common medical conditions, using new technology, treating tobacco and other addictions and much more.

Expect brief, engaging lectures followed by small group discussion, as well as the ability to drive topics of particular interest to you.

Attend one day or all three.

### MONDAY, APRIL 20, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 10:45 AM – 11:30 AM | Welcome and Introductions  
Linda Rosenberg, President and CEO of the National Council for Behavioral Health,  
Lori Raney, MD, Medical Director, Axis Health System |
| 11:30 AM – 12:15 PM | A Global Update on Mental Illness and the Provision of Psychiatric Services  
Paul Summergrad, MD, President of the American Psychiatric Association and Chair of the  
Department of Psychiatry at Tufts University School of Medicine |
| 12:15 PM – 1:30 PM | Lunch Presentation – Nurse/Psychiatrist Partnerships  
Mary Ann Nihart, APRN, President-Elect at the American Psychiatric Nurses Association |
| 1:30 PM – 3:15 PM | Outcomes Matter: Measurement and Technology in Behavioral Health  
John Santopietro, MD, Chief Clinical Officer, Manuel Castro, MD, Carolinas Healthcare |
| 3:30 PM – 4:30 PM | Group Exercise — Selecting Quality Measures for Your Organization |
| 4:30 PM – 5:00 PM | Wrap Up |

### TUESDAY, APRIL 21, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 8:00 AM – 8:15 AM | Discussion of Previous Day and Review of Today  
Lori Raney, MD, Medical Director for Axis Health System |
| 8:15 AM – 9:00 AM | Role of Psychiatric Providers in Care of “Superutilizers”  
Corey Waller, MD, Director of the Center for Integrative Medicine, Michigan |
| 9:00 PM – 10:15 PM | “Sifting the Data” Exercise  
Sosunmolu Shoyinka, MD, Medical Director Behavioral Health, Sunflower Health Plan, Katherine Friedebach, MD, Medical Director, Managed Care |
| 10:30 AM – 11:15 AM | PCP – Psychiatrist Partnerships  
Facilitator: John Kern, MD  
Todd Wahrenberger, MD, Medical Director, Pittsburgh Mercy Family Health Center  
Brenda Freeman, MD, Psychiatrist, Mercy Behavioral Health  
Tina Busby, MD, PCP, Mosaic Medical Community Health Center  
Marc Williams, MD, Medical Director, Deschutes Mental Health Williams |
## NATIONAL COUNCIL INTEGRATION SUMMIT

**Room: Osceola 5**

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>TUESDAY, APRIL 21, 2015</strong></td>
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</tbody>
</table>
| 11:15 AM – NOON | Art of the Curbside Consultation – *Nicely DONE*: Group Exercise  
Lori Raney, MD, Medical Director for Axis Health System, John Kern, MD, Chief Medical Officer, Regional Mental Health |
| 1:00 PM – 2:00PM | Medication-Assisted Treatment and Substance Use Disorders  
Elinore McCance-Katz, MD, PhD, FAAAP, Chief Medical Officer at SAMHS |
| 2:00 PM – 2:30 PM | Tobacco Cessation – Myths and Tricks  
Erik Vanderlip, MD, University of Iowa |
| 2:45 PM – 4:30 PM | Choices: two of three (2:45 – 3:35 and 3:40 – 4:30)  
General Medical Refresher  
Todd Wahrenberger, MD, Medical Director, Pittsburgh Mercy Family Health Center  
Katherine Friedebach, MD, Medical Director, Humana  
#1: Diabetes, Obesity  
#2: Hypertension, Dyslipidemia  
TEAMcare – Introduction  
Erik Vanderlip, MD, MPH, Assistant Professor, University of Iowa  
Building Coordinated Care Teams for Patients with SMI  
Marc Avery, MD, Associate Director for Clinical Services, AIMS Center |
| 4:30 PM – 5:00 PM | Wrap Up |
| **WEDNESDAY, APRIL 22, 2015** |                                                                                                  |
| 8:00 AM – 8:30 AM | Discussion of Previous Day and Review of Today  
Lori Raney, MD, Medical Director for Axis Health System |
| 8:30 AM – 10:30 AM | Improving the Health Status of the SMI Population – Panel Discussion  
Facilitator: Lori Raney, MD  
Overview: Ben Druss, MD, Rosalynn Carter Chair in Mental Health, Emory University  
Health Homes: Joe Parks, MD, Missouri Medicaid Director  
PBHCI: John Kern, MD, Chief Medical Officer at Regional Mental Health Center  
Medical Skill Needs for Psychiatric Providers: Erik Vanderlip, MD, University of Iowa |
| 10:45 AM – 11:30 AM | Group Exercise — Establishing a Physical Health Monitoring System for Your Organization |
| 11:30 AM – NOON | Wrap Up, Evaluations and Next Steps |

### YOUNG LEADERS PROGRAM

Join other professionals under the age of 35 to ensure your future success. Participation in this program includes access to all NatCon15 programming, backstage passes to small gatherings with big thinkers and a whole lot of networking. This is a can’t-miss opportunity.
THE INNOVATION SHOWCASE

Head over to Tampa 1-2 during lunch to check out some of the greatest innovators in behavioral health to hear about their unique and effective programs — each will give a five minute presentation with only five slides.

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<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday, 12:15 PM – 1:15 PM</td>
<td>Tampa 1-2</td>
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<tr>
<td>Tuesday, 12:45 PM – 1:45 PM</td>
<td>Tampa 1-2</td>
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IGNITE!

Ignite is blowing up worldwide. Understood best though its motto “enlighten us, but make it quick,” presenters, who were selected through a competition, share their personal and professional passions in exactly five minutes with auto-advancing slides.

<table>
<thead>
<tr>
<th>Ignite Session 1</th>
<th>Tuesday, 11:15 AM – 12:15 PM</th>
<th>Tampa 1-2</th>
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<tbody>
<tr>
<td>Ignite Session 2</td>
<td>Tuesday, 3:45 PM – 4:45 PM</td>
<td>Tampa 1-2</td>
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NATIONAL COUNCIL FOCUS ON EARLY ONSET PSYCHOSIS

Research demonstrates the powerful tools that exist to stop psychosis in its tracks. Join foremost researchers, practitioners, and policy leaders to learn the interventions, practice changes, financing strategies and partnerships that form the foundation of a successful program.

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<tr>
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<tbody>
<tr>
<td>Onset of Psychosis: Do We Know?</td>
<td>Monday, 3:00 PM – 4:00 PM</td>
<td>Sarasota 1-3</td>
</tr>
<tr>
<td>First Episode — The Right Thing at the Right Time</td>
<td>Tuesday, 10:00 AM – 11:00 AM</td>
<td>Sun A</td>
</tr>
<tr>
<td>The Treatment of Psychosis at Onset — Avoiding Long-Term Disability</td>
<td>Tuesday, 11:15 AM – 12:15 PM</td>
<td>Sarasota 1-3</td>
</tr>
<tr>
<td>Preventing Psychosis in Young People — Can It Be Done?</td>
<td>Tuesday, 3:30 PM – 4:30 PM</td>
<td>Sarasota 1-3</td>
</tr>
<tr>
<td>Implementing the Evidence Base for Early Onset Psychosis</td>
<td>Wednesday, 9:45 AM – 10:45 AM</td>
<td>Sarasota 1-3</td>
</tr>
</tbody>
</table>
More than ever, addiction and mental health treatment providers partner, merge and affiliate with new health partners, like hospitals and hospital systems, managed care companies, public health and others. Join others to explore collaborations’ importance in this new health environment. Check out these engaging sessions.

<table>
<thead>
<tr>
<th>The Power of Partnerships: Providers and Managed Care</th>
<th>Monday, 3:00 pm – 4:00 pm</th>
<th>Sun B</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Power of Partnerships: Is Your Future Part of a Hospital System?</td>
<td>Monday, 3:00 pm – 4:00 pm</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>The Power of Partnerships: Population Management and Behavioral Health</td>
<td>Tuesday, 10:00 am – 10:20 AM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>The Power of Partnerships: Mobile Crisis Teams and First Responders</td>
<td>Tuesday, 11:15 am – 12:15 PM</td>
<td>Sun 4-6</td>
</tr>
<tr>
<td>Bridging Public Health — Behavioral Health Partnerships</td>
<td>Tuesday, 12:45 pm – 1:45 pm</td>
<td>Naples 1-2</td>
</tr>
<tr>
<td>Keys to Maintaining Long-Term Financial Viability: Wall Street’s Perspective on Partnerships, Affiliations &amp; Mergers</td>
<td>Tuesday, 3:45 pm – 4:45 pm</td>
<td>Daytona 1-2</td>
</tr>
<tr>
<td>The Power of Partnerships: Hospitals and Community Behavioral Health Organizations</td>
<td>Tuesday, 3:45 pm – 4:45 pm</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>The Power of Partnerships: How 2 Become 1</td>
<td>Wednesday, 9:45 am – 10:45 am</td>
<td>Sun 1-3</td>
</tr>
</tbody>
</table>
PRECONFERENCE UNIVERSITIES

HD1. The Managed Care Environment: New Strategies for a New Era
8:00 am - 12:00 pm
Room: Naples 1-2

Rethink your approach to negotiating managed care contracts through a multifaceted strategy of assessing leverage, competing on value and implementing new business models. As managed care becomes the norm for behavioral health and addiction services, it is essential for community behavioral health organizations to obtain favorable agreements with managed care organizations that maximize reimbursement, reduce financial exposures and avoid legal risks. This preconference university will teach you how to prepare, evaluate and negotiate managed care agreements using the P.E.N. method developed by Attorney Adam Falcone of the law firm of Feldesman Tucker Leifer Fidell LLP. This method helps providers place managed care contracting in the broader context of an evolving health care marketplace that rewards integrated primary and behavioral health care and accountable care models. Developed for financial, operational and clinical staff, you will learn how to improve negotiating strength, review managed care agreements and decipher the meaning of key contract terms. The session is appropriate both for community behavioral health organizations that currently operate under contracts with managed care entities and those that expect to in the near future.

Track: Finance and Payment Redesign
Adam Falcone, Feldesman Tucker Leifer Fidell LLP

FD1. The Zero Suicide Approach: Providing Suicide Safer Care in Health Care Settings
9:00 am - 5:00 pm
Room: Captiva 1-2

Do your clinicians feel comfortable and confident addressing suicidality? Do you know how many of your patients are at risk? Do your clinical protocols reflect best practices for identifying risk, harm reduction, follow up care and transition supports? Across the country, states and provider organizations are committing to the goal of “zero suicide.” This hands-on preconference university will launch your organization into adoption of a Zero Suicide approach. You will learn to describe the zero suicide core dimensions, complete an organizational self-assessment, identify key next steps and describe the tools available to health care organizations that seek to adopt a Zero Suicide approach. While individuals are welcome, we encourage teams to attend together.

Track: Clinical Practices
Sarah Bernes, Suicide Prevention Resource Center, Education Development Center, Inc.; David Covington, Recovery Innovations; John Draper, National Suicide Prevention Lifeline, Link2Health Solutions, Inc.; Julie Goldstein Grumet, Suicide Prevention Resource Center; Mike Hogan, Hogan Health Solutions; Joan Kenerson King, National Council for Behavioral Health; Virna Little, The Institute for Family Health; Becky Stoll, Centerstone; Ursula Whiteside, Forefront

FD2. Beyond Trauma 101: Implementing Trauma-Informed Approaches
9:00 am - 5:00 pm
Room: Miami 1-3

Our historic trauma-informed care preconference universities provide organizations who are early adopters the opportunity to increase their momentum in providing trauma-informed care. Learn from the expertise of organizations that invested the time, the human capital and the resources to make sustainable culture change.

Track: Trauma-Informed Care
Eric Arauz, Trauma Institute of New Jersey; D.C. Foster, Arizona State Hospital, Residence; Klea Galasso, New Alternatives; Megan Kelly, Navos Mental Health Solutions; Allison Sampson-Jackson, Integration Solutions, Inc., Trauma Holistic Care, Inc.; Cheryl Sharp, National Council for Behavioral Health
**PRECONFERENCE UNIVERSITIES**

**FD3. Become an Employer of Choice**

9:00 am - 5:00 pm  
Room: Naples 3

More than ever, now, you must be the best leader or manager possible. Join us to learn to find, manage, reward and engage employees, becoming a “best place to work.” This day is based on the practices of top performers outlined in More Than a Minute, Holly Green’s best-selling book. Holly will lead this interactive day and you will receive tools, tips and guidance on all aspects of managing and leading the employee lifecycle, as well as develop an action plan to become even better at what you do and how you do it. The bonus? You get 12 weeks of follow-up support via email.

Track: Workforce, Management, and Leadership

Holly Green, THE HUMAN FACTOR, Inc.

**FD4. Leadership Skills to Support High Functioning Teams**

9:00 am - 5:00 pm  
Room: Sarasota 1-3

Managing and leading during times of change requires risks. You have to make bold and creative decisions that transform service delivery processes and methods. Learn from an award-winning, visionary leader about the performance, behaviors, aptitude and attitude needed to support tough decision-making and stick with your decisions in the face of challenge. Learn delegation models that support priority setting and time management, objective-based data measurement tools that minimize decision-making risks and ways to integrate authority and responsibility in day-to-day management. Come ready to change management models and learn how to provide leadership support for rapid cycle implementation, organization-wide coaching and mentoring plans that help staff meet performance standards and leadership styles and focus areas that can shift from a loosely held federation of private practices to a group behavioral health care practice service delivery model. Get empowered—whether you are a current leader or an aspiring one.

Track: Workforce, Management, and Leadership

David Lloyd, MTM Services, LLC

**FD5. Chart the Course: Become a Certified Community Behavioral Health Clinic**

9:00 am - 5:00 pm  
Room: Sanibel 1-3

In 2015, the federal government will publish the criteria for organizations to become Certified Community Behavioral Health Clinics (CCBHCs), with the program beginning with $25 million of planning grants given to states to design their CCBHC structure, certify CCBHCs, implement a new payment model and prepare applications to become one of eight states to pilot the program, drawing on significant new federal funding. But this program’s success depends on provider and state understanding and readiness. Prepare for a highly interactive preconference university that will cover the A to Zs of the CCBHC program, how it will unfold and the timeframe; the state planning process; the nine required services, how to ensure you can meet them and the role of partnerships and mergers in meeting them; the quality requirements; how to financially prepare for a prospective payment system; and how to build a preparation roadmap to become a CCBHC pioneer.

Track: Certified Community Behavioral Health Clinics

Richard Dougherty, DFA Health Strategies; Dale Jarvis, Dale Jarvis and Associates; Steve Kohler, McBee Associates, Inc.; Nina Marshall, National Council for Behavioral Health
PRECONFERENCE UNIVERSITIES

FD6. CBTp: The Evidence-Based Treatment for Psychotic Disorders
9:00 am - 5:00 pm Room: Sun 5
Take a deep dive into cognitive behavioral therapy for psychosis (CBTp), a cutting edge competence-based, evidence-based practice. Examine the elements that make the difference in successful implementation that reduces distress and functional deficits associated with psychotic symptoms. CBTp targets symptoms across psychosis’ spectrum, from individuals identified as being ‘at risk’ of developing psychosis to individuals with a long-standing history. CBTp helps individuals develop an individualized formulation that they can use to identify goals to improve self-management and acquire new and helpful cognitive and behavioral skills.

Track: Clinical Practices
Kate Hardy, Felton Institute; Percy Howard, California Institute for Behavioral Health Solutions; Melissa Moore, Felton Institute

FD7. Mastering Supervision: Moving from Effective to Excellent
9:00 am - 5:00 pm Room: Daytona 1-2
Is your workforce growing faster than your management talent? Are you hiring peer specialists, but your supervisors struggle to manage them? Does staff turnover alarm you? The National Council’s new Mastering Supervision: Transforming from Effective to Excellent training addresses these concerns—and so much more. Great supervisors are an organization’s best protection against demoralized, unproductive staff and devastating turnover. For decades, research emphasized that great employees engage, thrive and produce high quality work when they have a strong relationship with their supervisor. Mastering Supervision builds strong supervisors who, in turn, nurture lasting success and job satisfaction among the vital core of the behavioral health workforce: your everyday staff.

Track: Workforce, Management, and Leadership
Jeanne Supin, Watauga Consulting, Inc.

FD8. Calling All Behavioral Health Specialists Working in Health Settings
9:00 am - 5:00 pm Room: Sun 4
The practice environment for behavioral health specialists working in health centers changes quickly in our new health care environment. Learn about the initiatives affecting behavioral health specialists working in primary care, like accountable care organizations, health homes and patient-centered medical homes. If you work for an expansion grant awardee or health center interested in sustaining or building behavioral health services within their health center, this preconference university is ideal for you. Join two nationally known integration experts for a thought-provoking and hands-on program that addresses the models of integration, staffing ratios, billing and coding, scheduling and compliance. Virna Little, PsyD, LCSW-R, SAP, is a nationally and internationally known integration specialist with extensive experience providing behavioral health services in health care settings for populations relying on safety-net programs and developing and operating community programs. Jeff Capobianco, PhD, is the Director of Practice Improvement for the National Council and has more than 20 years experience in helping community and behavioral health organizations implement evidence-based practices. He has spent much of his career leading integration initiatives at the local, community and state levels. Don’t miss out on this opportunity to join colleagues from across the country who want to learn more about how to provide the best quality behavioral health services in primary care — and how to get paid for them.

Track: Clinical Practices
Jeff Capobianco, National Council for Behavioral Health; Virna Little, The Institute for Family Health
PRECONFERENCE UNIVERSITIES

SEASONED LEADERS
9:00 am - 5:00 pm  Room: Destin 1-2
You’ve been a CEO or senior executive in the behavioral health field for more than 15 years now and have accomplished a great deal. But, you realize that now is not the time to simply sit back and rest on your laurels. Now is the time to get recharged and ready for all that lies ahead. And, if you’re ready so is the National Council with its third annual, highly-rated Seasoned Leaders program. Join your peers in setting aside time for a full-day of small group discussions and case studies designed to hone your own strategy skills. We will discuss negotiation and collaboration tactics with faculty from Harvard’s Kennedy School of Government and learn how to recharge your organization for the challenges ahead. If you are ready to discuss your work and experiences with others like yourself, then Seasoned Leaders is for you. One hundred percent of last year’s participants said that they would recommend Seasoned Leaders to their colleagues. Come and see what all the buzz is about. Invitation Only.

Track: Workforce, Management, and Leadership
Marty Cohen, MetroWest Community Health Care Foundation; Brian Mandell, Director, Kennedy School Negotiation Project, John F. Kennedy School of Government
**PRECONFERENCE UNIVERSITIES**

**HD2. Effective Compliance Programs in an Era of Enforcement**
1:00 pm - 5:00 pm  Room: Tampa 3

Recast your compliance program as a key strategy for creating a culture of accountability within your community behavioral health organization. Despite increased government enforcement activities, many compliance programs fail to become truly integrated within the organizational DNA because they remain disconnected from the broader performance expectations established for other financial, clinical and operational goals. This preconference university will teach you how to implement compliance programs that contribute value and do not become just another unfunded mandate on Medicare and Medicaid providers. Integrating lessons from organizational improvement tomes, this session will go beyond the seven elements upon which traditional compliance programs are built. Developed for financial, operational and clinical staff, you will learn how to create organizational incentives that reward compliance outcomes, connect compliance to organizational initiatives and promote accountability for compliance from top to bottom of the community behavioral health organization. The session is appropriate for board members, leadership staff and compliance professionals.

**Track: Finance and Payment Redesign**
Adam Falcone, Feldesman Tucker Leifer Fidell LLP

**HD3. Spend Less Time Working but Get More Done**
1:00 pm - 5:00 pm  Room: Sun 6

You have to work as if you don’t have seconds to spare, but you could be wasting hours. If you’re experiencing more stress as your job responsibilities increase, and time runs out long before your workload, you’ll have to get organized so you can think. When you start thinking, you’ll plan and prioritize better, becoming more effective and efficient. And once you use technology to pull it all together, more time happens. You will learn to analyze and examine how you spend the workday and eliminate time wasters; organize everything around you so you can think; prioritize and develop laser focus and get the main thing done; systematize, create and streamline processes for repetitive tasks; and computerize, use the right technology for the job and finish six times quicker.

**Track: Workforce, Management, and Leadership**
Peggy Duncan, The Digital Breakthroughs Institute

**HD4. Supercharge Your Crisis Services to Next Generation Status in 90 Days**
1:00 pm - 5:00 pm  Room: Sun 1-2

As health care continues to focus on accountability for improved clinical outcomes, usage of lower cost services, improved public safety and a demand for positive client experiences, the importance of crisis services grows. With increasing attention to the value of crisis services, how do we support excellence? Financing, collaborative partnerships, standard operating procedures, current research, use of data and innovative technology are cornerstones of effective intervention delivery for hotlines, mobile teams and crisis stabilization. Come take an in-depth look into the tools and solutions available to quickly build the clinical, administration and financial supports to keep track with the new national focus.

**Track: Crisis Response Services**
David Covington, Recovery Innovations; Vijay Ganju, World Federation for Mental Health; Lawrence Goldman, Beacon Health Options, ValueOptions; Gabriella Guerra, Mercy Maricopa Integrated Care; Richard McKeon, SAMHSA
SEE YOU AGAIN IN VEGAS!

MARCH 7 – 9 | 2016
CAESARS PALACE, LAS VEGAS
OPEN ALL DAY

THE BEHAVIORAL HEALTH MARKETPLACE
Monday, 7:30 am – 5:30 pm
Marketplace, Exhibit Hall D-F, Lower Level

Talk with nearly 300 vendors and connect with new and old colleagues. Grab your coffee, breakfast and lunch. Take part in Monday's reception, take part in our “fun stuff” or just stop by for a little shopping.

TREAT YOURSELF
Relâche Spa
Monday, 10:00 am – 3:00 pm
Marketplace Booth 531

Get your groom on with manicures and mini up-dos from Relâche Spa’s master stylists. Sit back, relax and get pampered.

REPLENISH YOURSELF
Monday, 8:00 am – 5:00 pm
Marketplace Booth 807
Supported by Genoa Healthcare

Hit the replenishment spa for a free professional massage that leaves you feeling relaxed, refreshed and energized after a round of power-packed conference sessions.

GET BEAUTIFIED
Monday, 10:00 am – 4:00 pm
Marketplace Booth 641

Bobbi Brown beauty magicians help you put your best face forward. Stop by for makeup lessons or a quick touch-up.

HIT THE PAVEMENT
Fun Run
Monday, 6:00 am – 7:00 am
Hotel Concierge Desk

Get off to a running start with a short, guided run. Whether you’re an Olympian-in-training or a casual jogger (or a meandering walker), this will rev you up for the day ahead.

SHAKE IT OFF!
Zumba
Monday, 6:00 am – 7:00 am
St. George 114, Lobby Level, Hotel Side

Ditch that lingering stress by getting your groove on with Zumba. An hour of upbeat, Latin dance-inspired cardio will Cha-Cha-charge you up for the day. Classes are limited to 40 participants, so please come a few minutes early.

EAT IT UP
Cooking Demonstration
Monday 2:30 pm – 3:30 pm
Marketplace Booth 235

Don’t let your family tease you about your limited cooking repertoire. Join Italian cook Isabella Morgia di Vicari, author of What Can I Bring? to watch her demo some of her Nonna’s recipes so you can go home and make family memories over food, too.

Join us at the Welcome Reception in the Marketplace between 4:00 pm and 5:30 pm to come together with all your colleagues from around the nation.
OPEN ALL DAY

AND POSE
Professional Headshot Lounge
Monday, 8:00 am – 4:00 pm
Marketplace Entrance Booth 100
Supported by Mental Health Risk Retention Group and Negley Associates
Professional makeup artists will spruce up your look so you can take your best professional headshot yet.

CUE THE COMPETITION
Billiards
Monday, 10:00 am – 5:00 pm
Marketplace Booth 141
Chalk it up to the high-energy atmosphere of NatCon15, but if you’re feeling competitive, why not challenge some other attendees to a game of pool?

BEAT FORREST GUMP
Ping Pong
Monday, 10:00 am – 5:00 pm
Marketplace Booth 1241
When bouncing around to sessions, workshops and networking events has you feeling like a ping pong ball, pause and enjoy a round of actual ping pong with other conference-goers in the marketplace.

TAT IT UP
Airbrush Tattoos
Monday, 10:00 am – 4:00 pm
Marketplace Booth 111
Get innovative, get inspired, get inked — temporarily, at least. Stop by the Airbrush Tattoo You booth to get “inked” with a National Council-inspired tattoo (or a tiger, if that’s your thing).

GET ANIMATED
Digital Caricatures Live
Monday, 10:00 am – 5:30 pm
Marketplace Booth 1312
Get in TOON with your animated side. Let one of the talented artists from Digital Caricatures Live draw up a cartoony likeness of you using the power of technology. Share your digital image via email, Facebook and Twitter so your friends can see how much fun you’re having at NatCon15.

WHACK A MOLE
Retro Arcade
Monday, 7:30 am – 5:30 pm
Marketplace Booth 1225
If Whack-a-Mole and Pac-Man are your idea of good old-fashioned fun, head to the Retro Arcade and let your inner child out.

TAKE A SELFIE
Selfie Garden
Monday, 7:30 am – 5:30 pm
Marketplace Booth 131
Share your conference experience with your friends back home. Snap a “selfie” in front of one (or all!) of our backdrops, and check out #NatCon15 on Twitter and Instagram to see photos from other attendees.

Not to be missed! Join our first ever Innovation Showcase during lunch. The Showcase highlights some of the greatest innovators in behavioral health via five minute presentations with only five slides.
### SCHEDULE-AT-A-GLANCE

#### MONDAY, APRIL 20

<table>
<thead>
<tr>
<th>AGENDA</th>
<th>START TIME</th>
<th>END TIME</th>
<th>ROOM NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun Run</td>
<td>6:00 AM</td>
<td>7:00 AM</td>
<td>Hotel Concierge Desk</td>
</tr>
<tr>
<td>Zumba</td>
<td>6:00 AM</td>
<td>7:00 AM</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>Registration Open</td>
<td>7:00 AM</td>
<td>4:00 PM</td>
<td>City Hall Lobby</td>
</tr>
<tr>
<td>Young Leaders Networking Breakfast</td>
<td>7:15 AM</td>
<td>8:15 AM</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>Continental Breakfast</td>
<td>7:30 AM</td>
<td>8:30 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Exhibit Hall Open</td>
<td>7:30 AM</td>
<td>5:30 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Bookstore Open</td>
<td>7:30 AM</td>
<td>5:30 PM</td>
<td>Osceola Lobby</td>
</tr>
<tr>
<td><strong>General Session: Linda Rosenberg</strong></td>
<td>8:30 AM</td>
<td>9:15 AM</td>
<td>Osceola A-D</td>
</tr>
<tr>
<td><strong>General Session: General Colin L. Powell, USA (Ret.)</strong></td>
<td>9:15 AM</td>
<td>10:15 AM</td>
<td>Osceola A-D</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>10:15 AM</td>
<td>10:45 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Book Signing: General Colin L. Powell, USA (Ret.)</td>
<td>10:15 AM</td>
<td>10:45 AM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Workshops (A)</td>
<td>10:45 AM</td>
<td>11:45 AM</td>
<td>Multiple locations</td>
</tr>
<tr>
<td>National Council Integration Summit</td>
<td>10:45 AM</td>
<td>5:00 PM</td>
<td>Osceola 5</td>
</tr>
<tr>
<td>Lunch</td>
<td>12:00 PM</td>
<td>1:15 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Lunch 'N' Learns</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>Multiple locations</td>
</tr>
<tr>
<td>Posters</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td><strong>Innovation Showcase</strong></td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td><strong>National Council Town Hall</strong></td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>Sun A</td>
</tr>
<tr>
<td>Serving Older Adults Networking Lunch</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>Learning to Love Groups Networking Event</td>
<td>12:15 PM</td>
<td>1:15 PM</td>
<td>Destin 1-2</td>
</tr>
<tr>
<td>TED-Style Talk: Corey Waller: Why What We Do Now in Addiction Medicine Sucks</td>
<td>1:30 PM</td>
<td>1:50 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>TED-Style Talk: Gary Belkin: Where Are We Going?</td>
<td>1:50 PM</td>
<td>2:10 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>AGENDA</td>
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<tr>
<td>TED-Style Talk: Jeanne Supin: It's Weird and It's Wonderful: Alternative Treatment in the Mainstream</td>
<td>2:10 PM</td>
<td>2:30 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Thought Leader: Andrew Solomon: Depression: The Secret We Share</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Sun C-D</td>
</tr>
<tr>
<td>Thought Leader: Mike Staver: Leadership Isn't for Cowards</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Sun B</td>
</tr>
<tr>
<td>Thought Leader: Melissa d'Arabian: Lessons of Loss: Melissa d'Arabian Reflects on Her Mother's Suicide</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Exhibit Hall B, Lower Level</td>
</tr>
<tr>
<td>Thought Leader: Mady Chalk, David Gastfried, John O'Brien: A Moral Obligation: Why and How We Can Improve Addiction Services</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>Thought Leader: Monica Oss: Making Mobile Technology Work in Behavioral Health</td>
<td>1:30 PM</td>
<td>2:30 PM</td>
<td>Exhibit Hall C, Lower Level</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Cooking Demo: Chef Isabella Morgia di Vicari</td>
<td>2:30 PM</td>
<td>3:30 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Book Signing: Andrew Solomon</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Book Signing: Mike Staver</td>
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</tr>
<tr>
<td>Book Signing: Melissa d'Arabian</td>
<td>2:30 PM</td>
<td>3:00 PM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Film Festival: Gabriel</td>
<td>3:00 PM</td>
<td>4:30 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Workshops (B)</td>
<td>3:00 PM</td>
<td>4:00 PM</td>
<td>Multiple locations</td>
</tr>
<tr>
<td>PBHCI Grantee Networking Event</td>
<td>3:00 PM</td>
<td>5:00 PM</td>
<td>Emerald 2, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>Early Onset Psychosis Community of Practice Meeting</td>
<td>4:00 PM</td>
<td>5:00 PM</td>
<td>Emerald 8, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>4:00 PM</td>
<td>5:30 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Film Festival: Lipstick and Liquor</td>
<td>5:30 PM</td>
<td>7:30 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Florida Alcohol and Drug Abuse Association Reception</td>
<td>5:30 PM</td>
<td>7:00 PM</td>
<td>Castillo de San Marcos Fort Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>Illinois Alcoholism and Drug Dependence Association Reception</td>
<td>5:30 PM</td>
<td>7:00 PM</td>
<td>Palm Beach, Lobby Level, Hotel Side</td>
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<tr>
<td>Massachusetts Association for Behavioral Healthcare Member Reception</td>
<td>5:30 PM</td>
<td>7:00 PM</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>Pennsylvania Rehabilitation and Community Providers Association Reception</td>
<td>5:30 PM</td>
<td>7:00 PM</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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GENERAL SESSIONS

MGS1  Fearless in the Face of Change
8:30 AM–9:15 AM Room: Osceola A-D

The world is rapidly evolving and if we don’t pay attention, it will do so without us. Now more than ever, we need to be FEARLESS in adjusting to a changing marketplace. The new world order gives mental health and addictions the health care inclusion we long wanted, but as the walls of our silos come down we enter the increasingly competitive health care marketplace. We have lots to learn from physical health and the business sectors, but we also have lots to teach. Linda Rosenberg’s passionate curiosity and bias to action has elevated the cause of those struggling with additions and mental illnesses. Join Linda as she kicks off NatCon15.

Track: Public Policy

Linda Rosenberg
President and CEO, National Council for Behavioral Health

MGS2  Leadership: Taking Charge
9:15 AM–10:15 AM Room: Osceola A-D

One of the most admired and respected American leaders today, General Colin Powell, USA (Ret.) imparts his knowledge of domestic and world affairs, leadership and a vision for tomorrow. A man of intelligence, versatility and presence, Gen. Powell served as the first African American Chairman of the Joint Chiefs of Staff, and was appointed Secretary of State by President George W. Bush—becoming the most powerful African American ever to hold office at that time. A four-star general, Gen. Powell's numerous awards include two Presidential Medals of Freedom, and he authored a best-selling autobiography, My American Journey. His second book, an instant New York Times best-seller, It Worked For Me, reveals the lessons that shaped his life and career. As someone who crafted and articulated the U.S. position on the world stage, Gen. Powell provides insight on the leadership skills needed to transform unstable regions into regions where societies and cultures flourish.

Track: Workforce, Management, and Leadership

Gen. Colin Powell, USA (Ret.)
MONDAY FILM FESTIVAL

Gabriel (88 minutes)
3:00 PM – 4:30 PM
Rory Culkin stars as Gabriel, a vulnerable and confused teenager searching for stability and happiness while struggling with mental illness. Believing that reuniting with his former girlfriend holds the key to all his troubles, Gabriel engages in an increasingly obsessive pursuit to find her, challenging his relationship with his family and risking his own future.

Track: Film Festival

Lipstick & Liquor (78 min.)
5:30 PM – 7:30 PM
Lipstick & Liquor explores the secret in the suburb: a growing number of women becoming addicted to alcohol. The documentary begins with the haunting story of Julie Kroll, a 39-year old suburban mother from Woodbridge, Virginia. Julie went missing on December 16, 2009 when she stumbled away from a minor car crash in the dead of winter, leaving behind her eight-year-old daughter. An open container of alcohol was in the car. While family and friends searched desperately, a seemingly indifferent police department and a blinding blizzard hampered attempts to find her. Lori Butterfield, the film's director, will attend the screening and participate in a discussion afterwards.

Track: Film Festival
NATIONAL COUNCIL INTEGRATION SUMMIT DAY 1

Room: Osceola 5

The world of health care is rapidly changing and new roles and responsibilities will be required of psychiatric medical teams. Join other psychiatrists, psychiatric nurse practitioners, physicians’ assistants and other medical professionals working in behavioral health settings to discuss population management, physician nurse partnerships, managing high utilizers of health care resources, understanding models of integrated care and processes to improve the health status of patients with serious mental illnesses.

Track: Health Care Integration

10:45 AM – 11:30 AM  Welcome and Introductions
Linda Rosenberg, President and CEO of the National Council for Behavioral Health,
Lori Raney, MD, Medical Director, Axis Health System

11:30 AM – 12:15 PM  A Global Update on Mental Illness and the Provision of Psychiatric Services
Paul Summergrad, MD, President of the American Psychiatric Association and Chair of the Department of Psychiatry at Tufts University School of Medicine

12:15 PM – 1:30 PM  Lunch Speaker – Nurse/Psychiatrist Partnerships
Mary Ann Nihart, APRN, President-Elect at the American Psychiatric Nurses Association

1:30 PM – 3:15 PM  Outcomes Matter: Measurement and Technology in Behavioral Health
John Santopietro, MD, Chief Clinical Officer, Manuel Castro, MD, Carolinas Healthcare

3:30 PM – 4:30 PM  Group Exercise — Selecting Quality Measures for Your Organization

4:30 PM – 5:00 PM  Wrap Up

NATIONAL COUNCIL FOCUS ON EARLY ONSET PSYCHOSIS

Research demonstrates the powerful tools that exist to stop psychosis in its tracks. Join foremost researchers, practitioners, and policy leaders to learn the interventions, practice changes, financing strategies and partnerships that form the foundation of a successful program.

3:00 PM – 4:00 PM  Onset of Psychosis: Do We Know?
Sarasota 1-3
MONDAY “A” WORKSHOPS

A1. The New Frontier: Addictions and Primary Care Integration
Room: Emerald 4, Pool Level, Hotel Side
Over the past year, the National Council ran a successful learning community for more than a dozen addiction providers integrating with primary care. Hear about two programs that made substantial progress in integration, including providing behavioral health services onsite in a primary care clinic. Learn key implementation strategies and the impact of integration on the organization.
Track: Health Care Integration
Joan Kenerson King, National Council for Behavioral Health; David Swann, MTM Services LLC; Scott Turton, Gosnold on Cape Cod; Aaron Williams, Center for Integrated Health Solutions, National Council for Behavioral Health

A2. Medication Assisted Treatment
Room: Sun B
Over the past decade, addiction treatment has entered into a new phase in which medications play a vital role in helping people recover. Learn about the financing, regulatory and other issues that you must assess and address to increase your capacity to implement the evidence-based practices needed to use medications in the treatment of addictions. Join a discussion about Medicaid and private payer requirements for reimbursement, treatment program capacity, including staffing requirements and network development models that facilitate adoption and use of medications as part of comprehensive treatment of addictions.
Track: Addiction and Co-occurring Disorders
Mady Chalk, The Chalk Group, Treatment Research Institute

A3. A Board’s Fiduciary Responsibility
Room: Captiva 1-2
Volunteer board members of nonprofit behavioral health care companies do not always fully appreciate the breadth of their fiduciary responsibilities and potential legal risks. As general counsel to the Mental Health Risk Retention Group, Ron Zimmet addresses those responsibilities and risks, including legal protections available to the individual director and appropriate risk management; director responsibilities for protecting the company; director responsibilities relating to high risks unique to nonprofit behavioral health care corporations; audit committee responsibilities; and evaluating board performance.
Track: Board Governance
Ron Zimmet, Mental Health Risk Retention Group

Room: Exhibit Hall B, Lower Level
Now is the time to prepare for the most significant behavioral health law in a generation: the Excellence in Mental Health Act. This year begins the roll out of a key portion of this law – Certified Community Behavioral Health Clinics (CCBHCs). Those who follow CCBHCs believe that this federal initiative will fundamentally redefine the nation’s system of community-based mental health and addiction care providers. In other words, this is a REALLY BIG DEAL. Hear how the CCHBC program will unfold and create a mental map of the program and its relevance to your organization and community.
Track: Certified Community Behavioral Health Clinics
Dale Jarvis, Dale Jarvis and Associates; Nina Marshall, National Council for Behavioral Health
MONDAY “A” WORKSHOPS

A5. Merging for Excellence

Room: Daytona 1-2

Becoming a center of excellence requires self-evaluation and exploration of organizational quality — two things often ignored or not reviewed closely. Hear from two organizations that orchestrated and completed a merger between Missouri mental health centers and an FQHC. Learn a key evaluation process to determine if a merger is viable for your organization and the many important issues to consider and address. Discover how you can use the center of excellence template to bring organizations together and maximize economies of scale. Explore the challenges that impede the process and the creative ways you can work through them to make your organization better.

Track: Organizational Excellence

Linda Grgurich, Compass Health; Laura Heebner, Crider Health Center; Tim Swinfard, Compass Health; Mayme Young, Compass Health

A6. Spirituality and Recovery

Room: Miami 1-3

Spirituality and religion has always intersected with behavioral health. Learn from three rehabilitation and treatment programs that formally use spirituality to support the recovery of adults living with serious mental illnesses. Using a broad definition of spirituality, learn about one grant-supported program in a psychosocial rehabilitation program that uses spirituality as a coping skill and a forum for community integration, how another psychosocial rehabilitation center in Israel uses an individual-based Torah learning program and another that uses spirituality in a psychodynamic group therapy approach as a means of supporting recovery.

Track: Clinical Practices

Guy Avihod, Shaf Yativ; Nancy Kehoe, Department of Psychiatry, Harvard Medical School; Jeff Richardson, Mosaic Community Services, Inc.; Scott Rose, Way Station, Inc.

A7. Learning to Love Groups

Room: Destin 1-2

When facilitating groups in mental health, addiction and health care settings, there’s often a love-hate relationship. Behavioral health and health care practitioners involved in facilitating groups have all too often not received the practical training and resource support to optimize the benefit of group work for their clients. Learn a framework for effective group facilitation that is practical and accessible to practitioners at all levels of training and experience. Learn to love groups again and learn about future opportunities to enhance the group skills, knowledge and effectiveness of your workforce.

Track: Clinical Practices

Karen Johnson, National Council for Behavioral Health; Anthony Salerno, McSilver Institute for Poverty Policy and Research, Silver School of Social Work, New York University
A8. What do Reentry and a Rubik’s Cube Have in Common?

Prison and jail reentry is challenging for anyone, and individuals with mental illnesses and addictions face additional obstacles, showing increased rates of homelessness, joblessness and re-incarceration. During the first two weeks back in the community, the death rate is 12 times greater than the general public — drug overdose being a leading cause. While all successful reentry programs address the same challenges, like housing, employment and access to health care, each takes a unique approach to the complicated puzzle of how to rebuild a life after incarceration. Explore how behavioral health providers help individuals successfully transition back into their communities.

Track: Criminal Justice

Maureen McDonnell, Center for Health and Justice at TASC; Jason Miller, Ready, Willing & Able Philadelphia; Alanna Tievsky, National Council for Behavioral Health

A9. Here There Be Dragons: New Voices in Suicide

Italian researcher Dr. Maurizio Pompili offered the international health field a profound challenge during the 2014 European Symposium on Suicide. He asked whether researchers truly understood what it feels like to be suicidal when they lack first-person knowledge. The gulf between third-person observations and first-person anguish is profound. However, in recent years, leaders who have personally struggled and survived have led the way in chipping away at this gulf, their experience giving them the expertise most lack. Take a personal look into the heart of darkness and the journey to recovery. Leave feeling inspired to develop your own Zero Suicide initiatives.

Track: Crisis Response Services

David Covington, Recovery Innovations; DeQuincy Lezine; Craig Miller; Dese’Rae Stage, Live Through This

A10. Good Intentions Is Not a Defense: Rebuild Your Compliance Program around Key Risk Areas

Many compliance programs fail their organizations because they are unfocused, inept or inactive. In the current enforcement environment, organizations cannot rely on good intentions alone. Instead, knowledge is the best defense. Discuss legal developments related to the False Claims Act, Medicaid and HIPAA enforcement activities and key risk areas. Learn how to use information to design effective strategies to reduce compliance risks.

Track: Finance and Payment Redesign

Adam Falcone, Feldesman Tucker Leifer Fidell LLP

A11. The Five State Costing Project

Substantial changes in funding environments are impacting teams around the country, requiring them to investigate new contracts and funding sources. Because a lot of these teams use an outdated costing methodology, they accept contracts that they feel will be positive for their organization. However, the reality is that the reimbursements paid ultimately do not work. Join us for an insightful discussion regarding five states that established accurate sets of costs versus reimbursements and see what their results mean for you.

Track: Finance and Payment Redesign

Scott Lloyd, MTM Services, LLC
MONDAY “A” WORKSHOPS

A12. Life Lessons for Becoming an FQHC/FQHC Look-Alike
Room: Tallahassee 1-3

Behavioral health providers increasingly make strategic decisions about integrated behavioral health and primary care models, including exploration in attaining Federally Qualified Health Center (FQHC) or look-alike status. The Affordable Care Act offers the opportunity for behavioral health to no longer stand alone and to instead come under the umbrella of health care either as an expanded provider or in significant partnership. Learn how to demystify the HRSA application process, including pre-application considerations, time and cost-based real life lessons and how to address the 19 program requirements needed to succeed.

Track: Health Care Integration
John Frana, theFranaGroup; Robert Krumwied, Regional Mental Health, Geminus Corporation; Pam Pietruszewski, National Council for Behavioral Health; Susan Walkama, Wheeler Clinic

A13. Lessons from the Field: True Primary and Behavioral Health Care Integration
Room: Naples 1-2

Are you having trouble getting referrals from your primary care providers? Do you wonder how to demonstrate the value of your behavioral health services to primary care? Struggling with getting your behavioral health service started? Listen to real world answers to these questions and help raise the visibility of behavioral health services in primary care settings, particularly within Federally Qualified Health Centers.

Track: Health Care Integration
Virna Little, The Institute for Family Health; Nicholas Szubiak, West Hawaii Community Health Center

A14. Bridging the Gap: Understanding How to Bring Technology into the Leadership Team
Room: Sarasota 1-3

Your organization is invested in information technology. However, is it invested in IT leadership? If you are a chief information officer with a patchwork staff borrowed from finance, practice and clinical management, it is time to reconsider your approach. In the rapidly changing health IT environment, the CIO role is increasingly vital as this person oversees the administrative and financial performance of your IT portfolio, including your electronic health record system. But, the CIO also leads your information system infrastructure and communications technology, supporting operations and planning for future IT needs. Gain tools to address your organization's IT needs.

Track: Health Information Technology
Ravi Gavesan, Core Solutions, Inc.; Steve LaFleur, Grand Lake Mental Health Center Inc; David Wanser, JBS International; Wes Williams, Mental Health Center of Denver
A15. Memory Power: Your Secret Weapon

The secret weapon and core competency of successful executives and professionals is a powerful and accurate memory. Whether it’s names of people, delivering a presentation, communicating core values and actionables to direct reports or recalling conversations, your ability to influence others relies on your greatest trainable asset...your memory power. This high-level powerhouse session will help you develop your memory expertise fast and turn a weakness into a strength. Sharpen professional relationships and leadership excellence and acquire an unfailing confidence to remember facts, details and names and faces with ease and accuracy.

Track: Living Your Life Well
Scott Bornstein, Bornstein Memory Systems

A16. Hiding Behind HIPAA: The Provider Perspective on Social Media

Should you? Could you? Can you? Will you? This panel says YES. Unique challenges face health care providers who use social media — hear from health care leaders using social media as they share their successes and lessons learned in using social media in a way that adds value without compromising privacy or confidentiality.

Track: Marketing and Branding
Ed Bennett, University of Maryland Medical System; April Foreman, Veterans Affairs; Jason Pratt, Mayo Clinic, Center for Social Media

A17. Negotiation: The Art of Letting Others Have it Your Way

An essential skill for behavioral health managers in 2015 and beyond is the ability to negotiate. Whether it’s with insurers, state and local funders, primary care partners or even within your own agency, good managers are able to negotiate well because they listen, understand competing interests and structure the discussion to maximize results. Learn the theory and practice of negotiation, the importance of thorough preparation and the skills necessary to become a good negotiator.

Track: Workforce, Management, and Leadership
Marty Cohen, MetroWest Community Health Care Foundation; Brian Mandell, Director, Kennedy School Negotiation Project, John F. Kennedy School of Government

A18. A Little Data Can Do a Lot

In this era of data-based practice, you need to know the core elements of integrated health data and how to collect them. Join an engaging session to learn how to use data day-in and day-out at your organization to improve your practices.

Track: Organizational Excellence
Jeff Capobianco, National Council for Behavioral Health; Aaron Surma, National Council for Behavioral Health
**MONDAY “A” WORKSHOPS**

**A19. Collaborative Documentation on Daily Living Activities Regardless of Age**

Collaborative documentation is a process in which clinicians and clients collaborate in the documentation of the assessment, service plan and progress notes, as well as the DLA-20. It is a clinical tool that enables clients to share their input and perspective on services and progress, and allows clients and providers to clarify their understanding of important issues and focus on outcomes. Using a youth example, review the process of completing the assessment and DLA-20 and how to use this information to better understand the severity of function. Learn how to link this information to the treatment plan and progress notes.

**Track: Children and Youth**

Katherine Hirsch, MTM Services LLC; Annie Jensen, MTM Services LLC

**A20. Tobacco-Free Living for Persons with Mental Illnesses and Addictions**

People with mental illnesses use tobacco at much higher rates than the general population and are less likely to quit, despite the availability of medications and counseling. As part of its Expanding Smokefree Communities project, the American Lung Association worked with a Michigan provider to implement tobacco-free campus policies across all their locations, integrate tobacco screening and referral into patient visits and offer cessation services to clients and staff. Learn more about implementing this policy and systems change approach to promote tobacco-free living and reduce the burden of tobacco use.

**Track: Population Health**

Shelina Foderingham, National Council for Behavioral Health; Jim Harrington, American Lung Association in Michigan

**A21. Activation: The “Secret Sauce” to Promote Recovery and Wellness**

How do we support an individual’s movement from ‘just showing up’ for an appointment to actively engaging in their recovery between visits? The art and science of activation gives us practical insights. Look at research, consider two different frameworks and learn about a series of free resources and tools you can put to use immediately.

**Track: Prevention, Peers and Recovery**

Susan Bergeson, Optum; Allen Daniels, Optum
A22. Improving Your Organization’s Consumer Engagement Through Mobile Technologies

Improving consumer health, rather than shifting consumer health costs, is the focus of a wide range of new health care initiatives. But, those improvements depend less on professional services than on engaging consumers in managing their own health. For clinical managers looking for best practice models for consumer engagement, emerging technologies play a critical role. Learn how early adopters of these technologies are making it work — and get a firsthand look at four innovative technologies: MyStrength, Ginger.io, Big White Wall and Health Buddy. Learn how the technologies work in improving consumer service and get your questions answered by the experts.

Track: mHealth
Scott Cousino, myStrength; Nancy Cox, Big White Wall US; Desreen Dudley, Robert Bosch Healthcare Systems, Inc.; Monica Oss, Open Minds; Karan Singh, Ginger.io

A23. Healing Hungry Ghosts

“What kind of despair could lead someone to value short-term pain relief over life itself? And what might be the source of such despair?” asked Dr. Gabor Mate in a 2011 issue of Yes Magazine. Addiction treatment professionals, perhaps more than other provider groups, understand the impact of adverse childhood experiences (ACEs) and how they can negatively affect recovery. While understanding is imperative, we must do more. We must build trauma-informed programs and services that are trauma-specific. Explore the elements of a trauma-informed addiction treatment organization and the importance of safe, secure environments, trauma-informed workforces and evidence-based practices.

Track: Trauma-Informed Care
Cheryl Sharp, National Council for Behavioral Health

A24. Medicaid in an Era of Health Care Redesign

States are increasing their Medicaid coverage and spending, but what are the implications for specialty addiction and mental health providers? Dive into carve-ins and carve-outs and the national managed care trends and learn more about the delivery system reforms, general shift in the health care environment and the impacts of payment redesign.

Track: Public Policy
Charles Ingoglia, National Council for Behavioral Health; John O’Brien, Centers for Medicaid and Medicare Services; Alicia Smith, Health Management Associates
INNOVATION SHOWCASE

**Honoring Cop Culture**

**PRESENTER:** Rodrigo Olivares, Crisis Response Network, Inc.

Cultural misunderstanding between behavioral health crisis staff and law enforcement can create unintended barriers during police handoffs. Educating behavioral health providers on law enforcement’s perspective is vital to partnership. Learn how a “cop culture 101” training for behavioral health staff can promote cultural consciousness, increasing opportunities for diversion and improving outcomes.

**The Inspiration Project: Stories That Strengthen Us**

**PRESENTER:** Sandy Carlson, Porter-Starke Services

Humans are wired for storytelling, and how you tell your organization’s story matters when it comes to engaging stakeholders in your mission. Learn how to use the Inspiration Project model to energize your organization and community around your vision and create something inspiring that contributes to the health and wellbeing of your community.

**Application: Transforming with Tech**

**PRESENTER:** Abigail Hirsch, myStrength, Chuck Tepper, myStrength

The behavioral health landscape constantly evolves. Health care reform, increased demand for services and the ever-changing reimbursement landscape demand that we keep our practices on the cutting edge. Learn how consumer-facing technology applications can help payers and providers meet consumer demand, extend access to treatment and improve outcomes.
Play By the Rules: Creating an HBCS Compliant Care Plan

PRESENTER: David Bucciferro, Foothold Technologies

In 2014, the Center for Medicaid and Medicare Services (CMS) finalized 1915(i) Home and Community-Based Services rules allowing states to propose plans for recovery-oriented services, including self-directed care and peer-delivered supports. While many states submitted plans, creating “person-centered” plans that meet CMS’ standards can be challenging. Learn to navigate the HCBS option so you can play by the rules.

Virtual Counseling: Overcoming Barriers to Access

PRESENTER: Jim Wallis, Preferred Family Healthcare

Virtual counseling brings treatment to individuals who are unable to access services otherwise. And by creating realistic and immersive virtual office spaces, professionals and consumers can meet collaboratively as “avatars,” and participants can access individual and group counseling activities in real time. Learn how to employ virtual counseling and hear how it can improve care quality.

Wise Up: How we View Workforce Development and Why It Matters

PRESENTER: Kristi McClure, Relias Learning

What is the perceived value of training and workforce development? What are existing training programs’ perceived strengths and weaknesses? These are just a couple of the questions Relias Learning answers in its 2015 State of Training report. Walk through the key findings and hear how to re-think your organization’s training and staff development.

Excelling With the Five Percent: Serving Medicaid “Superutilizers”

PRESENTER: Christina VanRegenmorter, Centerstone

A mere five percent spends more than half of all Medicaid dollars. Serving these “superutilizers” is important to succeed in value-based pay for performance contracts. Since most have complex behavioral and physical health needs, developing targeted integrated care models is vital. Review the features of tested clinical models and the steps needed to develop, implement and evaluate your own models.
MONDAY LUNCH ‘N’ LEARNS

MLUNCH1. Housing: An Update from the Hill
Room: Sarasota 1-3
Access to decent, safe and affordable housing remains a significant challenge for people living with mental illnesses and addictions. Community-based behavioral health providers have struggled for years to ensure that their clients can access permanent supportive housing given the complexity of combining available housing with operating subsidies and supportive services. Learn how to navigate these complexities and explore available options for funding and partnerships.

Track: Public Policy
Andrew Sperling, National Alliance on Mental Illness

MLUNCH2. Everyday Harm Reduction for Real People: Collaborative Care for Families and Communities with Health Issues Related to Substance Use
Room: Sun B
Health problems related to substance use are rooted in deep cultural tendencies so subtle that practical self-management approaches often become subsumed by ideological bickering and infighting, even within the behavioral health profession. Michael Botticelli of the White House Office of National Drug Control Policy says, “National drug policy must meet real people wherever they are on a pathway to better health.” Learn more about harm reduction using concepts and take away a policy and practice framework to make harm reduction’s common sense tenets more accessible and less threatening across health systems where there may be lingering misunderstandings.

Track: Addiction and Co-Occurring Disorders
Kevin Gillespie, Integrated Services of Appalachian Ohio; Andrew Tatarsky, The Center for Optimal Living

MLUNCH3. Maternal Care: Treating the Pregnant Women with Opiate Addictions
Room: Sun C-D
The opiate epidemic is overwhelming. The age of first use is falling. And pregnant women are becoming addicted at an alarming rate. These women need wrap around services that include addiction treatment, behavioral health concerns, prenatal care, post-partum care, parenting skills and medication assistance that meets their needs. Take a look into an effective program that partnered with multiple local agencies to create a network of care with varied organizations, including hospitals, a MAT center, a community health center, infant and family development outreach and vocational assistance to deliver these services, and more.

Track: Addiction and Co-Occurring Disorders
Mary Ann O’Malloy, First Step Home, Inc.; Terry Schoenling, First Step Home

MLUNCH4. Linking MAT to Mental Health: Tools for Providers
Room: Captiva 1-2
People with an addiction are twice as likely to have a co-morbid mental illness. For those with opiate addictions, there’s a strong association with mental health problems, including trauma, suicidal ideation and unintentional death. Medication-assisted treatment (MAT) has proven helpful in improving outcomes for a variety of co-morbid problems. The Provider Clinical Support System for Medication Assisted Therapies (PCSS-MAT) was established, in part, to meet the needs of mental health practitioners initiating MAT and treating opiate addictions. Learn more about the PCSS-MAT, a collaborative effort of a variety of organizations supported by SAMHSA.

Track: Clinical Practices
Stephen Wyatt, Carolinas HealthCare System
**MONDAY LUNCH ‘N’ LEARNS**

**MLUNCH5. Bringing Health Promotion Alive: Two Examples from the Field**

Room: Daytona 1-2

Increasingly, we are asked to affect physical health outcomes through health behavior change. This is a challenging frontier for us. Explore two successful approaches to increasing your staff’s effectiveness at patient activation and health behavior change — one a state-level approach and the other an approach across multiple provider organizations.

**Track: Prevention, Peers, and Recovery**

Kelly Aschbrenner, The Dartmouth Institute Geisel School of Medicine, Dartmouth; David Heath Holt, Oklahoma Department of Mental Health and Substance Abuse Services; Joan Kenerson King, National Council for Behavioral Health

**MLUNCH6. Data and Technology: Are They Aligned?**

Room: Miami 1-3

Behavioral health organizations are investing in technology more than ever before. As technology continues to become ingrained and essential to high quality health care, now is the time to discuss aligning this advancement with your organization’s overall vision. What is a technology maturity model? How do you integrate it into your annual strategic vision?

**Track: Health Information Technology**

Donald Cope, Oakland County Community Mental Health Authority; Michael Lardieri, North Shore - LIJ Health System, Department of Psychiatry – The Zucker Hillside Hos; Michael Pertruzzelli, National Council for Behavioral Health

**MLUNCH7. Where Addiction, Recovery and Crisis Services Meet Together**

Room: Naples 1-2

It is well known that substance use is ubiquitous throughout behavioral health crises. However, mainstream responses frequently either screen out or functionally ignore substance use’s role in psychiatric crisis interventions. Additionally, the community stakeholders’ key role in closing this loop is critical. Learn how peer support, addiction treatment and community integration are cornerstones to delivering effective community crisis services.

**Track: Crisis Response Services**

Scott Hall, Community Bridges, Inc.; John Hogeboom, Community Bridges, Inc.; Nick Margiotta, CIT International; Julie Wonsowicz-Moore, Community Bridges, Inc.

**MLUNCH8. Texting to Improve No-Show Rates**

Room: Tallahassee 1-3

Do you know what method of communication your clients prefer? Seventy-two percent of people with serious mental illnesses own and use a mobile device. Text messaging is a growing, unstoppable, effective and favored method of communication. Come explore how text messaging can improve your no-show rates.

**Track: mHealth**

Laura Galbreath, SAMHSA-HRSA Center for Integrated Health Solutions, National Council for Behavioral Health
MONDAY LUNCH ‘N’ LEARNS

MLUNCH9. The Annual National Council Town Hall
Room: Sun A

“In another moment she was through the glass...and the very first thing she did was to look whether there was a fire in the fireplace, and she was quite pleased to find that there was a real one, blazing away as brightly as the one she had left behind.”

In Lewis Carroll’s Through the Looking Glass, Alice was understandably hesitant about what the future held, only to be pleasantly surprised by the reality. Similarly, the ever-changing world of behavioral health can leave us unsure of the future. Please join Linda and Chuck as they explore the future of behavioral health policy and financing. Expect a lively discussion about the current policy and payment forces that are changing the way care is organized and financed, as well as hot topics in the United States Congress.

Track: Public Policy
Charles Ingoglia, National Council for Behavioral Health; Linda Rosenberg, National Council for Behavioral Health

MLUNCH10. National Perspectives on Trauma-Informed Approaches
Room: Sun 1-3

First published in 1998, the Adverse Childhood Experiences (ACEs) study framed our understanding of trauma’s impact across the lifespan. Since then, most human services, child welfare, schools, behavioral health and justice systems — just to name a few — have begun to understand and address trauma’s mitigating effect. This emerged out of primary care; however, primary care has been slow to adopt practices that support assessing trauma and adopting trauma-sensitive practices. Explore how primary care providers are the firstline responders to this endemic issue and how the national movement holds trauma and trauma-informed approaches as fundamental to healing and recovery.

Track: Trauma-Informed Care
Coralie Chan, Kaiser Permanente; Elizabeth Prewitt, ACESConnection; Cheryl Sharp, National Council for Behavioral Health

MLUNCH11. Learning to Love Groups Networking Lunch
Room: Destin 1-2

Join fellow Learning to Love Groups Learning Community participants to network over lunch. Meet face-to-face and share successes, challenges and new initiatives in your organization’s group work. Be sure to grab your lunch first from the National Council Marketplace.

Track: Clinical Practices
Karen Johnson, National Council for Behavioral Health; Anthony Salerno, McSilver Institute for Poverty Policy and Research, Silver School of Social Work, New York University

MLUNCH12. Older Adults Networking Group
Room: St. George 104, Lobby Level, Hotel Side

Watching your clients age...and wondering how to better serve them? Already have a program for older adults...and want to show it off? Know you can make it better...and looking for peers to learn from? Join the inaugural National Council Older Adults Networking Group meeting to engage in facilitated dialogue, open conversations, networking and lunch.

Track: Organizational Excellence
Nina Marshall, National Council for Behavioral Health
MONDAY POSTERS  
12:15 PM – 1:15 PM
National Council Marketplace, Exhibit Hall D-F, Lower Level

1. ACT: Not for a Lifetime, But for a Better Life
Marcia Monroe, Central Florida Behavioral Health Network Inc

3. A Turning Point for Foster Care Children in Crisis
Rubin Bhatia, Empirica; Cheryl Fisher, Cenpatico

5. It Takes a Community to Decrease Hospital Readmissions
Jason Martin, Family Services Inc

7. How One Community Transformed Children’s Mental Health Care
Janice Gambach, Mental Health Centers of Central Illinois; Melissa Stalets, Mental Health Centers of Central Illinois

9. Integrated Care: The Pitfalls and Promise
David Freedman, South Florida Behavioral Health Network

11. The Partnerships You Need to Address Early Childhood Mental Health
Sherry Shamblin, Hopewell Health Centers

13. Onsite Pharmacy: The Answer to Antidepressant Adherence?
Kathleen Aguilar, Cerner Research Consulting

15. Improve Access to Care with Central Access and Referral Services
Marshall Ellis, Mental Health Association of New York City (MHA-NYC)

17. Build an Organizational Culture to Support Evidence-Informed Practice
Bob Bennett, Felton Institute

19. How to Integrate Motivational Interviewing with a Peer-Clinical Model
Jonathan Fader, Dr. Jonathan Fader; Sandra Quinn, ValueOptions, Inc.

21. Mobilize Your Workforce to Cultivate Regional Change in Best Practices
Robert Daniels, Seven Counties Services, Inc

23. #Recovery: How to Successfully Engage Social Enterprises in the Digital Age
Guy Avihod, Shaf Yativ; Elie Lederman, Haboydem
25. Teaching Mental Health First Aid in Undergraduate Classes: Impact and Evaluation
Catherine Batsche, University of South Florida

27. Re-Examine Risk: A Communal Approach to Helping People with Forensic Histories
Constance Brown-Bellamy, ICL; David Kamnitzer, ICL, Stepping Stone Residence

29. Tell (and Sell) Your Organization’s Story
Kristin Battista-Frazee, 2U, Inc.

31. Despite the Odds: One Community’s Journey to Change the Services Continuum
Heather Farb, Louisiana Public Health Institute; Lisa Gentry, Louisiana Public Health Institute (LPHI)

33. Community Inclusion: It’s What Recovery Is For!
Heidi Jenkins, Pioneer Center for Human Services; Ronica Patel, Pioneer Center for Human Services

35. How Can You Implement Medical Scribes in Your Organization
Wes Williams, Mental Health Center of Denver

37. Three Community Business Models to Grow through Mergers and Partnerships
Melissa Kelley, Pittsburgh Mercy Health System; Ray Wolfe, Pittsburgh Mercy Health System

39. It Can Be Done! How to Use Dialectical Behavior Therapy Effectively
Lisa Evans, Little Rock Community Mental Health Center

41. Violence Matters: A Guide for Mental Health Professionals
Bart Andrews, BHR

43. The Three P’s: Patients, Prescribers, Providers Who Redefine Quality Assurance
Matthew Underwood, Burrell Behavioral Health; Sonia Vasdev, Burrell Behavioral Health

45. One Member, One Community, One Day at a Time: Principles for Organizational Excellence
Luke Crabtree, Project Transition

47. How to Use Peers for Inpatient Psychiatric Discharge 90 Day Wraparound Services
Suzanne Legander, S.T.A.R. Stand Together & Recover Centers, Inc.; Catherine McKay, ASU Center for Applied Behavioral Health Policy
#MONDAY POSTERS

**MONDAY, APRIL 20**

**12:15 PM – 1:15 PM**

National Council Marketplace, Exhibit Hall D-F, Lower Level

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We live in an age when it is more and more challenging to manage all of the information, demands and challenges that come at us. It takes real courage to stand firm in what you believe and then to get your followers to understand what really matters and how to execute effectively. Your ability to influence your followers is key to every step of creating significant results. Courage is the crucial element in that process. What is the real definition of courage? What are the three most important steps you will ever take? What do your followers do — really do — when you are not around? Join the nation’s “rebel with a cause” to learn the primary motivator of all people, how to use “high gain activity” and the six steps that will ensure effective execution.

Track: Workforce, Management and Leadership

Great challenges expand our emotional and mental capacities in ways we might never expect. That's Andrew Solomon's message in his latest book, Far From the Tree: Parents, Children & the Search for Identity, in which he explores the lives of families and children touched by adversity. An outspoken activist and philanthropist for many causes including LGBT rights, mental health, education and the arts, Solomon will share the eye-opening secrets he learned during his battle with depression and his 10 years of research on families with children who have physical, mental or social disabilities — revealing how these challenges can broaden one's capacity for love.

Track: Prevention, Peers and Recovery
The world of addiction services is rapidly changing. The ACA changed service delivery, financing, the continuum of care...and more. In addition, the system norm is integration with primary care and care coordination. And parity must run through the entire vision. How far have we come? And how far do we have left to go to truly deliver the best treatment? Join a dynamic, moderated discussion on the future of addictions care.

**Track: Addiction and Co-Occurring Disorders**

Mady Chalk, The Chalk Group, Treatment Research Institute; David Gastfriend, Treatment Research Institute; John O’Brien, Centers for Medicaid and Medicare Services

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A dedicated and passionate advocate for suicide prevention, Food Network star Melissa d’Arabian shares the deeply personal story of losing her mother to suicide at age 20, an event that shook the very foundation of her life. From the days and years after, to how she honors her mom now, Melissa talks about how her mother’s death impacted her life and the way she lives it today — both personally and professionally. She shares messages of hope and resilience and what we can do to help those in need and those left behind.

**Track: Prevention, Peers and Recovery**

Melissa d’Arabian, Food Network Star and Author

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In health and human services, the effective use of technology differentiates the organizations that thrive and the organizations that merely survive. The reshaping of the financing and service delivery landscape — integrated service delivery models, value-based contracting, consumerism — does not just open up opportunities for new uses of technology, it makes their use an essential ingredient for success. Join an engaging discussion with OPEN MINDS chief executive officer Monica E. Oss to explore the strategic role of technology.

**Track: Organizational Excellence**

Monica Oss, Open Minds
Addiction treatment has stagnated for 70 years. However, in the last 10 years, tomes of research clarified the disease's neurobiological basis, the medications that can stabilize the neurocognitive effects left over from drug use and the science that combines medication-assisted treatment (MAT) and behavioral therapies for long lasting recovery. But, we are still pounding the square peg into the round hole. Belief, history and bad payment models continue to plague addiction treatment's advancement. Learn why we have addiction, why MAT and behavioral health therapies are necessary and how to break down our connection to the past and start treating the future.

Track: Addiction and Co-occurring Disorders
Corey Waller, Spectrum Health Medical Group-Center for Integrative Medicine

Integrated care, Medicaid redesign, the Affordable Care Act...all seem in recent years to have positioned mental health more at the center of discussions about the design and cost of health care in this country than perhaps ever before. But behavioral health providers and stakeholders have yet to articulate a shared vision for how these, and any other, opportunities, translate into long-term population impact and optimal outcomes. A public health perspective can help align still fragmented approaches and advocacy and fill in a vacuum of vision to answer the question “where are we going?”

Track: Workforce, Management and Leadership
Gary Belkin, New York City Department of Health and Mental Hygiene

Are you curious about alternative treatments, like acupuncture, homeopathy, tapping or breathwork and how they may contribute to clinical outcomes? Are those you serve asking to incorporate spiritual practices into their treatment, but you are uncertain or uncomfortable about this trend? Are you interested in low-cost, easy ways to add clinical approaches that research says improve engagement, satisfaction and outcomes? Come ready to learn the differences and similarities between conventional and alternative treatment; the distinct categories of alternative medicine as once defined by the National Institutes of Health; evidence-based approaches; and practical ideas you can implement back home.

Track: Prevention, Peers and Recovery
Jeanne Supin, Watauga Consulting, Inc.
MONDAY “B” WORKSHOPS 3:00 PM – 4:00 PM

B1. Rethinking the Methadone Clinic
Room: Captiva 1-2

Treat one disease with one drug and one provider should be a thing of the past. Join a discussion on methadone clinics for individuals living with addictions, medication-assisted treatment, embedding primary care in addiction care and a “modified medical home” model. Learn about the health policy, payment and legal barriers facing the future of addiction care.

Track: Addiction and Co-Occurring Disorders
Corey Waller, Spectrum Health Medical Group-Center for Integrative Medicine

B2. SBIRT and Clinical Care for Adolescents: Lessons from the Field
Room: St. George 108, Lobby Level, Hotel Side

Youth receiving behavioral health treatment are at much higher risk of developing addictions. While most health care organizations screen for addictions, few screen for risky use or provide brief treatment that could reduce risky use before it develops into an addiction. An increasing number of health care settings have adopted SBIRT (Screening, Brief Intervention and Referral to Treatment) to reduce risky use and refer appropriate adolescents to specialty care. Engage with a panel who have implemented SBIRT in varying health care settings to learn about workflow, documentation and electronic health record protocols, financing and training, so you can implement SBIRT at your organization.

Track: Children and Youth
Jake Bowling, National Council for Behavioral Health; Christina Boyd, Hope and Wellness Resources; Peter Luongo, National SBIRT ATTIC; Marla Oros, Mosaic Group

B3. Creating a High Performing Board of Directors
Room: Sun 4-6

More than ever before, high impact behavioral health organizations require high-performing boards. Yet, despite passion and commitment to the organization’s mission, far too many operate at or below ideal performance levels. Regardless of the CEO’s leadership talent, boards must dramatically change how they function and perform. Though the fiduciary and business role remains an important component of board responsibility, the maturation of the board lifecycle necessitates a new, more rewarding role as leader and partner with the CEO. Learn key characteristics of high-performing nonprofit boards, the common obstacles to governance success and how to improve your board’s engagement and motivation.

Track: Board Governance
Dennis Miller, Revitalizing Your Nonprofit Board

B4. Follow the Money: Prospective Payment Systems and Certified Community Behavioral Health Clinics
Room: Sun C-D

The Certified Community Behavioral Health Clinic (CCBHC) program includes a requirement that all CCBHCs will be paid using a federally-approved Prospective Payment System (PPS) model — the payment model used by Federally Qualified Health Centers and Rural Health Centers that pays a single per-visit rate for all allowed services. Take a deep dive into how PPS might unfold for CCBHCs, including the five PPS standards for FQHCs and RHCs, the similarities and differences from the health center model, the importance of good cost reporting, the key infrastructure requirements and how your organization can begin to prepare NOW for CCBHC PPS.

Track: Certified Community Behavioral Health Clinics
Dale Jarvis, Dale Jarvis and Associates; Steve Kohler, McBee Associates, Inc.
**MONDAY “B” WORKSHOPS**

### B5. A Conversation with Behavioral Health Commissioners

The pressures on behavioral health authorities continue to increase, including constrained state and federal resources and Medicaid delivery system reforms driven by the desire to integrate care and financing. At the same time, the Department of Justice is engaged in numerous Olmstead investigations and settlement agreements. Join leading behavioral health commissioners as they share their hopes, dreams and fears about the future.

**Track: Public Policy**

Debra Ferguson, Virginia Department of Behavioral Health and Developmental Services; Charles Ingoglia, National Council for Behavioral Health; Pamela Martin, Oregon Health Authority; Cory Nelson, Arizona Department of Health Services, Division of Behavioral Health Services; Alice Russler, Behavioral Health Division, Wyoming Department of Health; Lynda Zeller, Behavioral Health and Developmental Disabilities Administration, Michigan Department of Community Health

### B6. The Power of Partnerships: Providers and Managed Care

The health care financing and service delivery landscape has witnessed substantial change over the past five years. Partnerships that feature shared decision-making and gainsharing are slowly replacing what were adversarial relationships. Learn more about what these evolving relationships can — and will — be in the future. Engage in a meaningful dialogue about the challenges of developing a partnership with health plans — and the opportunities for better customer service.

**Track: Clinical Practices**

Carl Clark, Mental Health Center of Denver; Mark Furlong, Thresholds; Mark Ishaug, Thresholds; John Kiekhaefer, Colorado Access; Monica Oss, Open Minds; Michelle Thomas, Cenpatico

### B7. Youth Mental Health First Aid: Where the Rubber Meets the Road

Children’s mental health: it's on the minds of teachers, parents, child welfare workers, juvenile justice officers — even Kate Middleton. As a society, we largely remain uninformed about the signs and symptoms of mental health problems, particularly for children. Youth Mental Health First Aid teaches people how to identify the unique risk factors and warning signs in teens and to help those experiencing a problem or crisis. Communities nationwide have secured funding to provide this valuable training to those who interact with youth. Learn about some of the nation's most innovative and expansive programs and the brains behind them.

**Track: Children and Youth**

Alyson Ferguson, Scattergood Foundation; Mary Pellicci Hamilton, Sandy Hook Promise; Patricia Harrity, Northwestern AHEC; John Reid, Coatsville School District

### B8. How Can Medicaid Help? Tips and Tricks to Support the Justice Population

ACA passage provided health insurance access for the first time to millions of Americans. States can now expand their Medicaid programs to encompass individuals previously ineligible. Many of these individuals are deeply entrenched in the criminal justice
system, finding themselves in jail time and time again for their underlying mental health and addiction issues. For states that have expanded, a new era is being ushered in that has major effects on the criminal justice system. For states that have not yet expanded, options still exist to use Medicaid in a way that will aid the justice-involved.

**Track: Criminal Justice**
Steve Rosenberg, Community Oriented Correctional Health Services; Alanna Tievsky, National Council for Behavioral Health

**B9. Fascinating: Star Trek’s Mr. Spock on the New Crisis Services Technologies**

Room: Daytona 1-2

In today’s world, people rely heavily on technology. During a crisis situation, it can take mobile crisis outreach teams precious time to arrive at a location to assist. In addition, after the crisis is over, it is often hard to keep track of these fragile individuals. It is imperative for crisis service providers to leverage the tools at their disposal. Learn how to use specific technology in the crisis service system, including televideo equipment with tablets and laptops, instant messaging, texting and remote capabilities to improve care and outcomes, as well as realize cost savings.

**Track: Crisis Response Services**
Jen James, Crisis Text Line, Common Ground; Becky Stoll, Centerstone

**B10. Negotiating from a Position of Strength**

Room: Sun 1-3

A growing number of patients receive care arranged by managed care organizations (MCOs). Without Medicare and Medicaid protections of administratively-established fees or assured participation in MCO provider networks, mental health and addiction treatment providers must adopt more sophisticated strategies for negotiating with MCOs. Hear how to assess negotiating leverage, compete on value and broaden service offerings through joint ventures, affiliations and integrated provider networks. Learn the importance of the team approach to contract review and how to use the P.E.N. (prepare, evaluate and negotiate) method before signing your next managed care contract.

**Track: Finance and Payment Redesign**
Adam Falcone, Feldesman Tucker Leifer Fidell LLP

**B11. The Power of Partnership: Is Your Future Part of a Hospital System?**

Room: Exhibit Hall A, Lower Level

As we move to integration and payment for value, it is important for hospital systems to partner with ambulatory behavioral health providers. Behavioral health providers are in a unique position to add value to hospital programs and help them meet their financial and clinical goals. Learn some of the clinical and financial drivers from the hospital perspective and the value they can bring to hospitals and hospital systems.

**Track: Finance and Payment Redesign**
Dale Klatzker, The Providence Center; Michael Lardieri, North Shore - LIJ Health System, Department of Psychiatry - The Zucker Hillside Hos; John Santopietro, Carolinas Healthcare; Jerry Vaccaro, Ingenuity Health
MONDAY “B” WORKSHOPS

B12. Clinical Elements of Integration
Room: Tallahassee 1-3
A common question for organizations working in integration is “what’s next?” Organizations often want to know where they rank in their integration efforts and what next steps are needed to expand. Whether you’re just starting out or well on your way, valuable tools are available to help you assess your organization’s readiness, capacity and resources for integrated health care. Come learn about the tools and decide which one you’ll implement when you get back home.

Track: Health Care Integration
Jeff Capobianco, National Council for Behavioral Health; Pam Pietruszewski, National Council for Behavioral Health

B13. Evaluation and Management Documentation and Coding: Do You Know Where You Stand?
Room: Palm Beach, Lobby Level, Hotel Side
Documentation of new evaluation and management (E&M) codes for prescribers presents one of the biggest health record challenges for behavioral health organizations. You may worry about meeting clinical and audit standards and the risk of payback. To date, clear guidelines and standards have been scarce. Join experts who have completed large-scale audits to hear about their findings and receive guidelines for efficient, compliant documentation and sample templates for provider use and for the development of compliant electronic forms. Discuss compliance with proper codes and documentation, documentation of the E&M visit, guidelines for developing documentation templates and policy and procedures.

Track: Organizational Excellence
John Kern, Regional Mental Health Center; Bill Schmelter, MTM Services, LLC; David Swann, MTM Services, LLC.

B14. The Value of Care: Making the Business Case
Room: Exhibit Hall B, Lower Level
Join David Lloyd, of MTM fame, to discuss the value of the care you provide. Look at timely access to treatment, service array, duration and density of services; discuss the cost of services provided based on current service delivery processes; explore the achievable outcomes and how to determine value based on how you can achieve the same or better outcomes by changing the services delivered or the service process costs, making your new clinical model a better value for your payer.

Track: Organizational Excellence
David Lloyd, MTM Services, LLC
MONDAY “B” WORKSHOPS 3:00 PM – 4:00 PM

**B15. Memory Power: Your Secret Weapon**
Room: St. George 114, Lobby Level, Hotel Side

The secret weapon and core competency of successful executives and professionals is a powerful and accurate memory. Whether it’s names of people, delivering a presentation, communicating core values and actionables to direct reports or recalling conversations, your ability to influence others relies on your greatest trainable asset...your memory power. This high-level powerhouse session will help you develop your memory expertise fast and turn a weakness into a strength. Sharpen professional relationships and leadership excellence and acquire an unfailing confidence to remember facts, details and names and faces with ease and accuracy.

Track: Living Your Life Well
Scott Bornstein, Bornstein Memory Systems

**B16. 10 Things You Don’t Know about Your Experts (and Vice Versa)**
Room: Emerald 8, Pool Level, Hotel Side

Communications and marketing teams sometimes find themselves at cross-purposes with the experts they’re trying to put before media and public audiences. Learn the 10 critical areas where your approaches differ from those of your experts, and how you can get better at reading them and working with them.

Track: Marketing and Branding
Denise Graveline, don't get caught-creative communications consulting

**B17. Conquer Email Overload with Better Habits, Etiquette and Outlook**
Room: Emerald 4, Pool Level, Hotel Side

With so many things going on in your fast-paced, hectic environment, you need a way to keep track of it all. Microsoft Outlook will help. It’s like the cockpit of an airplane, and from it, you can do almost anything you need to do. Discover new strategies for getting organized and managing your time using this powerful software. You will revolutionize how you manage email, important projects, your business or personal contacts, appointments and everyday tasks.

Track: Workforce, Management, and Leadership
Peggy Duncan, The Digital Breakthroughs Institute

**B18. Liability for the Acts of Violent Patients**
Room: Emerald 6, Pool Level, Hotel Side

Despite the unpredictability of patients’ violent behavior, behavioral health care providers are sometimes held liable by courts. Learn the quality-based risk management strategies to reduce this risk. Hear about the lessons learned from Ron Zimmet’s 40 years of litigation in the behavioral health industry, including issues like risk assessment, documentation, decision making, actuarial instruments and risks related to restraint.

Track: Organizational Excellence
Ron Zimmet, Mental Health Risk Retention Group
MONDAY “B” WORKSHOPS

3:00 PM – 4:00 PM

B19. The Win-Win-Win Strategy of Affordable Housing

The costs of a crisis-treatment-release cycle extend far beyond the individual toll experienced by many people with behavioral health disorders, some of the most vulnerable of whom can spend decades cycling in and out of homelessness, emergency rooms, jail, shelters and institutions. The costs of these temporary non-solutions are well-documented, with many studies putting the cost to the public at $30,000 to $50,000 per person, per year. Learn about the win-win-win strategy of providing affordable housing to people experiencing homelessness and behavioral health disorders.

Track: Organizational Excellence
Ann Denton, Advocates for Human Potential; Sherri Downing, Advocates for Human Potential

B20. Mapping Your Universe: Prepare for Population Health by Re-Imagining Where and How to Integrate

The behavioral health field is poised to help integrate many disparate facets of health and social systems. We have made great strides in integrating mental health and addiction care, as well as integrating with primary care and hospital providers. Yet hurdles remain — chiefly integrating with social services, like housing and employment. More than any other area, behavioral health successfully integrates with other social services. Look at case studies, tools and a hands-on application that can help you consider repositioning your organization as the linchpin for social service integration while you simultaneously integrate into primary care systems.

Track: Population Health
Arthur Evans, Philadelphia Department of Behavioral Health and Intellectual disAbility Services; Patrick Gauthier, Advocates for Human Potential

B21. 10 Steps to Fully Integrating Peers into Your Workforce

The results are in: it is clear that peers improve opportunities and outcomes for the people with whom they work. At the same time, many organizations struggle to successfully create opportunities for this workforce. Explore the top 10 strategies for successfully incorporating the peer workforce and learn the critical role that organizational culture plays in this transformation of care.

Track: Prevention, Peers and Recovery
Larry Fricks, National Council for Behavioral Health; Joan Kenerson King, National Council for Behavioral Health; Cheryl Sharp, National Council for Behavioral Health
**MONDAY “B” WORKSHOPS**  

**B22. Promising Practices for Adopting an EHR**  
Room: Miami 1-3  

Most behavioral health organizations either have implemented or are implementing an electronic health record. Now is the time to discuss best practices for using that EHR. Hear firsthand accounts of lessons learned while implementing and using health information technology. Learn from your peers how EHRs have changed their workflow. Hear about their experiences managing and adapting this new technology and the best practices they recommend for success.

**Track: Health Information Technology**  
Mike Forster, Harrisonburg-Rockingham Community Services Board; Marlowe Greenberg, Foothold Technology, Chair, SATVA Board; Earl Lipphardt Jr., Integrity, Inc.; Rajnish Mandrelle, Association for Individual Development; Linda Scott, Jewish Family Children’s Services

**B23. Do Both: Trauma-Informed Integrated Care**  
Room: St. George 112, Lobby Level, Hotel Side  

Research repeatedly shows that trauma profoundly affects health and behavioral health outcomes, and that an integrated care model allows providers to address complex health challenges. Explore an approach that offers opportunities for prevention and intervention for clients whose traumatic experiences led to health challenges and learn steps to begin working from an integrated, trauma-informed perspective. By taking a holistic approach that addresses life experience, habits stemming from trauma and the impact on health, we can serve a broader group of individuals across a spectrum of need, potentially opening a new service niche for behavioral health providers.

**Track: Trauma-Informed Care**  
Laura Bercuson, ICL; Elizabeth Cleek, ICL; David Woodlock, ICL

**B24. Onset of Psychosis: Do We Know?**  
Room: Sarasota 1-3  

We are reaching a tipping point in our awareness and recognition of early identification and intervention for young people with early symptoms or first episode psychosis and awareness of this public health approach’s potential value is gaining momentum. The National Institute of Mental Health and SAMHSA sponsor significant clinical research in this area and the Robert Wood Johnson Foundation supports program expansion in multiple sites around the country. In addition, most states are now expanding first episode of psychosis programs through funds from their block grants. Learn the research base, policy efforts, evidence-based practices and tools for practical implementation.

**Track: Clinical Practices**  
Steven Adelsheim, Department of Psychiatry and Behavioral Sciences, Stanford University School of Medicine; Robert Heinssen, NIMH Division of Services & Intervention Research
Together, let’s take the message to Congress

Citizen advocacy is the best tool we have in the fight to secure lawmakers’ support for strong public policies and funding for behavioral health.

Join the National Council and hundreds of your colleagues from around the country to talk with your elected officials about the policy priorities that matter most to you.

www.TheNationalCouncil.org/HillDay
OPEN ALL DAY

THE BEHAVIORAL HEALTH MARKETPLACE
Tuesday, 7:30 am – 4:00 pm
Marketplace, Exhibit Hall D-F, Lower Level
Talk with nearly 300 vendors and connect with new and old colleagues. Grab your coffee, breakfast and lunch. Take part in Monday’s reception, take part in our “fun stuff” or just stop by for a little shopping.

HIT THE PAVEMENT
Fun Run
Tuesday, 6:00 am – 7:00 am
Hotel Concierge Desk
Get off to a running start with a short, guided run. Whether you’re an Olympian-in-training or a casual jogger (or a meandering walker), this will rev you up for the day ahead.

TREAT YOURSELF
Relâche Spa
Tuesday, 10:00 am – 3:00 pm
Marketplace Booth 531
Get your groom on with manicures and mini up-dos from Relâche Spa’s master stylists. Sit back, relax and get pampered.

SHAKE IT OFF!
Zumba
Tuesday, 6:00 am – 7:00 am
St. George 114, Lobby Level, Hotel Side
Ditch that lingering stress by getting your groove on with Zumba. An hour of upbeat, Latin dance-inspired cardio will Cha-Cha-charge you up for the day. Classes are limited to 40 participants, so please come a few minutes early.

REPLENISH YOURSELF
Tuesday, 8:00 am – 4:00 pm
Marketplace Booth 807
Supported by Genoa Healthcare
Hit the replenishment spa for a free professional massage that leaves you feeling relaxed, refreshed and energized after a round of power-packed conference sessions.

EAT IT UP
Cooking Demonstration
Tuesday, 9:30 am – 10:30 am & 1:00 pm – 2:00 pm
Marketplace Booth 235
Don’t let your family tease you about your limited cooking repertoire. Join Italian cook Isabella Morgia di Vicari, author of What Can I Bring? to watch her demo some of her Nonna’s recipes so you can go home and make family memories over food, too.

GET BEAUTIFIED
Tuesday, 10:00 am – 4:00 pm
Marketplace Booth 641
Bobbi Brown beauty magicians help you put your best face forward. Stop by for makeup lessons or a quick touch-up.

Don’t miss our Oscar night. Walk the red carpet and everything. Get your tickets for Tuesday night’s Celebration of Excellence at Conference Registration.

#NatCon15 www.TheNationalCouncil.org/Conference
**OPEN ALL DAY**

### AND POSE
**Professional Headshot Lounge**
Monday, 8:00 am – 4:00 pm  
Marketplace Entrance Booth 100  
Supported by Mental Health Risk Retention Group and Negley Associates

Professional makeup artists will spruce up your look so you can take your best professional headshot yet.

### CUE THE COMPETITION
**Billiards**  
Tuesday, 10:00 am – 4:00 pm  
Marketplace Booth 141

Chalk it up to the high-energy atmosphere of NatCon15, but if you’re feeling competitive, why not challenge some other attendees to a game of pool?

### BEAT FORREST GUMP
**Ping Pong**  
Tuesday, 10:00 am – 4:00 pm  
Marketplace Booth 1241

When bouncing around to sessions, workshops and networking events has you feeling like a ping pong ball, pause and enjoy a round of actual ping pong with other conference-goers in the marketplace.

### TAT IT UP
**Airbrush Tattoos**  
Tuesday, 10:00 am – 4:00 pm  
Marketplace Booth 111

Get innovative, get inspired, get inked — temporarily, at least. Stop by the Airbrush Tattoo You booth to get “inked” with a National Council-inspired tattoo (or a tiger, if that’s your thing).

### GET ANIMATED
**Digital Caricatures Live**  
Tuesday, 10:00 am – 4:00 pm  
Marketplace Booth 1312

Get in TOON with your animated side. Let one of the talented artists from Digital Caricatures Live draw up a cartoony likeness of you using the power of technology. Share your digital image via email, Facebook and Twitter so your friends can see how much fun you’re having at NatCon15.

### WHACK A MOLE
**Retro Arcade**  
Tuesday, 7:30 am – 4:00 pm  
Marketplace Booth 1225

If Whack-a-Mole and Pac-Man are your idea of good old-fashioned fun, head to the Retro Arcade and let your inner child out.

### TAKE A SELFIE
**Selfie Garden**  
Tuesday, 7:30 am – 4:00 pm  
Marketplace Booth 131

Share your conference experience with your friends back home. Snap a “selfie” in front of one (or all!) of our backdrops, and check out #NatCon15 on Twitter and Instagram to see photos from other attendees.

### NOT TO BE MISSED!
**Join our first ever Innovation Showcase and Ignite presentations.**  
During lunch, the Showcase highlights some of the greatest innovators in behavioral health via five-minute presentations with only five slides. Ignite takes place at 11:15 am and 3:45 pm and can best be described as “Enlighten us, but make it quick.” Both take place in Tampa 1-2.
## SCHEDULE-AT-A-GLANCE
### TUESDAY, APRIL 21

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<tr>
<td>Fun Run</td>
<td>6:00 AM</td>
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<td>Zumba</td>
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<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>Registration Open</td>
<td>7:00 AM</td>
<td>5:00 PM</td>
<td>City Hall Lobby</td>
</tr>
<tr>
<td>Health Management Associates Networking Breakfast</td>
<td>7:15 AM</td>
<td>8:15 AM</td>
<td>St. George 106, Lobby Level, Hotel Side</td>
</tr>
<tr>
<td>myStrength Chronic Pain Networking Breakfast</td>
<td>7:30 AM</td>
<td>8:30 AM</td>
<td>St. George 104, Lobby Level, Hotel Side</td>
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<tr>
<td>Exhibit Hall Open</td>
<td>7:30 AM</td>
<td>4:00 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Bookstore Open</td>
<td>7:30 AM</td>
<td>5:00 PM</td>
<td>Osceola Lobby</td>
</tr>
<tr>
<td>Continental Breakfast</td>
<td>7:30 AM</td>
<td>8:30 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>National Council Integration Summit</td>
<td>8:00 AM</td>
<td>5:00 PM</td>
<td>Osceola 5</td>
</tr>
<tr>
<td><strong>General Session: Ezekiel Emanuel</strong></td>
<td><strong>8:30 AM</strong></td>
<td><strong>9:30 AM</strong></td>
<td>Osceola A-D</td>
</tr>
<tr>
<td>Book Signing: Ezekiel Emanuel</td>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Cooking Demo: Chef Isabella Morgia di Vicari</td>
<td>9:30 AM</td>
<td>10:30 AM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>TED-Style Talk: Joe Parks: The Power of Partnerships: Population Management and Behavioral Health</td>
<td>10:00 AM</td>
<td>10:20 AM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>TED-Style Talk: Mark Ishaug: Nap AND Give Birth Standing Up: Why the Giraffe Must Be the Behavioral Health Mascot!</td>
<td>10:40 AM</td>
<td>11:00 AM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Thought Leader: Phil Wang: Inconvenient Truths: What We Know and What We Don't</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>Thought Leader: Harold Koplewicz: Helping Kids Succeed: The Power of Grit</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>Exhibit Hall B, Lower Level</td>
</tr>
<tr>
<td>Thought Leader: Holly Green: More Than a Minute: Be an Effective Leader and Manager in a New World</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>Sun C-D</td>
</tr>
<tr>
<td>Thought Leader: John Kane: First Episode: Doing the Right Thing at the Right Time</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>Sun A</td>
</tr>
<tr>
<td>Domestic Violence Project: Theatrical Presentation: A Streetcar Named Desire</td>
<td>10:00 AM</td>
<td>11:00 AM</td>
<td>Orange Blossom Ballroom, Lobby Level, Hotel Side</td>
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</table>
## SCHEDULE-AT-A-GLANCE

<table>
<thead>
<tr>
<th>AGENDA</th>
<th>START TIME</th>
<th>END TIME</th>
<th>ROOM NAME</th>
</tr>
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<tbody>
<tr>
<td>Workshops (C)</td>
<td>11:15 AM</td>
<td>12:15 PM</td>
<td>Multiple locations</td>
</tr>
<tr>
<td>Ignite</td>
<td>11:15 AM</td>
<td>12:15 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Film Festival: Alien Boy</td>
<td>11:15 AM</td>
<td>12:45 PM</td>
<td>Emerald 8, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>Book Signing: Paul Gionfriddo</td>
<td>12:15 PM</td>
<td>12:45 PM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Lunch</td>
<td>12:30 PM</td>
<td>1:45 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Crisis Responders Networking Lunch</td>
<td>12:45 PM</td>
<td>1:45 PM</td>
<td>Miami 1-3</td>
</tr>
<tr>
<td>Lunch 'N' Learns</td>
<td>12:45 PM</td>
<td>1:45 PM</td>
<td>Multiple locations</td>
</tr>
<tr>
<td>Posters</td>
<td>12:45 PM</td>
<td>1:45 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>Innovation Showcase</td>
<td>12:45 PM</td>
<td>1:45 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Children's Behavioral Health Roundtable</td>
<td>12:45 PM</td>
<td>1:45 PM</td>
<td>Sun A</td>
</tr>
<tr>
<td>Young Leaders Brownbag Lunch</td>
<td>12:45 PM</td>
<td>1:45 PM</td>
<td>Emerald 2, Pool Level, Hotel Side</td>
</tr>
<tr>
<td>Cooking Demo: Chef Isabella Morgia di Vicari</td>
<td>1:00 PM</td>
<td>2:00 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
</tr>
<tr>
<td>General Session: Ashley Judd, Patrick Kennedy, David Satcher</td>
<td>2:00 PM</td>
<td>3:15 PM</td>
<td>Osceola A-D</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>3:15 PM</td>
<td>3:45 PM</td>
<td>National Council Marketplace, Exhibit Hall D-F, Lower Level</td>
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<tr>
<td>Workshops (D)</td>
<td>3:45 PM</td>
<td>4:45 PM</td>
<td>Multiple locations</td>
</tr>
<tr>
<td>Ignite</td>
<td>3:45 PM</td>
<td>4:45 PM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Celebration of Excellence Dinner</td>
<td>6:00 PM</td>
<td>9:00 PM</td>
<td>Osceola A-D</td>
</tr>
</tbody>
</table>
This feature-length documentary chronicles one man’s struggle with schizophrenia and examines the actions of the police officers responsible for his death. Using interviews, personal writings, archival footage, official documents and videotaped depositions of the involved police officers, the film dives into James Chasse’s life and the police actions and decisions that led to his death. What emerges is an intimate and complex story of one man’s life, the Chasse family’s struggle for justice and a city and a system grappling with accountability.

Track: Film Festival
The world of health care is rapidly changing and new roles and responsibilities will be required of psychiatric medical teams. Join other psychiatrists, psychiatric nurse practitioners, physicians’ assistants and other medical professionals working in behavioral health settings to discuss population management, physician nurse partnerships, managing high utilizers of health care resources, understanding models of integrated care and processes to improve the health status of patients with serious mental illnesses.

**Track: Health Care Integration**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM – 8:15 AM</td>
<td>Discussion of Previous Day and Review of Today</td>
<td>Lori Raney, MD, Medical Director for Axis Health System</td>
</tr>
<tr>
<td>8:15 AM – 9:00 AM</td>
<td>Role of Psychiatric Providers in Care of “Superutilizers”</td>
<td>Corey Waller, MD, Director of the Center for Integrative Medicine, Michigan</td>
</tr>
<tr>
<td>9:00 AM – 10:15 AM</td>
<td>“Sifting the Data” Exercise</td>
<td>Sosunmolu Shoyinka, MD, Medical Director Behavioral Health, Sunflower Health Plan, Katherine Friedebach, MD, Medical Director, Managed Care</td>
</tr>
<tr>
<td>10:30 AM – 11:15 AM</td>
<td>PCP – Psychiatrist Partnerships</td>
<td>Facilitator: John Kern, MD, Todd Wahrenberger, MD, Medical Director, Pittsburgh Mercy Family Health Center, Brenda Freeman, MD, Psychiatrist, Mercy Behavioral Health, Tina Busby, MD, PCP, Mosaic Medical Community Health Center, Marc Williams, MD, Medical Director, Deschutes Mental Health Williams</td>
</tr>
<tr>
<td>11:15 AM – NOON</td>
<td>Art of the Curbside Consultation – Nicely DONE: Group Exercise</td>
<td>Lori Raney, MD, Medical Director for Axis Health System, John Kern, MD, Chief Medical Officer, Regional Mental Health</td>
</tr>
<tr>
<td>1:00 PM – 2:00PM</td>
<td>Medication-Assisted Treatment and Substance Use Disorders</td>
<td>Elinore McCance-Katz, MD, PhD, FAAAP, Chief Medical Officer at SAMHSA</td>
</tr>
<tr>
<td>2:00 PM – 2:30 PM</td>
<td>Tobacco Cessation – Myths and Tricks</td>
<td>Erik Vanderlip, MD, University of Iowa</td>
</tr>
</tbody>
</table>
American is reaching a tipping point in awareness and recognition of early identification and intervention of young people before their first symptoms or episode of psychosis. Awareness of the potential value and benefit of this public health approach is gaining momentum nationwide. The National Institute of Mental Health sponsors clinical research, the Robert Wood Johnson Foundation supports programs’ expansion in multiple sites nationwide and most states are expanding first episode psychosis programs through their federal mental health block grants. Join national policy leaders, researchers and clinicians to learn the research base, policy efforts and tools for practical implementation.

**Track: Clinical Practices**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>10:00 AM - 11:00 AM</td>
<td>First Episode: Doing the Right Thing at the Right Time</td>
<td>Sun A</td>
</tr>
<tr>
<td>11:15 AM – 12:15 PM</td>
<td>The Treatment of Psychosis at Onset — Avoiding Long-Term Disability</td>
<td>Sarasota 1-3</td>
</tr>
<tr>
<td>3:30 PM – 4:30 PM</td>
<td>Preventing Psychosis in Young People — Can It Be Done?</td>
<td>Sarasota 1-3</td>
</tr>
</tbody>
</table>
Ezekiel Emanuel is a master provocateur. “I hope to die at 75,” he wrote last October, making the case for death before being rendered. “Bring back the asylum,” he and two other bioethicists exhorted in an article published just last month.

Are you angry? Are you cheering? Do you feel torn between conflicting opinions? Good. Controversy sparks conversation and debate about deeper issues. As a renowned bioethicist, trained oncologist and political scientist, Emanuel offers a uniquely thoughtful perspective on the most difficult issues in medicine today.

Join Emanuel, a former health policy advisor in the Obama administration and Vice Provost for Global Initiatives at the University of Pennsylvania, to learn about the six “Megatrends,” drawn from his book Reinventing American Health Care, that will transform health care in the United States over the next 10 to 15 years.

Track: Public Policy
Mental illnesses impose enormous burdens on those living with them. Despite advances, recent data suggest that the morbidity and mortality from mental illnesses have not abated. We can alleviate these burdens, however. Learn how by transforming our understanding of how to diagnose, treat and prevent these devastating illnesses. We can change the tide.

Track: Clinical Practices

“Grit” is a hot topic in developmental psychology, but what is it? Harold Koplewicz will describe what we mean when we talk about grit, the power of perseverance and confidence and how research and clinical experience bear out its importance in helping young people reach their potential. Listen to anecdotes from clinical practice and look at where the cultivation of grit appears most successful — in our evolving approach to education. Return home with literature supporting the psychological concept of grit, understanding of school-based approaches to cultivating grit and clinical insights into the usefulness of a grit as an intervention concept.

Track: Children and Youth
More Than a Minute is a new look at the original “secrets” of effective managers revealed in The One Minute Manager more than 25 years ago. It offers up-to-date methods and practices to address today’s challenges. Learn time-proven practices and applications used by companies around the globe from a Fortune 500 consultant. Explore the forces of change, what remains and what has evolved, critical actions for being an effective manager and leader today and how to apply what you learned in your work. Join Holly Green on a journey through how to set the stage for effective strategic planning and organizational goal setting, drive focus and communicate constantly, create the context for excellence at every level, sustain alignment through feedback and leverage and learn through measuring what matters and continuously improving.

Track: Workforce, Management and Leadership

What are the main challenges inherent in identifying and treating individuals experiencing a first episode of psychosis? Hear about the latest data regarding the duration of untreated psychosis, discuss what can be done to address early psychosis and explore the background, rationale and design of early treatment. Join renowned researcher John Kane to learn from the two-year outcome data he led: the NIMH-funded RAISE Early Treatment Program.

Track: Clinical Practices

Holly Green
THE HUMAN FACTOR, Inc.

John Kane
North Shore — Long Island
Jewish Health System
An innovative public health initiative, the Domestic Violence Project presents dramatic readings by professional actors of scenes from Tennessee Williams’ A Streetcar Named Desire as a catalyst for town hall discussions about the impact of domestic violence on individuals, couples, families and health professionals. The project creates a safe space for dialogue about abusive and manipulative behaviors, the lasting impact of experiencing or witnessing violence and the role of support systems. This performance and the dynamic, interactive discussion that follows, evoke empathy, break down stigmas and greatly reduce tolerance for manipulative behaviors and domestic violence.

Track: Trauma-Informed Care

Gail Lapidus, Family and Children’s Services, Inc.; Randy Tate, NorthCare
The topics of population management and delivery system redesign usually result in discussions about technical considerations such as health IT systems, predictive analytics, performance indicators and rate-setting algorithms. However, the most common rate-limiting step is not technology, but the ability of people and organizations to form deep, resilient partnerships based on trust, transparency, loyalty and a willingness to take and share risk. If it’s a population, it will always involve multiple partners; if it’s about behavior, it will always involve relationships. Learn why strong leaders must model and project these character traits into their organizations so real partnerships can grow.

Track: Population Health

Joe Parks, MO HealthNet Division, Missouri Department of Social Services

Individuals with addictions and mental illnesses are overrepresented in the criminal justice system. Their pathways to arrest and into incarceration are complicated. Yet, they share the universal goal of avoiding future criminal justice involvement. For clinicians to help, they need to learn the Risk-Need-Responsivity (R-N-R) model and the concept of criminogenic needs. Clinical skills are required to mitigate factors associated with a person’s arrest. Familiarize yourself with R-N-R, discuss the behavioral health field’s historic response to individuals in the criminal justice system and learn about future approaches to reduce the number of individuals with behavioral disorders in our justice systems.

Track: Criminal Justice

Fred Osher, Council of State Governments Justice Center

Every sector needs a mascot. Explore how and why the human services sector should adopt a mascot — more specifically, the giraffe. Like giraffes, behavioral health providers are fast moving, peaceful, purposeful and passionate. We can go long durations without adequate resources. We do anything it takes to get the job done. We are consummate multitaskers. We stick our necks out for those who need us most. And we have big hearts. We are giraffes.

Track: Workforce, Management, and Leadership

Mark Ishaug, Thresholds
IGNITE! 11:15 AM – 12:15 PM

Understood best through its motto “enlighten us, but make it quick,” these presenters, selected through a competition, share their personal and professional passions in exactly five minutes.

Carl Clark, Mental Health Center of Denver

Research speaks to the importance of eating together, but what does it really mean for you and your family’s health and wellness? Hear from Mental Health Center of Denver CEO Carl Clark about the importance of eating meals together as a family.

Isabella Morgia di Vicari, Chef

As a personal chef and owner of two restaurants in Orlando, Chef Isabella is passionate about food, but also something much more. Hear how her and her husband developed a culinary program for the kids in her community to bring families “back to the table.”

Rebecca Farley, National Council for Behavioral Health

Democracy is dead — or is it? Learn from Rebecca Farley, Director of Policy and Advocacy at the National Council for Behavioral health, how in an ever changing political landscape, you can use the discourse to further your cause.

Ji-Hae Park, Violinist

As she rose to fame as a world class violinist, Ji-Hae battled severe depression. Rediscovering the power of music along the way, she learn how the violin saved her life and reached people everywhere with her music, changing perspectives of classical music along the way.

Bill Schmelter, MTM Services, LLC, National Council for Behavioral Health

As a consultant with MTM Services, Bill has more than 40 years as a leader in the behavioral health field. What many do not know, however, is that he also has lived with major depression. As a lifelong musician, he has written an original song on how you can support and help those who may be living with depression—all to visuals created by is supportive son!
TUESDAY “C” WORKSHOPS

**C1. 60 Minutes to Better Leadership**

It’s time to play “The Feud!” The Family Feud Leadership Edition, that is. Join this interactive session to participate in fun and games that explore the characteristics of great leaders. Learn why the pope, the founder of Teach for America and Bono were each named one of the world’s best leaders in 2014 by Fortune magazine. Here’s a hint: authenticity is the hottest topic in leadership today. Come ready to have fun and sharpen your skills in one of the few undisputed aspects of driving change: being who you are and applying proven techniques in your own way.

**Track: Workforce, Management and Leadership**

Jim Triandiflou, Relias Learning

**C2. The Integration of Housing and Addiction Services**

Housing stability reduces the risk of substance misuse and relapse. It is a necessary foundation for treatment engagement and critical to long-term recovery. Yet, many individuals face barriers to accessing supportive housing to engage in the recovery process because of fragmented service delivery. Join an engaging discussion with three innovative housing and behavioral health leaders who implemented programs and statewide initiatives that bridge housing, treatment and recovery support systems. Learn about key principles and components of recovery-oriented care, evidence-based housing and service interventions, outcomes, implementation strategies and ideas for replicating successful policy and program models in your community.

**Track: Addiction and Co-occurring Disorders**

Lori Criss, The Ohio Council of Behavioral Health & Family Services Providers; Trina Frierson, Mending Hearts, Inc.; Janette Kawachi, CSH; Rachel Post, Central City Concern

**C3. Mitigating the Impact of Disasters: From Trauma to Resilience**

After a disaster, behavioral health organizations help their clients, staff and communities recover from the inevitable sequelae. Individuals with behavioral health and trauma histories are among those most at risk for adverse reactions, but the general population is also at risk. Although most people “bounce back” from a disaster, many exhibit stress reactions requiring assistance. Individuals and communities can better prepare when they understand trauma’s impact, have the coping skills and know the resources and supports available. Get ready for a disaster. Implement trauma-informed care and resilience building strategies now.

**Track: Trauma-Informed Care**

Linda Ligenza, National Council for Behavioral Health

**C4. Board Evaluation Best Practices**

With recent changes in health care and the rapid pace of that change, compliance and fiduciary responsibilities require any responsible board to take a closer look at their governance structure and performance. Even the best boards can become stagnant and ineffective over time. The best way to engage your board of directors is to conduct a board evaluation. A board self-evaluation that reviews the board’s performance collectively, as well as a self-evaluation of each board member, provides them an opportunity to meet their commitment to the organization’s mission, vision and guiding principles.

**Track: Board Governance**

Michael Flora, Ben Gordon Center, MTM Services, LLC.
TUESDAY “C” WORKSHOPS  
11:15 AM – 12:15 PM

**C5. What Services Do Certified Community Behavioral Health Clinics Deliver?**  
Room: Miami 1-3

The Excellence in Mental Health Act identified nine required services that must be provided by every Certified Community Behavioral Health Clinic (CCBHC) in the U.S. Understanding the nuances and how to meet the requirements represents the starting line for CCBHC preparation. Dig into these details and learn how the federal government defined each of the nine services; the role of partnerships and mergers; how this applies to small providers, organizations that serve specialty populations, rural centers and free-standing addiction treatment clinics. There are many questions and significant implications for getting it “right.” Join in this early exploration.

Track: Certified Community Behavioral Health Clinics  
Richard Dougherty, DMA Health Strategies; Dale Jarvis, Dale Jarvis and Associates

**C6. The First 30 Days: The Foundation for Successful Treatment**  
Room: Naples 1-2

Most mental health providers are expected to develop a comprehensive treatment plan based on a thorough mental health assessment within 30 days. During this time, many caregivers and children drop out of treatment, while others erratically attend or present with more complex problems. In the age of managed care, successfully engaging families in a collaborative approach that leads to specific, feasible, time-limited and evidence-informed treatment is critical. Look at a framework to help focus on the alignment of caregiver, child and practitioner perceptions of treatment, expectations, roles and discharge readiness and learn strategies to support staff in implementing these methods.

Track: Children and Youth  
Kara Dean-Assael, McSilver Institute for Poverty Policy and Research; Lydia Franco, McSilver Institute for Poverty Policy and Research; Yvette Kelly, McSilver Institute for Poverty Policy and Research

**C7. Brief Intervention Strategies for Health Behavior Change**  
Room: Sun B

A strength of primary care is working at a rapid pace. A strength of behavioral health is compassion through partnership. Explore the key elements of implementing short-term, solution-focused interventions in bidirectional, integrated health care settings. Learn what to train your staff on and how to help them succeed in transitioning to this service delivery model.

Track: Clinical Practices  
Pam Pietruszewski, National Council for Behavioral Health; Nicholas Szubiak, West Hawaii Community Health Center
TUESDAY “C” WORKSHOPS

C8. From Gosling to Goose: SOARing to Recovery and Stability

Room: Sanibel 1-3

SAMHSA’s SSI/SSDI Outreach, Access and Recovery (SOAR) program increases access to Social Security disability benefits for people experiencing or at risk of homelessness. Learn how SOAR can breathe new hope into your practice, increase funding through Medicaid/Medicare reimbursement and provide essential income and health insurance to your patients. Accessing public entitlement benefits is one of the most significant barriers to community integration and recovery. Hear how one Miami program’s “entitlement unit” transitions individuals from jail to their community and how you can sustain your organization through benefits acquisition efforts from an Akron, Ohio provider organization.

Track: Criminal Justice


C9. Post-Booking Diversion: Treatment Not Incarceration

Room: Sun 1-3

Each year, two million individuals with serious mental illness are incarcerated into U.S. jails, and 72 percent also have an addiction. Law enforcement departments and jails have become de facto service providers. Over the past two decades, post-booking jail diversion programs, like mental health and drug courts, have emerged as viable, humane solutions to the criminalization of these individuals. Diverting appropriate individuals from jail to community-based treatment shows tremendous benefits for the justice system, the community and the individual. Explore how you can help educate the justice system and collaborate with courts to divert people to appropriate care.

Track: Criminal Justice


C10. The Power of Partnerships: Mobile Crisis Teams and First Responders

Room: Sun 4-6

Community-based first responders, whether a local law enforcement officer or firefighter, are often the first to come into contact with an individual in mental health crisis. Learn about three organizations’ collaborative mobile crisis response partnerships, particularly with fire, EMS, law enforcement and emergency departments, and how these creative programs met the needs of individuals and improved the patient experience and health outcomes. Take away lessons learned from the Maine, Georgia and Arizona mobile units — their structure, their funding and how they rely on public-private partnerships between first responders and crisis providers.

Track: Crisis Response Services

Lorraine Chamberlain, Aroostook Mental Health Center; Tom McSherry, Crisis Preparation and Recovery, Inc.; Wendy Schneider, Integrated Health Resources d/b/a Behavioral Health Link
TUESDAY “C” WORKSHOPS
11:15 AM – 12:15 PM

C11. A Conversation with Medicaid Directors
Room: Exhibit Hall B, Lower Level
The pressure on state Medicaid programs continues to increase as more people receive coverage, putting additional pressure on the program to control spending while increasing quality. Join a conversation on the future of managed care, interventions for preventing prescription drug abuse and overdose, the latest innovation models and much more. Enjoy a unique opportunity and view point on changes to a system that is important to millions of people with mental illnesses and addictions.
Track: Public Policy
Tom Betlach, Arizona Health Care Cost Containment System; Mary Anne Lindeblad, Washington State Health Care Authority; Joe Parks, MO HealthNet Division, Missouri Department of Social Services

C12. Losing Tim: How Our Health and Education Systems Failed My Son with Schizophrenia
Room: Destin 1-2
We’re trapped in a crisis mentality of “Stage 4” thinking about mental illness. As a result, Tim Gionfriddo and thousands like him, who developed serious mental illnesses during childhood, cycle between homelessness, hospitalization and incarceration. We can do better, but only if we focus upstream, before Stage 4, on earlier identification and intervention — beginning in childhood. Take a look at the 30 years of policy mistakes that led us to where we are today and identify strategies to change policy and practice to change the trajectories of lives like Tim’s. Come ready to be moved and moved to action.
Track: Prevention, Peers, and Recovery
Paul Gionfriddo, Mental Health America

C13. 15 Years Downstream: What’s the Status of Integration?
Room: Exhibit Hall A, Lower Level
Join three of the nation’s leading integrated health experts as they talk about where we’ve been, where we’re at and where we’re going with integration. Get a glimpse into the future, including how integration will change with the continued implementation of the Affordable Care Act.
Track: Health Care Integration
George DelGrosso, Colorado Behavioral Healthcare Council; Dennis Freeman, Cherokee Health Systems; Bern Heath, Jr., Axis Health System; David Johnson, Navos

C14. An Update on Meaningful Use
Room: St. George 114, Lobby Level, Hotel Side
Meaningful use has been one of the most significant influences on health IT adoption in America. Hear about the current value of meaningful use from cross-industry professionals, including those from hospitals, on what it is and is not, its role in the shift towards value-based care and how it relates to behavioral health organizations. Drawing upon policy discussions at the national level, check out practical experiences of providers in local communities.
Track: Health Information Technology
Anjum Khurshid, Louisiana Public Health Institute, Member, Federal Advisory Committee on HIT Policy; Michael Pertruzelli, National Council for Behavioral Health
**TUESDAY “C” WORKSHOPS**

**Room: Sun A**

The human brain was not set up to work effectively at the pace we move in today's world. This causes interesting and sometimes harmful behaviors at work. Our EQ (emotional intelligence) shrinks as we move this fast, causing us to do things over versus getting them right. This increases stress and creates a cycle of busy-ness. Explore how and why we get caught in inefficient and unproductive busyness, how to respond to typical reactions to change, how we can maintain resilience to minimize stress and how to remain focused on achieving desired results. Learn how to thrive in an environment of constant distraction.

Track: Living Your Life Well  
Holly Green, THE HUMAN FACTOR, Inc.

**C16. Convince and Connect: Seven Steps to a Compelling Message of Value**  
**Room: Emerald 6, Pool Level, Hotel Side**

You know what you provide to your community and clients. And you think you know what people want from you — but that often isn't true. Melynn Sight will teach you how to think about value from the outside in, helping leaders begin to think, plan for, talk about and deliver the most valuable portfolio of services to your community.

Track: Marketing and Branding  
Melynn Sight, nSight Marketing, Inc.

**C17. Evaluating a Crowded Marketplace: Health Apps**  
**Room: Tallahassee 1-3**

With thousands of health care applications in smartphone app stores today, how do you know which ones are the most useful? Join a review of the landscape of health care apps and explore tools and techniques on how to best search and evaluate apps to help you and your patients. Explore some of the differences between mobile device platforms and challenges encountered by patient engagement. Return home able to identify major vendors, with the best practices to evaluate apps and how to engage the individuals you serve.

Track: mHealth  
Jeremy Nelson, Afia Inc.

**C18. Accreditation is NOT a Luxury**  
**Room: St. George 104, Lobby Level, Hotel Side**

Behavioral health providers are in a sea of change, full of threats and opportunities — service delivery reform, payment reform, accountable care organizations, new governmental regulations and payer requirements. Discuss with accreditation organizations the value they bring to help behavioral providers survive and excel. Join representatives from Joint Commission, CARF and COA to discuss new aspects of their accreditation process, their developing plans and their reaction and transformation to the newly unfolding health care environment. Expect a lively Q&A — so come armed with your questions.

Track: Organizational Excellence  
Tracy Collander, The Joint Commission; Michael Johnson, CARF International; Richard Klarberg, Council on Accreditation; Rich Leclerc, Gateway Healthcare, Inc.
TUESDAY “C” WORKSHOPS

C19. Just in Time Scheduling
Room: Sun C-D

Medical teams who evaluate consumers and prescribe medications are a very valuable commodity for teams. However, these teams often find it very challenging to keep up with the demands on their time and often find themselves booking well into the future. These booking patterns cause a lot of concerns with consumers who become frustrated with waits and very high dropout, no show and cancellation rates. Just in time scheduling is a technique that solves the scheduling issues of medical teams and generates show rates of 90 percent and above.

Track: Organizational Excellence
Scott Lloyd, MTM Services, LLC

C20. Service Design and Population Management: The Perfect Match!
Room: St. George 108, Lobby Level, Hotel Side

An individual’s experience of care is critical to any cost-sensitive program aimed at improving long-term effectiveness. At the same time, partnerships are emerging around broader population management. Learn how design, improvisation and mapping can marry to help you reimagine services to be efficient, effective and desirable to people. Get a foundational understanding of the convergence of population management and service design as tools to remodel programs through the eyes of the person served. See how Pittsburgh Mercy redefined the customer experience for key micropopulation groups and how you can apply these skills to help your organization reach your target market.

Track: Population Health
Craig Douglass, Pittsburgh Mercy Health System; Arthur Evans, Philadelphia Department of Behavioral Health and Intellectual disAbility Services; Raymond Wolfe, Pittsburgh Mercy Health System

C21. Integration at its Best!
Room: St. George 106, Lobby Level, Hotel Side

The SAMHSA Primary and Behavioral Health Care Integration program continues to offer innovative approaches to integrated care for individuals with serious mental illnesses and demonstrates success at providing better care, improving health and lowering costs. Hear about an array of best practices, unique approaches and strategies you can use, too. Take home a list of the top 10 must-do’s for integrated behavioral health care organizations.

Track: Health Care Integration
Laura Galbreath, SAMHSA-HRSA Center for Integrated Health Solutions, National Council for Behavioral Health

C22. The Treatment of Psychosis at Onset—Avoiding Long-Term Disability
Room: Sarasota 1-3

A Recovery After an Initial Schizophrenia Episode (RAISE) Connection program in New York, funded by the National Institute of Mental Health, led the state of New York to develop OnTrackNY, an innovative treatment program for adolescents and young adults experiencing their first episode of psychosis. Discuss the challenges and opportunities in the development of these programs as they relate to the entire state and a national training effort. Hear the perspective of an agency and clinician providing OnTrack Services.

Track: Clinical Practices
Lisa Dixon, Columbia University Medical Center; Tia Dole, MHA of Westchester, NY; Doris Schwartz, MHA of Westchester, NY
INNOVATION SHOWCASE

12:45 PM – 1:45 PM

Room: Tampa 1-2

Innovation delivery in five minutes. Be inspired by trendsetters and some of the greatest innovators in behavioral health about their distinctive, successful programs in short, dynamic presentations.

Honoring Cop Culture

PRESENTER: Rodrigo Olivares, Crisis Response Network, Inc.

Cultural misunderstanding between behavioral health crisis staff and law enforcement can create unintended barriers during police handoffs. Educating behavioral health providers on law enforcement’s perspective is vital to partnership. Learn how a “cop culture 101” training for behavioral health staff can promote cultural consciousness, increasing opportunities for diversion and improving outcomes.

The Inspiration Project: Stories That Strengthen Us

PRESENTER: Sandy Carlson, Porter-Starke Services

Humans are wired for storytelling, and how you tell your organization’s story matters when it comes to engaging stakeholders in your mission. Learn how to use the Inspiration Project model to energize your organization and community around your vision and create something inspiring that contributes to the health and wellbeing of your community.

Application: Transforming with Tech

PRESENTER: Abigail Hirsch, myStrength, Chuck Tepper, myStrength

The behavioral health landscape constantly evolves. Health care reform, increased demand for services and the ever-changing reimbursement landscape demand that we keep our practices on the cutting edge. Learn how consumer-facing technology “apps” can help payers and providers meet consumer demand, extend access to treatment and improve outcomes.
Play By the Rules: Creating an HBCS Compliant Care Plan

PRESENTER: David Bucciferro, Foothold Technologies

In 2014, the Center for Medicaid and Medicare Services (CMS) finalized 1915(i) Home and Community-Based Services rules allowing states to propose plans for recovery-oriented services, including self-directed care and peer-delivered supports. While many states submitted plans, creating “person-centered” plans that meet CMS’ standards can be challenging. Learn to navigate the HCBS option so you can play by the rules.

Virtual Counseling: Overcoming Barriers to Access

PRESENTER: Jim Wallis, Preferred Family Healthcare

Virtual counseling brings treatment to individuals who are unable to access services otherwise. And by creating realistic and immersive virtual office spaces, professionals and consumers can meet collaboratively as “avatars,” and participants can access individual and group counseling activities in real time. Learn how to employ virtual counseling and hear how it can improve care quality.

Wise Up: How We View Workforce Development and Why It Matters

PRESENTER: Kristi McClure, Relias Learning

What is the perceived value of training and workforce development? What are existing training programs’ perceived strengths and weaknesses? These are just a couple of the questions Relias Learning answers in its 2015 State of Training report. Walk through the key findings and hear how to re-think your organization’s training and staff development.

Excelling With the Five Percent: Serving Medicaid “Superutilizers”

PRESENTER: Christina VanRegenmorter, Centerstone

A mere five percent spends more than half of all Medicaid dollars. Serving these “superutilizers” is important to succeed in value-based pay for performance contracts. Since most have complex behavioral and physical health needs, developing targeted integrated care models is vital. Review the features of tested clinical models and the steps needed to develop, implement and evaluate your own models.
TLUNCH1. Gender Matters: Supporting Women with SUDs/CODs

As behavioral health organizations respond to changes in health care delivery, women with addictions and co-occurring disorders will increasingly be served in co-ed outpatient environments. However, most research on effective services focused on gender-specific programs. Although some women require all-women programs, others can thrive in co-ed settings. Discuss the core competencies you need to address the specific needs of women and strategies to implement gender-responsive, trauma-informed co-ed services. Also hear how one large behavioral health agency worked across programs to ensure services were gender, culture and co-occurring responsive, while also preparing to integrate into the new health care environment.

Track: Addiction and Co-occurring Disorders
Kimberly Bond, Mental Health Systems and Novata Behavioral Health; Deborah Werner, Advocates for Human Potential, Inc.

TLUNCH2. What Do You Really Know About Recovery Support?

What is your agency doing to support people in recovery? There are many myths about what is and what is not recovery support. Join a conversation with Tom Coderre, Senior Advisor at SAMHSA, and Keris Myrick, Director of the Office of Consumer Affairs, CMHS — both long time advocates for people in recovery. Take home information on what people really need, what you can put in place and how you can finance these essential services.

Track: Addiction and Co-occurring Disorders
Tom Coderre, Substance Abuse and Mental Health Services Administration (SAMHSA); Keris Myrick, Center for Mental Health Services, SAMHSA

TLUNCH3. Safe and Effective Use of MAT: Tools for Providers

In 2012, drug overdose was the leading cause of accidental death in the U.S. It caused more deaths than motor vehicle accidents. Pharmaceutical drug misuse resulted in nearly 1.5 million ED visits in 2011. This is a problem of grand scale. Medication-assisted opiate treatments are one of the effective treatments that are under-utilized, in part, because of lack of availability but also due to a lack of acceptance on the part of the treatment community. The Provider Clinical Support System for Medication-Assisted Treatments, PCSS-MAT, a SAMHSA-funded initiative, provides a wealth of resources for the treatment community. The PCSS-MAT mission is to increase awareness of the complexities of these treatments and, thus, improve safe access for patients. This presentation will review the current practices of MAT and how the PCSS-MAT can assist in providing evidence-based care to the patient.

Track: Clinical Practices
Stephen Wyatt, Carolinas Healthcare System
**TLUNCH4. Could You Benefit from Your Own Foundation?**

Room: Tallahassee 1-3

Does your organization have a private foundation or have you thought about creating one? Network with others who either have or are thinking of creating a foundation. Learn the benefits of raising private funds that will benefit special initiatives and service expansion. Hear success stories of how your peers have raised private funds and invested them in a private foundation.

**Track: Finance and Payment Redesign**

Catherine Carlton, MHMR of Tarrant County; Gina Nikkel, Foundation For Excellence in Mental Health; Mary Rainwater, Independent Consultant to Health and Philanthropy Organizations; Betsy Schwartz, National Council for Behavioral Health; Fran Silvestri, International Initiative for Mental Health Leadership

**TLUNCH5. Integration: Walking the Talk**

Room: Destin 1-2

There are many conceptual models and ways to clinically integrate behavioral health with physical health care. The challenge becomes combining service operations and bringing together different cultures. As one Missouri community mental health center became a FQHC and added primary health care and dentistry to its menu of services, it had to work towards changing its culture and focusing on integration at all levels. Learn their lessons learned and hear about their obstacles, barriers and positive outcomes that resulted from their efforts to fully integrate within one organization.

**Track: Health Care Integration**

Nancy Gongaware, Crider Health Center; Katrina McDonald, Crider Health Center

**TLUNCH6. Integration Starts with a Nurse**

Room: Palm Beach, Lobby Level, Hotel Side

Join a discussion on nurses’ emerging and changing role in the integrated behavioral health setting. The new models of care — health homes, integrated care, care coordination models — all include a strong nursing component, but there is still a lack of clarity about what the role and value of nursing really is. Explore current thinking around patient-centered, integrated care and the unique contributions of registered nurses and advance practice nursing, as well as the challenges to fitting APN skill sets in a variety of integrated care settings.

**Track: Health Care Integration**

Joan Kenerson King, National Council for Behavioral Health; Mary Ann Nihart, San Francisco Veteran Affairs Health Care System

**TLUNCH7. Facing Drugs Head-On: A Public Health Approach to Addressing Prescription Drug Abuse**

Room: Orange Blossom Ballroom, Lobby Level, Hotel Side

Drugged driving is an emerging problem requiring better understanding. Effective enforcement approaches that reduce the prevalence of drunk driving do not adequately deal with drugged driving and existing data systems describing the nature and extent of drugged driving fail to fully inform policy and programs. Discuss the importance of addressing drugged driving, learn about the Drugged Driving National Minimum Data Set (DDMS), an emerging tool to fully inform policy issues and hear about the limitations of regulatory and law enforcement-focused responses.

**Track: Population Health**

Shelina Foderingham, National Council for Behavioral Health; Bradford Hart, Carnevale Associates, LLC; Richard Landis, Advocates for Human Potential
TUESDAY LUNCH ‘N’ LEARNS  

**TLUNCH8. CIT and Mental Health First Aid: A Tale of Two Trainings**  
Room: Daytona 1-2

More and more jurisdictions require public safety staff to train in responding to individuals experiencing mental illnesses and addictions. The most comprehensive and established program is the 40-hour crisis intervention training (CIT). A new addition to the training menu, and a frequent compliment to CIT, is the eight-hour Mental Health First Aid for Public Safety course. Hear from representatives from both programs to explore the history, methods and appropriate application of each. Learn about the content, exercises and how you can introduce these programs into your community.

Track: Criminal Justice  
Joe Coffey, Warwick, Rhode Island Police Department; Bryan Gibb, National Council for Behavioral Health; Nick Margiotta, CIT International

**TLUNCH9. Crisis Responders Town Hall**  
Room: Miami 1-3

In 2014, eight states were investing hundreds of millions with a new level of expectation for psychiatric crisis services, crisis stabilization facilities, mobile crisis and high-tech crisis call centers. These services must quantify both their outcomes and cost-avoidance. Join colleagues from around the country committed to improving crisis services for people with mental illnesses and addictions to review a national survey of crisis services and plan next steps. Also, gain support in building your own rapid action plan and business case and improve your results quickly and inexpensively while meeting funding expectations. Lunch provided in the room.

Track: Crisis Response Services  
David Covington, Recovery Innovations; Cheryl Sharp, National Council for Behavioral Health; Becky Stoll, Centerstone

**TLUNCH10. 6th Annual Children’s Behavioral Health Roundtable**  
Room: Sun A

Child-serving behavioral health organizations are on the frontlines of improving treatment access and care quality. Yet, many challenges remain as our health care system undergoes unprecedented changes, with shifts in coverage trends, revenue and the rise of value-based purchasing. Join a roundtable discussion to network with colleagues, share success stories and learn how other organizations have met these challenges head-on. Also, hear about the National Council’s upcoming child-focused initiatives and share your input on how the National Council can best support your clinical and operational practices. Lunch will be provided in the room. RSVP required (send to rebeccaf@thenationalcouncil.org).

Track: Children and Youth  
Rebecca Farley, National Council for Behavioral Health
**TUESDAY LUNCH ‘N’ LEARNS**

**TLUNCH11. Bridging Public Health — Behavioral Health Partnerships**

With ACA implementation, greater focus lands on achieving the triple aim of better care, lower costs and improving population health. While this provides an opportunity for the integration of behavioral health with population health initiatives, providers lack the tools, resources and strategies to support integration. There is a need for neutral, third party organizations to facilitate long-term, sustainable collaboration. Public health institutes — nonprofits that improve the public’s health by fostering innovation, leveraging resources and building partnerships across sectors — can play this intermediary role. Learn practical strategies, tools and resources from collaborations that have directly supported population health and integration strategies.

**Track: Population Health**

Shelina Foderingham, National Council for Behavioral Health; Lisa Gentry, Louisiana Public Health Institute (LPHI); Erin Marziale, National Network of Public Health Institutes; Jennifer McKeever, National Network of Public Health Institutes; Astrid Prudent, Georgia Health Policy Center

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**TLUNCH12. Ninja Marketing: Cheap (or Free) Tools to Reach Your Audiences**

Quality marketing and communications doesn't always have to cost an arm and a leg. Join the National Council’s Vice President of Communications Heather Cobb for a fun and engaging session to learn about some of the best marketing hacks out there — free and bargain apps and online resources to get your messages out, streamline your life, become more efficient and organized and become more awesome at work and home.

**Track: Marketing and Branding**

Heather Cobb, National Council for Behavioral Health

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**TLUNCH13. Why People Follow: Developing Trauma-Informed Champions**

Gallup Poll results demonstrate that people follow leaders for four reasons: trust, compassion, stability and hope. Explore how these qualities inspire individuals to become part of trauma-informed organizational culture change. Communicating for staff and organizational buy-in is a key component to developing internal and external trauma champions. Discover your personal leadership qualities and how you can engage others in becoming trauma-informed champions and leaders of change.

**Track: Trauma-Informed Care**

Megan Kelly, Navos Mental Health Solutions; Linda Ligenza, National Council for Behavioral Health; Allison Sampson-Jackson, Integration Solutions, Inc., Trauma Holistic Care, Inc.
TUESDAY POSTERS

2. The Five Percent: Advance Wellness for SuperUsers
Christina VanRegenmorter, Centerstone

4. Taking on Collaborative Payment to Integrate Care for Underserved Populations
Heather Geerts, Zumbro Valley Health Center

6. Transition Youth to Adulthood with Cross-System Implementation of TIP
Stacey Cornett, Muskegon County Community Mental Health Services; Kelly France, Muskegon County Community Mental Health Services

8. The Power of Peers as Community Educators
Fatima Dakroub, Community Network Services, Inc., N/A; Malkia Newman, Community Network Services, Inc., N/A

10. Transforming Health Care through Integration
Brian Villegas, MHMR Tarrant County; Karyssa Walsh, MHMR Tarrant County

12. Gaining Social Inclusion through Self-Directed Care
Patrick Hendry, Mental Health America

14. Eye Movement Desensitization and Reprocessing: An Effective Adjunct Therapy
Cyndi Muhlbauer, Lutheran Family Services; Ben Czyz, Lutheran Family Services of Nebraska, Inc.

16. Growing Your State’s Next Generation of Behavioral Health Providers through Mentorship and Web Conferencing Technology
Heidi Keeler, Behavioral Health Education Center of Nebraska (BHECN), University of Nebraska Medical Center; Ann Kraft, Behavioral Health Education Center of Nebraska; Howard Liu, University of Nebraska Medical Center

18. Move Patient Outcomes toward Wellness and Recovery (mPOWR)
Bob Bennett, Felton Institute; Melissa Moore, Felton Institute

20. Make It Work! Community Mental Health and the ACA
Catherine Johnson, Wasatch Mental Health; Juergen Korbanka, Wasatch Mental Health

22. Gather Practice-based Evidence Even EBP Fans Will Respect
Jessie Everts, Wayside House, Inc.
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<td><strong>Building Blocks: Specializing Programming for Pregnant and Postpartum Women</strong></td>
<td>Heather Clavette, River Region Human Services</td>
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<td><strong>Succeed With Your State Senators: Eight Tips for Advocating for Change</strong></td>
<td>Amy Holmes, Behavioral Health Education Center, University of Nebraska Medical Center; Jill Westfall, Behavioral Health Education Center, University of Nebraska Medical Center</td>
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<td><strong>Sustain Innovation: Cultivate a Peer Workforce</strong></td>
<td>Jonathan Edwards, Parachute NYC, NYC Dept. of Health &amp; Mental Hygiene; David Lee, NYC DOHMH</td>
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<td><strong>Advancing a Health and Safety Culture: The “Triple Aim + 1” in Practice</strong></td>
<td>Christy Beaudin, Prototypes; Jennifer Roecklein, Prototypes</td>
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<td><strong>Implement the Managing Entity Model: Cross the Broad Spectrum with a Community Focus</strong></td>
<td>Doris Nardelli, Central Florida Behavioral Health Network Inc</td>
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<td><strong>Integrated Care: The Neck that Connects the Brain and the Body</strong></td>
<td>Marianne DiMatteo, Community Guidance Center; Lexi Miller, Community Guidance Center</td>
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<td><strong>Treating Mental Illnesses? There is an app for that!</strong></td>
<td>Ganesh Gopalakrishna, University of Missouri-Columbia</td>
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<td><strong>The Power of Zero: Mobilize Your Community to Prevent Suicides</strong></td>
<td>Suzanne Clifford, Community Health Network; Kim Walton, Community Health Network</td>
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<td><strong>Transform Your Workforce: Integrate Peers and Non-Peers</strong></td>
<td>Kendall Atterbury, Community Access, Inc; Lynnae Brown, Community Access, Inc</td>
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<td><strong>Virtual Mobile Crisis Intervention: A Powerful Collaboration with Law Enforcement Collaboration</strong></td>
<td>Jim Rives, Burrell Behavioral Health; Paul Thomlinson, Burrell Behavioral Health</td>
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<td>44.</td>
<td><strong>How to Sustain Evidence-based Practices in Your System of Care</strong></td>
<td>Nicole Lawson, Oakland County Community Mental Health Authority</td>
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<td>46.</td>
<td><strong>Strengthen Your Consumer-run Programs with Outcome Measurements</strong></td>
<td>Suzanne Legander, S.T.A.R. Stand Together &amp; Recover Centers, Inc.; Catherine McKay, ASU Center for Applied Behavioral Health Policy</td>
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**TUESDAY POSTERS**

**12:45 PM ~ 1:45 PM**

National Council Marketplace, Exhibit Hall D-F, Lower Level

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**48. It is Not Necessary to Change. Survival Isn’t Mandatory.**

Rochelle Doan, Kitsap Mental Health Services; Joe Roszak, Kitsap Mental Health Services

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**50. The Best Behavioral Health Intervention for Frequent ER Users**

Ann Allen, Harborview Medical Center

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**52. Use Report Cards to Monitor Quality and Sustain Innovation**

Julienne Giard, CT Dept of Mental Health & Addiction Services

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**54. One Size Fits None: Individualized Approaches to Building a Recovery Community**

Holly Fitting, The Providence Center; James Gillen, The Providence Center

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**56. Stopping Youth Addiction: The Power of Prevention and Early Intervention**

Tera Bianchi, Community Catalyst

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**58. How Can You Integrate Occupational Therapy into Clinical Practices?**

Mary Colleran, Trilogy Behavioral Healthcare; Sara Gotheridge, Trilogy

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**60. Adapting Lessons Learned about Technology Adoption in Business to Assist Substance Abuse Treatment Providers in Promoting the Use of Technology-Based Interventions**

Terra Hamblin, National Frontier and Rural ATTC; Wendy Woods, National Frontier and Rural ATTC

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**62. Trauma-Informed Leadership — Even During Organizational Crisis?**

Christina Hemmer, Dakota Boys and Girls Ranch

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**64. It’s Easy, Efficient and Effective: Statistical Process Control as a Quality Assurance Strategy**

Paul Thomlinson, Burrell Behavioral Health; Matthew Underwood, Burrell Behavioral Health

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**66. You CAN Engage SuperUsers in Care Management: Use Mobile Technology**

Tamara Gavin, Magellan Healthcare, Magellan Behavioral Health of Nebraska; Andrew Shapiro, Magellan Healthcare, Magellan Behavioral Health of Nebraska

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**68. The HIV-Informed Model: The Golden City’s Best Practices for Integrating Care**


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**70. Don’t Send Me to the ER! Integrating Triage and Crisis Residential Services to Decrease Psychiatric Hospitalization**

Anne Fridh, Rosecrance Health Network
Actress. Advocate. Activist. Join Golden Globe winning actress Ashley Judd as she shares her personal experiences with depression, childhood trauma, addiction and the need to expand Americans’ access to high-quality, effective treatment.

A passionate advocate for the underrepresented, Judd believes in giving voice to people and their struggles in both her movies and her advocacy, saying, “The more we hear their stories, the more motivated we are to heal them and the social systems that victimized them in the first place. I believe with all my soul that the art of compassionate witnessing is at the core of global change and peace building.”

Judd has traveled the world to do international public health work on all fronts. Whether it’s on behalf of a patient dying from a preventable illness a world away or on behalf a family struggling to find clean drinking water in Appalachia, Judd tirelessly works for vulnerable yet remarkably resilient populations.

Where do we stand on mental health and addictions in 2015? Join us as we get down to brass tacks on the state of behavioral health today with the help of Ashley Judd, Golden Globe winning actress and passionate advocate for vulnerable and underrepresented populations; Patrick Kennedy, former Rhode Island Congressman and staunch addiction, mental health care and parity advocate; brain research crusader and political game changer; and David Satcher, former Surgeon General of the United States whose groundbreaking reports in the 90s demonstrate a commitment to eliminating health disparities for underserved groups and shedding light on neglected issues, such as mental health and suicide.

Track: Public Policy

Moderated by Steven Clemons, managing editor of The Atlantic, panelists will discuss what we can anticipate and expect — even demand — of behavioral health care in the future.

Ashley Judd, Patrick Kennedy, David Satcher
Understood best through its motto “enlighten us, but make it quick,” these presenters, selected through a competition, share their personal and professional passions in exactly five minutes.

Room: Tampa 1-2

**Carl Clark, Mental Health Center of Denver**

Research speaks to the importance of eating together, but what does it really mean for you and your family’s health and wellness? Hear from Mental Health Center of Denver CEO Carl Clark about the importance of eating meals together as a family.

**Isabella Morgia di Vicari, Chef**

As a personal chef and owner of two restaurants in Orlando, Chef Isabella is passionate about food, but also something much more. Hear how she and her husband developed a culinary program for the kids in her community to bring families “back to the table.”

**Rebecca Farley, National Council for Behavioral Health**

Democracy is dead — or is it? Learn from Rebecca Farley, Director of Policy and Advocacy at the National Council for Behavioral health, how in an ever changing political landscape, you can use the discourse to further your cause.

**Ji-Hae Park, Violinist**

As she rose to fame as a world class violinist, Ji-Hae battled severe depression. Rediscovering the power of music along the way, she learn how the violin saved her life and reached people everywhere with her music, changing perspectives of classical music along the way.
TUESDAY “D” WORKSHOPS 3:45 PM – 4:45 PM

D1. “Must Have” Business Skills in an Ever Changing World
Room: Naples 1-2

Parity implementation, Medicaid expansion and commercial insurance reforms have brought unprecedented change, creating opportunities — and challenges— to providers. Self-assessment data indicates that many providers lack the skills to develop business plans, negotiate contracts, set up billing systems, determine service cost and pricing and address intake procedures to check individuals’ coverage eligibility. BHbusiness, fully funded by SAMHSA, offers cutting-edge support to position organizations to maximize these new opportunities. Learn how the basic provisions in health reform affect your ability to provide services, discover the business practices needed for transition and see how BHbusiness can improve your action plan for agency transformation.

Track: Addiction and Co-Occurring Disorders
Deb Freed, Freed Communications; Nina Marshall, National Council for Behavioral Health; Michael Owen, Jordan Institute for Families, UNC Chapel Hill; Becky Vaughn, National Council for Behavioral Health

D2. No Money No Mission: Small Addictions Organizations Surviving and Even Thriving
Room: Destin 1-2

Learn how two addictions providers are using their experience-based perspectives on important operational and business planning questions such as the seven operational and service delivery value elements required for specialty providers in today’s health care environment; how specialty providers should focus on collaborations, partnering and merging; the “corporate culture” that you have experienced and the solutions you have developed to address challenges; and the things that have been the most helpful to you as a leader in health reform. Come armed with questions and ready for dialogue.

Track: Addiction and Co-Occurring Disorders
Joe Johnston, Catalyst Behavioral Services; David Lloyd, MTM Services, LLC; Michael Schwend, Preferred Family Healthcare

D3. Trauma-Informed Approaches for Child and Family Serving Agencies
Room: Sun A

Child- and family-serving agencies face unique and challenging dynamics. Highly vulnerable populations, intense systems’ regulation, passionate stakeholder scrutiny and high staff turnover are just a few of the challenges agencies that serve children and families face. These challenges make it critical for them to embrace trauma-informed approaches in their everyday work. Learn about the critical elements of applying trauma-informed care approaches within the context of child- and family-serving agencies.

Track: Trauma-Informed Care
Karen Johnson, National Council for Behavioral Health
D4. Keys to Maintaining Long-Term Financial Viability: Wall Street’s Perspective on Partnerships, Affiliations & Mergers

With the speed of change in our health care systems, organizations must consider partnership as a key sustainability strategy. As organizations consider integrated care models, the impact of the Affordable Care Act and development of accountable care organizations, the ability to survive in a competitive market is crucial. Mergers and acquisitions in the behavioral health sector are increasing, for both for-profit and nonprofit organizations. Engage with a panel that has participated in the spectrum of affiliation activity. Discuss criteria to evaluate whether a particular partnership is appropriate, behavioral health valuation trends, transaction considerations and key transaction process success factors.

Track: Board Governance

Joseph Beck, Raymond James; Steve Davidson, Acadia Healthcare; Jonathan Evans, Safe Harbor Behavioral Health, InnovaTel Telepsychiatry LLC; James Fiorenzo, UPMC Hamot; John Stupak, Sequel Youth and Family Services

D5. Certified Community Behavioral Health Clinics and Quality: It Matters!

The federal government is investing $1.1 billion in certified community behavioral health clinics (CCBHCs) during a time of fiscal austerity and continued federal cutbacks. Why? It’s simple — Congress has enough confidence in the nation’s behavioral health network to test whether a CCBHC program can affect the morbidity and mortality of people with mental illnesses and addictions. Explore the CCBHC program through a triple-aim, quality improvement lens and address what the CCBHC legislation says about quality and performance measurement, what states and providers will be required to measure and how providers can prepare NOW to meet the forthcoming CCBHC quality requirements.

Track: Certified Community Behavioral Health Clinics

Dale Jarvis, Dale Jarvis and Associates; David Swann, MTM Services, LLC

D6. A Cautionary Tale and a Happy Ending

Join Harold Koplewicz as he interviews Ben Shapiro, a young man successfully treated for obsessive-compulsive disorder (OCD) with the cognitive behavior therapy (CBT) technique called exposure and response prevention (ERP). This revealing discussion will touch on the experience of CBT as seen through the patient’s eyes, OCD’s progression and effects and how young people affected by mental illnesses can become patient advocates.

Track: Children and Youth

Harold Koplewicz, Child Mind Institute; Benjamin Shapiro

D7. 20 Daily Living Activities That Must Be Assessed

A key challenge to integrated health care reform and behavioral health parity movements is increasing the accountability, consistency and quality of services by advocating for the identification and adoption of outcome measures. Another need is to identify key gaps
TUESDAY “D” WORKSHOPS

in clinical practices and needs assessments for integrating care. Learn about the effectiveness of the DLA-20, an evidence-based tool proven to increase consistency among all providers in assessing challenges of illnesses and, over repeated measures, service outcomes. Composite scores estimate severity of illness modifiers for ICD-10, support prescribers’ need for whole health information and meet clinical and client needs for treatment plan involvement.

Track: Clinical Practices
Willa Presmanes, MTM Services, LLC

D8. Things I Wish I Knew Before I Was CEO
Room: St. George 106, Lobby Level, Hotel Side

Do you aspire to be a long-tenured CEO? Join three leaders who have each been a CEO for more than 25 years and pick up on lessons that they've learned along the way, including those they wish they knew way back when. Discuss their insights about the care and feeding of a healthy organization, the messages they would send to their younger selves, how they learned to succeed with 15-20 bosses (boards of directors), how they've come to accept that they are their organization's public face, what they know about applying “dispassionate compassion” and attaining a work-life balance.

Track: Workforce, Management, and Leadership
Susan Blue, Community Services Group; Gail Hutchings, Behavioral Health Policy Collaborative, LLC; Tony Rothschild, Common Ground; Dale Shreve, Mental Health Corporations of America

Room: Sun B

Schizophrenia rates in jails and prisons far exceed those of the public. Effective treatment is often complicated by justice system involvement, hospitalizations, unemployment, addiction and unstable living conditions. Recent treatment advancements, like long-acting injectable (LAI) medications, show improved adherence to treatments and better outcomes for individuals. Unfortunately, behavioral health providers have limited experience using LAIs. At the organizational level, providers need knowledge about engaging patients in treatment options discussions, ordering supplies, stocking and paying for LAIs and proper facilitation of “injection clinics.” Learn how LAIs can benefit the justice population and strategies for implementing LAIs into their organizations.

Track: Criminal Justice
Larry Alphs, Janssen Pharmaceutical Companies; Joseph Bona, DeKalb Community Service Board; Rick Hankey, LifeStream Behavioral Center; Alanna Tievsky, National Council for Behavioral Health

D10. Transformational Crisis Services: Peers Bring Unique Mix of New Approaches
Room: Sun 4-6

There are many peer-run and peer-operated alternatives to psychiatric hospitalization. Gain insight into these peer approaches, including peer-run respite, warm lines and wellness centers. Learn about outcomes and lessons learned at one peer-run respite program in Massachusetts that provides balance and support to turn what is often referred to as a “crisis” into an opportunity for learning and growth. Take a dive into how recovery and resilience principles are incorporated into these models. Learn about financing strategies, options for peer training and the role of peer approaches in a comprehensive crisis service system.

Track: Crisis Response Services
Sera Davidow, Western Mass Recovery Learning Community; Thomas Lane, Magellan Health
TUESDAY “D” WORKSHOPS

D11. Mastering Back Office Operations
Room: Tallahassee 1-3

Many mental health and addiction care providers are witnessing dramatic shifts in their payer mixes that require a streamlined business approach to managing the back office — whether through the Medicaid expansion or through the health insurance exchanges. Join this discussion about the tremendous growth in newly insured individuals and how it creates overwhelming pressure to provide high-quality services, customized to the individual, while maintaining financial and operational practices that comply with insurance billing requirements. Learn how to enhance your back office functions to support the services it provides, while preserving a focus on clinical quality improvement.

Track: Finance and Payment Redesign
Michael Flora, Ben Gordon Center, MTM Services, LLC, National Council for Behavioral Health

D12. The Power of Partnerships: Hospitals and Community Behavioral Health Organizations
Room: Exhibit Hall A, Lower Level

Driven by Medicare and other health care payers, service and financing transformation is moving toward population health, accountable care and cost efficiency. Health care organizations — large and small — are examining the new landscape and seeking new partnerships. Where do community behavioral health organizations fit in? What unique value do they bring to accountable care organizations, integrated care delivery systems and hospitals? How can they translate potential value into an imperative that will drive hospital-owned and other health systems to do business with them? Join representatives from health care systems who have begun to answer these questions.

Track: Finance and Payment Redesign
Barbara Daire, Suncoast Center, Inc.; Dennis King, Maine Behavioral Healthcare; Doug Leonardo, BayCare Behavioral Health; Jeffrey Walter, Rushford, Hartford HealthCare

D13. Assessing Integration Readiness
Room: Palm Beach, Lobby Level, Hotel Side

A common question for organizations working in integration is “what’s next?” Organizations often want to know where they rank in their integration efforts and what the next steps are to expand integration. Whether you’re just starting out or well on your way, valuable tools are available to help you assess your organization’s readiness, capacity and resources for integrated health care. Come learn about the tools and decide which one you’ll implement when you get back home.

Track: Health Care Integration
Andrea Auxier, Beacon Health Options; Jeff Capobianco, National Council for Behavioral Health; Jeanette Waxmonskey, Colorado Access, University of Colorado School of Medicine
TUESDAY “D” WORKSHOPS

**D14. How to Give the Presentation of Your Life**

Room: Orange Blossom Ballroom, Lobby Level, Hotel Side

Per the Sandusky Group mantra, “We all communicate for a living.” TV and radio broadcaster Gerry Sandusky helps professionals in all industries learn to communicate more effectively in person, to command an audience and to turn presentation and media anxiety into opportunity. Sandusky’s keys to giving the best presentation of your life will elevate your success and make you shine.

**Track: Marketing and Branding**

Gerry Sandusky, The Sandusky Group

**D15. Transforming Your Brand with Stories**

Room: Emerald 4, Pool Level, Hotel Side

Organizational storytelling is an essential skill for developing trust, conveying values, sharing knowledge and solving challenges. Join the National Council’s Alicia Aebersold, Senior Vice President of Communications and Strategic Development, to discuss narratives and communication, to learn why creating an organizational narrative rooted in your organization’s culture will make your brand more appealing and more engaging to your community and hear tips on how to do it.

**Track: Marketing and Branding**

Alicia Aebersold, National Council for Behavioral Health

**D16. Implementing Technology to Support Treatment and Care Management: Promise and Lessons Learned**

Room: Sun C-D

The proliferation of new technologies in health care is rapid and unstoppable. Increasingly, behavioral health providers are recognizing that these new innovations augment current models of care and improve consumer engagement in treatment and care management. However, adoption of new technology requires organizational commitment and a willingness to adapt. Learn about two promising technology platforms that support behavioral health consumer engagement and self-management and explore motivation for adoption, implementation and lessons learned.

**Track: mHealth**

Donald Bux, University Behavioral Associates, Montefiore Medical Center; Henry Chung, Albert Einstein College of Medicine; Jeff Richardson, Mosaic Community Services, Inc.

**D17. Let’s Join the Rest of Health Care: Collaborative Documentation**

Room: Emerald 8, Pool Level, Hotel Side

Is your organization fully implementing collaborative documentation? If not, why not? Overwhelmed clinical staff, managers and leaders often cite not having the time for collaborative documentation implementation given the multiple change initiatives that demand their time. Ironically, collaborative documentation is the only initiative that actually gives time back and creates clinical capacity. In general health care, documentation is nearly always completed at the point of service. Explore the similarities and differences between collaborative documentation and concurrent documentation in both general and behavioral health practices. You’ll be asking “Why aren’t we doing this?” when you leave the room.

**Track: Organizational Excellence**

Bill Schmelter, MTM Services, LLC
TUESDAY “D” WORKSHOPS

D18. Same Day Access Isn’t As Hard As You Think

Room: St. George 104, Lobby Level, Hotel Side

Hundreds of organizations across the nation have made same day access a reality for their organization, greatly improving consumer engagement and satisfaction, and so can you! Using knowledge gained from more than 500 same day access transitions, explore the steps to same day access and focus on strategies to ensure its long-term sustainability. If integrated care is your future, then same day access is not only a good idea, but will be a requirement. Let us help you get there.

Track: Organizational Excellence

Joy Fruth, MTM Services, LLC; Scott Lloyd, MTM Services, LLC

D19. Despite the Odds: Helping Communities Improve the Behavioral Health Services Continuum

Room: Miami 1-3

The increasingly competitive health care environment requires innovative partnerships with nontraditional stakeholders to further improve service access and quality, client outcomes and cost effectiveness. Join an indepth look at innovative partnerships that were built in two different states —Connecticut and Louisiana — to improve the behavioral health services continuum. Explore innovative partnerships that more effectively managed the health of populations identified as high-risk, high-cost and that addressed over-utilization of emergency departments and long wait times for community-based services, increasing access to integrated care.

Track: Population Health

Heather Farb, Louisiana Public Health Institute; Shelina Foderingham, National Council for Behavioral Health; Lisa Gentry, Louisiana Public Health Institute; Kim Nelson, Wheeler Clinic; Susan Walkama, Wheeler Clinic

D20. Mental Health First Aid: The Coca-Cola of Behavioral Health Education

Room: St. George 108, Lobby Level, Hotel Side

Come meet ALGEE and Mental Health First Aid instructors to get your questions answered about Mental Health First Aid. Some of our star instructors, staff and partners will answer any question — anything from how to get trained to how to get funding for your local program. (And get your picture taken with ALGEE.)

Track: Prevention, Peers, and Recovery

Arthur Evans, Philadelphia Department of Behavioral Health and Intellectual disAbility Services; Patrick Kennedy, Former Member, US House of Representatives, One Mind; Betsy Schwartz, National Council for Behavioral Health


Room: St. George 112, Lobby Level, Hotel Side

Five years after passing Congress, many of the Affordable Care Act's key provisions are now being implemented. You’ve heard a lot about the law’s coverage expansions and controversies, but how exactly will it affect your organization? Join ACA experts from the Legal Action Center to hear the latest on ACA implementation for people with mental illnesses and addiction service needs, including those involved in the criminal justice system, and on work to reduce the legal and policy barriers facing people in recovery.

Track: Public Policy

Gabrielle de la Gueronniere, Legal Action Center; Paul Samuels, Legal Action Center
TUESDAY “D” WORKSHOPS

3:45 PM – 4:45 PM

**D22. Motivational Interviewing**

Room: St. George 114, Lobby Level, Hotel Side

Many of us have had some training in motivational interviewing, but how is it successfully applied in the integrated setting? Health behavior change is the focus of most of the work that is done in integrated health care. Learn how to apply motivational interviewing techniques to the tough issues of smoking cessation, diabetes control, diet and exercise for people living with serious mental illnesses.

**Track: Clinical Practices**

Pam Pietruszewski, National Council for Behavioral Health

**D23. EHRs and Organizational Change**

Room: Sanibel 1-3

Electronic health records are all anyone can talk about. However, selection and implementation is not the most important — or even the first — step. First, leadership must know why and how they will use EHRs and what that means. They must conceptualize the end game and know how the work product will change. This requires the entire leadership team’s input. Has your organization taken the proper steps to understand how an EHR will change workflow and operations? Chat with leaders in different roles and implementation stages about what works, what doesn’t and what they wish they knew before adopting one.

**Track: Health Information Technology**

Ravi Gavesan, Core Solutions, Inc.; Steve LaFleur, Grand Lake Mental Health Center Inc; Melissa Larkin-Skinner, Manatee Glens, Specialty Hospital and Outpatient Practice

**D24. Preventing Psychosis in Young People – Can it Be Done?**

Room: Sarasota 1-3

What are the theoretical basis and assessment methods for treatment to prevent the initial episode of psychosis? What's the current evidence for treating youth prior to onset? Join a discussion about incidence reduction in Portland, Maine and results from a national, six-city controlled effectiveness trial and implementation across four large counties in California. Also, hear about Oregon’s experience with moving from a five-county first episode program to a statewide program that includes psychosis risk syndrome. Learn the factors to consider when deciding to implement these approaches, as well as the ongoing benefits and challenges, including ethical and practical considerations.

**Track: Clinical Practices**

Steve Adelsheim, Department of Psychiatry and Behavioral Science, Stanford University School of Medicine; William McFarlane, Tufts University School of Medicine, Maine Medical Center Research Institute; Tamara Sale, Portland State University Regional Research Institute
Join the Celebration of Excellence to recognize the Advocacy Leadership, Impact and Inspiring Hope honorees.

Each year, the National Council for Behavioral Health honors those who inspire and lead us through their tireless efforts to improve the lives of individuals living with mental illnesses and substance use disorders.

The Celebration of Excellence Awards Dinner honors the innovative and inspirational efforts of individuals and organizations — staff, board leaders, volunteers, consumers, families and community partners — who are changing the lives of children, adults and families living with mental illnesses and addictions.

Join us in recognizing all 19 honorees, buy tickets at Conference Registration.

Learn more at www.thenationalcouncil.org/Awards
CONGRATULATIONS TO THE 2015 AWARDS OF EXCELLENCE HONOREES!

**Inspiring Hope Awards**

**Artistic Expression**
PSA Art Awakenings, Phoenix, AZ

**Doc of the Year**
Scott Zeller, Chief, Psychiatric Emergency Services, Alameda Health System, San Leandro, CA

**Employment**
The Mission Continues, New York, NY

**Integration & Wellness**
LifeworksNW, Portland, OR

**Mental Health Professional of the Year**
Marcia Gonzalez Monroe, Vice President of Network Development & Clinical Services, Central Florida Behavioral Health Network, Inc., Tampa, FL

**Peer Specialist of the Year**
Dina Tyler, Coordinator of Peer and Family Support Services, PREP Alameda County, Felton Institute, San Francisco, CA

**Public Education**
Tennessee Co-Occurring Disorders Collaborative, Nashville, TN

**Reintegration Lifetime Achievement**
Alice Medalia, Professor of Clinical Psychiatry, Director of Psychiatric Rehabilitation, Columbia Univ. Medical Center, The Lieber Clinic, New York, NY

**Rising Star**
Erica Trejo, Therapist/Project Director, Military Families are Resilient, Didi Hirsch Mental Health Services, Culver City, CA

**Impact Awards**

**Excellence in Addictions Treatment**
Preferred Family Healthcare, Inc., Kirksville, MO

**Excellence in Behavioral Healthcare Management**
Turning Point Behavioral Health Care Center, Skokie, IL

**Excellence in Health Information Technology**
Inpatient Child and Adolescent Bipolar Spectrum Services Western Psychiatric Institute and Clinic of the University of Pittsburgh Medical Center, Pittsburgh, PA

**Mental Health First Aid Community Impact**
Kameelah Mu’Min Rashad, Founder & President, Muslim Wellness Foundation, Philadelphia, PA

**Visionary Leadership**
George DelGrosso

Chief Executive Officer, Colorado Behavioral Healthcare Council, Denver, CO

Charles Faris

President & CEO, Spectrum Health Systems, Inc. Worcester, MA

**Advocacy Leadership Awards**

**Individual Achievement in Advocacy**
James Gillen, Director, Recovery Services, The Providence Center, Providence, RI

**Organizational Achievement in Advocacy**
Association for Behavioral Healthcare, Natick, MA

**Elected Official Service In Advocacy**
Judge Ginger Lerner-Wren, Ft. Lauderdale, FL
OPEN WEDNESDAY

HIT THE PAVEMENT
Fun Run
Wednesday, 6:00 am – 7:00 am
Hotel Concierge Desk

Get off to a running start with a short, guided run. Whether you’re an Olympian-in-training or a casual jogger (or a meandering walker), this will rev you up for the day ahead.

SHAKE IT OFF!
Zumba
Wednesday, 6:00 am – 7:00 am
St. George 114, Lobby Level, Hotel Side

Ditch that lingering stress by getting your groove on with Zumba. An hour of upbeat, Latin dance-inspired cardio will Cha-Cha-charge you up for the day. Classes are limited to 40 participants, so please come a few minutes early.

RUB ELBOWS

NatCon15 teems with networking opportunities — in fact, everything is designed to connect you with your peers from around the country. But check out these specific events...

PICK A GENIUS BRAIN
Genius Bar
Times vary, Registration Area

Just like your neighborhood Apple store, our Genius Bars put one-on-one or small group consulting at your fingertips—for free. Move past theory and get into the nitty-gritty with the nation’s experts, or geniuses.

BE WELL
Wellness & Recovery Room
Open at all times
St. George 110, Lobby Level, Hotel Side

Take a break from the bustle and excitement of NatCon15. Refuel with coffee, plan your agenda for the day, put your feet up and connect with others.

BUZZ WITH OTHER NEWBIES
The Hive
Times vary, Osceola Ballroom Lobby

Lots of people come each year to NatCon, but we’re lucky to see at least 1,000 fresh faces this year—so we developed a spot just for you. Come chill in your lounge, meet up with the Queen Bee, your conference navigator Laira Roth, take part in a pop-up session, grab a snack or just have a moment of relaxation.
## SCHEDULE-AT-A-GLANCE

### WEDNESDAY, APRIL 22

<table>
<thead>
<tr>
<th>AGENDA</th>
<th>START TIME</th>
<th>END TIME</th>
<th>ROOM NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fun Run</td>
<td>6:00 AM</td>
<td>7:00 AM</td>
<td>Hotel Concierge Desk</td>
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<tr>
<td>Zumba</td>
<td>6:00 AM</td>
<td>7:00 AM</td>
<td>St. George 114, Lobby Level, Hotel Side</td>
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<tr>
<td>Registration Open</td>
<td>7:00 AM</td>
<td>12:00 PM</td>
<td>City Hall Lobby</td>
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<tr>
<td>Bookstore Open</td>
<td>7:30 AM</td>
<td>12:00 PM</td>
<td>Osceola Lobby</td>
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<tr>
<td>Continental Breakfast</td>
<td>7:30 AM</td>
<td>8:30 AM</td>
<td>Osceola Lobby</td>
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<tr>
<td>Wellness and Recovery Room</td>
<td>8:00 AM</td>
<td>12:00 PM</td>
<td>St. George 110, Lobby</td>
</tr>
<tr>
<td>Mental Health First Aid- Public Course</td>
<td>8:00 AM</td>
<td>5:00 PM</td>
<td>Emerald 2, Pool Level, Hotel Side</td>
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<tr>
<td>Mental Health First Aid- Safety Course</td>
<td>8:00 AM</td>
<td>5:00 PM</td>
<td>Tampa 3</td>
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<tr>
<td>National Council Integration Summit</td>
<td>8:00 AM</td>
<td>12:00 PM</td>
<td>Osceola 5</td>
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<tr>
<td>TED-Style Talk: Denny Morrison: &quot;If You Always Do What You’ve Always Done...&quot;</td>
<td>8:30 AM</td>
<td>8:50 AM</td>
<td>Tampa 1-2</td>
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<tr>
<td>TED-Style Talk: David Covington: Fear: Ebola vs. Suicide</td>
<td>8:50 AM</td>
<td>9:10 AM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>TED-Style Talk: Arthur Evans: What Do We Do About the 10%? Rethinking Behavioral Health Care in the 21st Century</td>
<td>9:10 AM</td>
<td>9:30 AM</td>
<td>Tampa 1-2</td>
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<tr>
<td>Thought Leader: Pamela Hyde: SAMHSA Town Hall</td>
<td>8:30 AM</td>
<td>9:30 AM</td>
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<tr>
<td>Thought Leader: Susan Cain: A Quiet Revolution: Changing How We Work, Lead and Innovate</td>
<td>8:30 AM</td>
<td>9:30 AM</td>
<td>Exhibit Hall A, Lower Level</td>
</tr>
<tr>
<td>Thought Leader: David Lloyd: Disney and Ritz Carlton Customer Service Tailored for Your Organization</td>
<td>8:30 AM</td>
<td>9:30 AM</td>
<td>Exhibit Hall B, Lower Level</td>
</tr>
<tr>
<td>Book Signing: Susan Cain</td>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>Osceola Ballroom</td>
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<tr>
<td>Book Signing: David Lloyd</td>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>Osceola Ballroom</td>
</tr>
<tr>
<td>Film Festival: The Fix</td>
<td>9:45 AM</td>
<td>11:00 AM</td>
<td>Tampa 1-2</td>
</tr>
<tr>
<td>Workshops (E)</td>
<td>9:45 AM</td>
<td>10:45 AM</td>
<td>Multiple locations</td>
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<tr>
<td>Evaluations/CE Stations Open</td>
<td>10:30 AM</td>
<td>12:30 PM</td>
<td>City Hall Lobby</td>
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<tr>
<td>Coffee Break</td>
<td>10:45 AM</td>
<td>11:15 AM</td>
<td>Osceola Lobby</td>
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<tr>
<td><strong>General Session: Dan Buettner</strong></td>
<td><strong>11:15 AM</strong></td>
<td><strong>12:15 PM</strong></td>
<td>Osceola A-D</td>
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<tr>
<td>Book Signing: Dan Buettner</td>
<td>12:15 PM</td>
<td>12:45 PM</td>
<td>Osceola Ballroom</td>
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<tr>
<td>Day One: 2015 Trauma-Informed Care Learning Community</td>
<td>2:00 PM</td>
<td>5:00 PM</td>
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WEDNESDAY THOUGHT LEADERS

WTL1 / A Quiet Revolution: Changing How We Work, Lead and Innovate

Did you know that many of the most effective business and political leaders — including Bill Gates, Warren Buffet, Hillary Clinton and Eleanor Roosevelt — possess traits typically associated with introverts (e.g., “soft-spoken,” “quiet,” “thoughtful”)? Did you know that some of our most creative and innovative moments come during times of solitary introspection, as opposed to in group or team settings? As today's leaders are all too aware, one of the central challenges of any business is to bring out the best in its employees — employees of vast and varied personality types and abilities. This is true regardless of institution — military, government, private or public. Drawing on years of research and the latest in neuroscience and psychology, Susan Cain, best-selling author of Quiet, co-founder of Quiet Revolution, LLC and renowned expert in leadership and innovation, delivers an enlightening, relatable and practical presentation that will radically change your view of the best way to develop leaders, manage teams, make smart hires and stimulate innovation.

Track: Workforce, Management, and Leadership

WTL2 / SAMHSA Town Hall

The whole point of public health is to have healthy people, healthy communities and healthy lives and to prevent disease and illness. Behavioral health is a part of health. Join SAMHSA Administrator Pamela Hyde to discuss why we can’t have healthy communities without having good emotional health, mental health and freedom from addiction. We have a tendency in behavioral health to focus on getting people treatments, but this is only part of what we do. We must prevent disease, first, and try to get people into treatment sooner, and then we must have the right structures, partnerships and policies in place to prevent and treat.

Track: Prevention, Peers and Recovery
If given a choice, would you choose to go to your organization for treatment? The level of customer service excellence is a critically important and key differentiator in health care practice today. In an increasingly competitive health care market, customers expect enhanced access to care, services that result in customers’ higher functioning and a thoughtful and courteous staff. World class customer service built on a culture of staff and client engagement and wellness is a driver in sustaining a thriving specialty health care practice. Join David Lloyd, Founder of MTM Services, to discuss the importance of placing customer service at the cornerstone of your business case when presenting to other health care providers. Learn the aspects of customer service and satisfaction needed to compete in today’s health care environment, including how to assess your strengths and areas for development, and how you can lead your organization to become more customer-centric. From phone etiquette to waiting room aesthetics, from mystery shopper perspectives to the culture change required in your workforce, David walks you through the ABCs of customer service.

Track: Organizational Excellence
Junior, a young father trying to turn his life around after years of heroin addiction, joins forces with others in the Bronx who are in recovery and infected with hepatitis-C to fight the disease in their community. Knitting personal narratives together with a profile of innovative programs at a methadone clinic, the film explores the concept of storytelling as an instrument of change and gives a powerful voice to marginalized members of society. Ultimately a very personal story of redemption and hope, “The Fix” puts a human face on addiction and disease with sensitivity and grace.

Track: Film Festival
NATIONAL COUNCIL INTEGRATION SUMMIT DAY 3

Room: Osceola 5

The world of health care is rapidly changing and new roles and responsibilities will be required of psychiatric medical teams. Join other psychiatrists, psychiatric nurse practitioners, physicians' assistants and other medical professionals working in behavioral health settings to discuss population management, physician nurse partnerships, managing high utilizers of health care resources, understanding models of integrated care and processes to improve the health status of patients with serious mental illnesses.

Track: Health Care Integration

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 AM – 8:30 AM</td>
<td><strong>Discussion of Previous Day and Review of Today</strong></td>
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<td></td>
<td>Lori Raney, MD, Medical Director for Axis Health System</td>
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<tr>
<td>8:30 AM – 10:30 AM</td>
<td><strong>Improving the Health Status of the SMI Population – Panel Discussion</strong></td>
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<td></td>
<td>Facilitator: Lori Raney, MD</td>
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<td>Overview: Ben Druss, MD, Rosalynn Carter Chair in Mental Health, Emory University</td>
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<td></td>
<td>Health Homes: Joe Parks, MD, Missouri Medicaid Director</td>
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<td>PBHCR: John Kern, MD, Chief Medical Officer at Regional Mental Health Center</td>
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<td></td>
<td>Medical Skill Needs for Psychiatric Providers: Erik Vanderlip, MD, University of Iowa</td>
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<tr>
<td>10:45 AM – 11:30 AM</td>
<td><strong>Group Exercise — Establishing a Physical Health Monitoring System for Your Organization</strong></td>
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<tr>
<td>11:30 AM – NOON</td>
<td><strong>Wrap Up, Evaluations and Next Steps</strong></td>
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NATIONAL COUNCIL FOCUS ON EARLY ONSET PSYCHOSIS

Research demonstrates the powerful tools that exist to stop psychosis in its tracks. Join foremost researchers, practitioners, and policy leaders to learn the interventions, practice changes, financing strategies and partnerships that form the foundation of a successful program.

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:45 AM – 10:45 AM</td>
<td><strong>Implementing the Evidence Base for Early Onset Psychosis</strong></td>
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<td></td>
<td>Sarasota 1-3</td>
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</tbody>
</table>
TED-STYLE TALKS

WTED1  “If You Always Do What You’ve Always Done...” The Need for Disruption in Behavioral Health
8:30 AM - 8:50 AM  Room: Tampa 1-2

In 2015, disruptive innovation is everywhere — smartphones, powerful computers, a flood of online tools. Health and human service providers are experiencing this, too. New methods of care delivery and support are bursting onto the scene. Clinical interventions are becoming virtual, and all of this is driven by the introduction of consumer directed care. These changes are revolutionary, not evolutionary. The problem: care providers must embrace these seismic changes to thrive in the future. Join a discussion on the solution: leveraging innovations and effectively move behavioral health care forward to improve health outcomes and lower costs.

Track: Prevention, Peers, and Recovery
Denny Morrison, Netsmart Technologies

WTED2  Fear: Ebola vs. Suicide
8:50 AM - 9:10 AM  Room: Tampa 1-2

After Robin Williams’ suicide, the Academy of Motion Pictures tweeted an image of Aladdin hugging the character voiced by Williams, saying, “Genie, you’re free.” Aiming to offer comfort, it also prompted media discussion about the dangers of “suicide contagion.” Using the science of disease contagion, confront myths about suicide spread and explore why deaths increase after high-profile suicides and why “suicide clusters” sometimes occur in small communities. The desire to die by suicide isn’t catching: it’s a response to intolerable emotional pain. But, suicide prevention does have a key factor that is catching — and it can make all the difference.

Track: Crisis Response Services
David Covington, Recovery Innovations

WTED1  What Do We Do About the 10%? Rethinking Behavioral Health Care in the 21st Century
9:10 AM - 9:30 AM  Room: Tampa 1-2

We now know that health care shapes only about 10 percent of our health status. This means that we have to reorient our care towards the other main lifestyle and living conditions that shape our health. Take a look into the emerging use of a public health framework to address population health and the changing role of behavioral health delivery systems in the evolving health care landscape.

Track: Prevention, Peers, and Recovery
Arthur Evans, Philadelphia Department of Behavioral Health and Intellectual disAbility Services
WEDNESDAY “E” WORKSHOPS

E1. Meeting the Behavioral Needs of Persons with I/DD and/or Autism: Funding Mechanisms and Best Practices

There is an urgent need for quality behavioral health services for children and adults with intellectual and developmental disabilities and/or autism with co-occurring mental illness. Learn best practices to address their behavioral health needs, including community support programs, outpatient services, psychiatry, emergency and mobile crisis intervention, in-home behavioral services and care management. Review some of the alternative mechanisms used to fund services, including working with managed care entities, Medicaid fee-for-service and waiver programs. Prepare for an engaging dialogue.

Track: Prevention, Peers, and Recovery
Mark Deasy, Beacon Health Options; Jeff Keilson, Advocates

E2. The SBIRT Project: New Opportunities for CBHOs

The increased use of SBIRT (Screening, Brief Intervention and Referral to Treatment) in health care settings creates new opportunities for community behavioral health organizations to partner with primary care and other providers. Behavioral health organizations could play a role in screening, provide brief interventions or partner as a referral site for people needing specialty addiction care. SBIRT projects can also initiate partnerships that result in behavioral health and primary care integration projects. Hear from a panel of professionals from both settings about successful SBIRT partnership models and learn how you can use SBIRT to facilitate strong collaborative partnerships.

Track: Addiction and Co-occurring Disorders
Jake Bowling, National Council for Behavioral Health; Leigh Fischer, Peer Assistance Services, Inc.; Les Sperling, Central Kansas Foundation; Scott Turton, Gosnold on Cape Cod

E3. Dancing with the Elephant in the Room: CEO Performance Evaluation

CEO evaluations are not only a requirement as a governance best practice, but also an opportunity to structure the board around the executive goals needed in our new health care environment. Whether your organization has a seasoned chief executive or a rising star, CEO evaluations can be challenging. The board's primary focus must be on the organization, not the relationship with the CEO. A data- and results-driven evaluation offers an opportunity to strengthen the organization and support your CEO, as well as provide clear direction and expectations for the future.

Track: Board Governance
Michael Flora, Ben Gordon Center, MTM Services, LLC

E4. Strategic Unions: Mergers and Affiliations

Engage in an interactive examination of mergers and affiliations in the world of not-for-profit community behavioral health. Join the author of Strategic Unions to explore the industry drivers fueling the need for additional scale, as well as the benefits mergers or other affiliations may create. Perhaps most importantly, take a look at the barriers many organizations face in considering a merger and a proven step-by-step process for advancing the exploration of opportunities with boards and potential partners.

Track: Board Governance
David Guth, Jr., Centerstone of America

9:45 AM – 10:45 AM
**WEDNESDAY “E” WORKSHOPS**

**E5. Self-Assessment: Are You Ready to Be a Certified Community Behavioral Health Clinic?**

The certified community behavioral health clinics (CCBHCs) certification process is coming sooner than you may think. Are you ready? A little known part of the CCBHC legislation is that states must certify CCBHCs during their planning process, which will likely occur in 2016. This means organizations interesting in become CCBHCs must begin to prepare NOW. Get ready with the information and tools you need. Join us to engage in a self-assessment exercise and learning about your CCBHC strengths and weaknesses in real-time.

**Track: Certified Community Behavioral Health Clinics**

Richard Dougherty, DMA Health Strategies; Dale Jarvis, Dale Jarvis and Associates; Nina Marshall, National Council for Behavioral Health

**E6. The Role of Parent Peer Support in a System of Care for Children**

CMS and SAMHSA jointly issued a bulletin in May 2013 identifying parent peer support as one of the key services that can enable children with complex needs to live at home and participate fully in family and community life. States, communities and providers often struggle with what parent support looks like. Learn how a parent support program works within a provider network and the range of services that can be provided through parent support. You'll learn about the role of parent support providers; models and levels of parent support; staffing and training; and financing options.

**Track: Children and Youth**

Paige Pierce, Families Together New York State; Jane Walker, FREDLA

**E7. Sustaining Open Access**

Same day access has historically been an organization's gold standard of care. However, as more health care providers move toward offering integrated models of care, efficiencies such as same day access have become the standard expectation. Take a look at ensuring sustainability of open access by enhancing other areas of operation and service delivery within your organization. Don't let open access become a burden on your system — it never has to be.

**Track: Clinical Practices**

Annie Jensen, MTM Services, LLC

**E8. The Power of Partnerships: How Two Become One**

Jails long ago replaced mental health facilities as the largest institutional treatment provider for adults with mental illnesses. Community behavioral health providers and correctional facilities share a significant number of patients, as well as goals. Building a comprehensive response to this complex problem requires coordination across multiple disciplines, including sheriffs and jail administrators, judges, community corrections professionals, consumers, advocates, treatment providers, government officials and other stakeholders. Learn how to build effective cross-agency strategies — at the state and provider level — that advance efforts to reduce the number of adults with mental illnesses and addictions in jail.

**Track: Criminal Justice**

Ray Banks, Turning Point of Central California, Inc.; Dan Martin, Mental Health Association of Maryland; Fred Osher, Council of State Governments Justice Center; Scott Rose, Way Station, Inc.
WEDNESDAY “E” WORKSHOPS

9:45 AM – 10:45 AM

E9. Psychiatric Boarding: One State’s Story about a National Problem
Room: Sun 4-6

The Washington State Supreme Court decision regarding psychiatric boarding prompted a significant escalation in state and local priorities, as well as resource allocation. Join in to review both the national picture of psychiatric boarding and hear the story of Washington’s attempt to bring an end to this crisis.

Track: Crisis Response Services
Laura Collins, Harborview Medical Center, Seattle

E10. Health Home Competencies
Room: Tallahassee 1-3

Many states continue to plan and implement Medicaid health home services for individuals with mental illnesses or addictions, designating community behavioral health organizations as health home services providers. Some of these organizations are confronted by the expanded skills and expertise required of team members to effectively deliver health home services. Learn to understand expectations for developing effective health home operations and competencies, state health home trends, team and organizational competencies and sustainable models.

Track: Finance and Payment Redesign
Lynn Dierker, Health Management Associates; Alicia Smith, Health Management Associates

E11. Sustaining Integration with Smart Financing
Room: Exhibit Hall B, Lower Level

Financing integrated behavioral health and primary care services continues to be a struggle for most providers. Join this timely discussion on innovative financing approaches, including how to link quality outcomes to cost and how to transition from fee-for-service designs to bundled and capitated rate approaches.

Track: Finance and Payment Redesign
Jeff Capobianco, National Council for Behavioral Health; Pamela Craycraft, Columbus Area Integrated Health Services, Inc.; Harriet Hall, Jefferson Center for Mental Health

E12. Case Management to Care Management: Trends and Lessons 2015
Room: Palm Beach, Lobby Level, Hotel Side

Based on feedback from hundreds of National Council Case Management to Care Management trainings, coaching calls and site visits, join a discussion of trends in the field and challenges (and opportunities) in the changing health care marketplace. Discuss workforce skills, roles for new members of the workforce and balancing the ever-increasing demands on staff in a highly interactive workshop.

Track: Health Care Integration
Joan Kenerson King, National Council for Behavioral Health
WEDNESDAY “E” WORKSHOPS

E13. Consent2Share: Managing Patient Consent
Room: Destin 1-2
Managing patient consent can challenge care integration efforts. Privacy considerations make exchanging health information daunting. A new, open-source software that addresses these issues, Consent2Share, provides an online means for people to learn about consent options, choose what information to share, electronically sign consent forms and modify or revoke consents. It integrates consent choices into electronic health records and health information exchanges so protected information is seamlessly redacted from their health records when information is shared. View a demonstration and hear about a provider’s experience using this tool to enhance the care experience through effectively managing privacy and consent.

Track: Health Information Technology
Barbara Banks-Wiggins, Prince George’s County Health Department; Ernest Carter, Prince George’s County Health Department; Laura Rosas, Health Information Technology Team, SAMHSA; Kathryn Wetherby, SAMHSA

E14. Walking the Walk: Creative Tools for Transforming Compassion Fatigue and Vicarious Trauma
Room: Sun D
Compassion fatigue has been called “a disorder that affects those who do their work well.” We pay an emotional price for doing the work we do, hearing difficult stories and traumatic details. The level of compassion fatigue can ebb and flow from one day to the next. Even very healthy staff can experience compassion fatigue. Improve your understanding of compassion fatigue, vicarious trauma, burn out and moral distress and learn to recognize compassion fatigue’s signs and symptoms and tools to include in a self-care plan. Return home with organizational strategies to create a culture of self-care.

Track: Trauma-Informed Care
Kay Glidden, Region 3 Behavioral Health Services, Behavioral Health Education Center of NE; Beth Reynolds Lewis, Region 3 Behavioral Health Services

E15. Creating Your Personal Brand
Room: Emerald 6, Pool Level, Hotel Side
A brand is the promise of a consistent experience. A powerful personal brand delivers remarkable results by providing a compelling and unambiguous rendition of your strengths, inspiring confidence and drawing opportunities to you. It articulates why, how and what you do, distinguishes you from your competition and succinctly describes the value you would deliver given the opportunity. Leave this workshop with the beginnings of a brand, elevator pitch, mission statement, point of difference and messaging. Gain tools to enhance your online presence, build your network and attract more opportunities.

Track: Living Your Life Well
Anne Collier, Arudia Executive Coaching & Development

E16. Best Practices in Supervision
Room: Emerald 8, Pool Level, Hotel Side
Mounting research suggests that behavioral health organizations fail to get evidence-based innovations to consumers. Technologically speaking, we are attempting to upload the latest “clinical software” into hardware systems built decades ago. While well-intentioned, these effective treatments aren’t benefiting people who need them and scarce resources are wasted. Learn about an accelerated
WEDNESDAY “E” WORKSHOPS

9:45 AM – 10:45 AM

application of a framework that can provide the necessary infrastructure to hire the right staff, train them effectively, provide them with ongoing coaching and supervision in the innovation and ensure fidelity — see the dramatic shift in agency culture that can occur.

Track: Workforce, Management and Leadership

Darin Carver, Weber Human Services; Anthony Salerno, McSilver Institute for Poverty Policy and Research, Silver School of Social Work, New York University

E17. Alternative Managed Care Reimbursement Models

Room: Sun C

Are there viable alternatives to fee-for-service reimbursement? Medicaid managed care organizations that work within a capitated per member, per month amount hold the risk of loss when service costs exceed their capitation revenues. Part of the benefit of having an at-risk contract is a managed care organization’s ability to set rates and use different provider payment methods. Hear innovative ways to structure payments to provider agencies that create incentives to strengthen clinical strategies for treating consumers. Broaden your view on how funding can flow between the managed care entity and providers, and how this can improve sustainability and care quality.

Track: Finance and Payment Redesign

David Swann, MTM Services, LLC

E18. Survival of the Savviest

Room: St. George 106, Lobby Level, Hotel Side

Are you curious about what’s in the secret sauce that distinguishes organizations that survive and thrive in our highly regulated, competitive environment? Join a moderated discussion with three savvy CEOs who have insights and ideas about how they influence their organization’s culture to pursue new and innovative ways to sustain or expand the services they offer their communities. Discuss essential traits of CEOs and executive team members that contribute to savvy organizations, strategies that you can use to push back against complacency and inertia and how to foster an organization and staff that are fearless but not reckless.

Track: Organizational Excellence

Jennifer Hibbard, View Point Health; Gail Hutchings, Behavioral Health Policy Collaborative, LLC; Dale Klatzker, The Providence Center; Jeff Richardson, Mosaic Community Services, Inc.

E19. Transcending Boundaries: Lessons Learned Building a Community-Based Prevention Network

Room: St. George 108, Lobby Level, Hotel Side

In our new health care landscape, behavioral health systems have the opportunity to integrate addiction prevention and behavioral health services. Both the ACA National Prevention Strategy and SAMHSA Strategic Initiatives include provisions for addiction prevention, shifting the focus from sickness and disease to prevention and wellness. This shift presents opportunities to direct attention beyond care delivery to the broader factors that help shape health outcomes. Take home strategies to identify and engage with non-traditional sectors to address addiction prevention, intervention and treatment.

Track: Population Health

Thea Tate, Community Partnership of Southern Arizona
WEDNESDAY “E” WORKSHOPS

E20. Beyond the Romance: Getting Clinicians to Adopt Technology
Room: Sun B

Technology applications are growing rapidly in behavioral health care. It is unclear how open providers and consumers are to these apps, which span from self-management to direct telebehavioral care. Although these applications appear exciting, there can be significant barriers to implementation and sustainability. Join this real-world panel to discuss their motivations for technology adoption, specific technology intervention and strategies for increasing clinician and consumer uptake, as well as hear about their early results. Expect to return home with strategies for assessing your readiness for technology adoption and maximizing successful outcomes.

Track: mHealth

Bruce Bird, Vinfen; Henry Chung, Albert Einstein College of Medicine; Tom Doub, Centerstone Research Institute; Sharon Raggio, Mind Springs Health

Room: St. George 114, Lobby Level, Hotel Side

The challenges are familiar: from state mental health agency cuts to provider pay reductions and more, behavioral health providers grapple with state-level policy proposals that could make or break the way you do business. You’re not alone. Join a practical, interactive session to hear from three of your peers who leveraged innovative advocacy and legislative strategies to successfully pass (or block) legislation. You’ll learn how to target these strategies to particular legislative issues and adapt them for any situation.

Track: Public Policy

Vic DiGravio, Association for Behavioral Healthcare; Rebecca Farley, National Council for Behavioral Health; Penny Free, TERROS; Sara Howe, Illinois Alcoholism and Drug Dependence Association

E22. Implementing the Evidence Base for Early Onset Psychosis
Room: Sarasota 1-3

An effective, evidence-based intervention that reduces distress and functional deficits associated with psychotic symptoms, Cognitive Behavioral Therapy for Psychosis (CBTp) supports strong clinical outcomes, including reduced hospitalizations. Learn how the Felton Institute’s Prevention and Recovery in Early Psychosis (PREP) program implemented CBTp to fidelity across multidisciplinary, community-based teams of licensed clinicians, case managers and peer specialists as the core clinical practice of program.

Track: Clinical Practices

Sarah Deal, Felton Institute; Kate Hardy, Stanford University
A New York Times best-selling author and National Geographic writer, Dan Buettner has traveled the globe to find the path to long life and health, studying the world’s “Blue Zones,” communities whose elders live with vim and vigor to record-setting age. Partnering with AARP, he applied principles of The Blue Zones to Albert Lea, Minnesota, and successfully raised life expectancy and lowered health care costs by some 40 percent. Join Dan as he shares the nine common diet and lifestyle habits — Power 9® — that keep them spry past age 100. Learn the most common myths as Dan offers a science-backed blueprint for the average American to live another 12 quality years.

Track: Organizational Excellence

Dan Buettner
Blue Zones
## EXHIBITORS BY CATEGORY

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## EXHIBITORS BY CATEGORY

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**EXHIBITORS BY CATEGORY**

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- Capital Link 833
- Community Health Facilities Fund 1213
- Mertz Taggart LLC 626
- Sigmund Software, LLC 1030
- Unemployment Services Trust - UST 712

### FURNITURE SUPPLY
- Chestnut Ridge Foam, Inc. 306
- Norix Furniture 1237

### GROUP PURCHASING
- Council Connections 927

### HEALTH INFORMATION TECHNOLOGY
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Phone: 855-563-9955
www.directcourseonline.com

The College of Recovery and Community Inclusion (CRCI), part of the DirectCourse suite of online curricula, was created for mental health practitioners and is designed to give staff the attitudes, knowledge and skills they need to support people with mental health conditions to live rich, independent lives in the community.

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3330 W. Hacienda Ave. #412
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The innovative IQ TENS STIMULATOR is the latest in muscle therapy and electric muscle stimulation. The small and compact product uses TENS (Transcutaneous Electrical Nerve Stimulation) and EMS (Electrical Muscle Stimulation) technology to relieve muscle aches and tension throughout the body without the use of drugs or need of going to a chiropractor. It uses its fully rechargeable lithium battery to send electrical pulses to sites of pain and discomfort in the muscles to relieve any tension and stress built up in those problem areas.

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Fax: 503-626-1769
www.drcloudemr.com

DrCloudEMR: designed for contemporary behavioral health organizations. Includes assessments, treatment plans, progress notes, billing engine, integrated scheduler, eligibility verification, authorizations tracking, appointment reminder, ePrescribing, medication management, inventory, bed management, customized reports and outcomes measurement. DrCloudEMR increase productivity and improve compliance.

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**Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury (DCoE)**

2345 Crystal Drive
Crystal Park 4, Suite 120
Arlington, VA 22202
Phone: 800-510-7897
www.dcoe.mil
In 2013, the National Council for Behavioral Health, the National Alliance on Mental Illness, Otsuka America Pharmaceutical, Inc. and Lundbeck launched Connect 4 Mental Health (C4MH), a nationwide initiative calling for communities to prioritize serious mental illness.

C4MH is pleased to launch the second annual Community Innovation Awards to recognize community organizations implementing innovative, collaborative approaches to address serious mental illness. Each winner will receive:

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For more information, please visit www.connect4mentalhealth.com.
To receive an application, please email connect4mentalhealth@edelman.com.

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In 2013, the National Council for Behavioral Health, the National Alliance on Mental Illness, Otsuka America Pharmaceutical, Inc. and Lundbeck launched Connect 4 Mental Health (C4MH), a nationwide initiative calling for communities to prioritize serious mental illness.
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Hampton, NJ 08827
Phone: 973-615-4007
www.fivebase.com

Fivebase (formerly Virtulink) is a behavioral-healthcare focused consulting partner for EHR selections, implementations, training, and existing system improvement. Our experience comes directly from working with and for EHR vendors who serve the market today. Additionally we provide development services including interfaces, mobile applications, data mining and warehousing and custom solutions.

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www.fqhc.org

FQHC Associates is a national health care consulting firm specializing in the needs of established, new and potential Federally Qualified Health Centers (FQHCs). Our clients include existing FQHCs (new and established), Look-Alikes, primary care associations, hospitals, government entities, not-for-profit community organizations and others interested in providing quality primary care services to patients.

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Eagan, MN 55121
Phone: 866-763-2250
Fax: 651-688-3132
www.genoa-qol.com

Genoa, a QoL Healthcare Company is the nation’s market-leading provider of pharmacy services dedicated to the behavioral health community and those affiliated with managing the cost and quality of their care. For more information about our on-site pharmacy models, please visit us at www.genoa-qol.com.

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Akron, OH 44311
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Fax: 800-329-4656
www.gojo.com

GOJO Industries, Inc. is the leading global producer and marketer of skin health and hygiene solutions for away-from-home settings. Our broad portfolio includes hand cleaning, hand washing, hand sanitizing and skin care formulas under the GOJO®, PURELL® and PROVON® brand names. GOJO formulas use the latest advances in the science of skin care. GOJO is known for state-of-the-art dispensing technology, engineered with attention to design and functionality. Our complete programs promote healthy behaviors for hand hygiene, skin care and, in critical environments, compliance.

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Hazelden, a national nonprofit organization founded in 1949, helps people reclaim their lives from the disease of addiction. Hazelden offers a comprehensive approach to addiction that addresses the full range of patient, family, and professional needs, including treatment and continuing care for youth and adults, research, higher learning, and publishing.

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Health Management Associates
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Lansing, MI 48933
Phone: 517-482-9236
Fax: 517-482-0920
www.healthmanagement.com

Health Management Associates is an independent national research and consulting firm specializing in complex health care program and policy issues. Founded in 1985, in Lansing, Michigan, Health Management Associates provides leadership, experience, and technical expertise to local, state, and federal governmental agencies, regional and national foundations, investors, multi-state health system organizations and single site health care providers, as well as employers and other purchasers in the public and private sectors.
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Mary Jadwisiak brings a fresh voice to the topic of BH recovery. Whether in a dynamic keynote or working with staff, peers and policy makers she teaches strategies for recovery and hope. Mary believes in recovery because she’s lived it. For over 20 years she has taught, lectured and consulted about recovery. Mary’s Holding the Hope for you, so stop by booth 109 to see why she’s so in-demand.

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InfoMC is a leading software company providing clinical and financial management solutions for Managed Behavioral Healthcare and Chronic Care Management organizations in the Public Sector. InfoMC’s Incedo™ system enables organizations to manage high risk populations, lower costs, improve efficiency, and provide better outcomes.

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Ingenuity Health is a service of Ameritox, Ltd. Ameritox is the nation’s leader in medication monitoring, offering laboratory services and practice management tools to help clinicians coordinate and optimize the care of patients.

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900 State Street, Suite 203B  
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Phone: 866-492-7597  
www.intelpsych.com

InnovaTel Telepsychiatry was founded by a tenured group of clinical administrators, psychiatrist and business professionals who are committed to the simple mission of timely access to a high standard of psychiatric care. The demand for mental health care has had a significant increase in the past decade, InnovaTel Telepsychiatry is committed to timely access to quality psychiatric care.

**InSight Telepsychiatry, LLC.**
765 E. Rt. 70 – Bldg. A-100  
Marlton, NJ 08053  
Phone: 856-797-4772  
www.in-sight.net

InSight is the leading national telepsychiatry provider company with a mission to increase access to behavioral health care in underserved areas through innovative applications of technology. InSight offers scheduled and on-demand services in a variety of settings across the nation and employs approximately 200 psychiatric prescribers.

**iCentrix Corp**
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www.icentrix.com

cENTRIX develops Business Intelligence, Behavioral Health Dashboards using a Data Warehouse. These are designed to incorporate data from disparate systems including outcomes for a complete client view. We understand the key drivers that are needed to help your organization become “Data Driven.” Stop by or call Doug Philpon at 603-893-3922 x25.

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www.siegelagency.com

Irwin Siegel Agency has provided insurance and risk management solutions to Human Service organizations for over 40 years. We are well acquainted with challenges facing behavioral healthcare agencies in their efforts to offer meaningful support to their clients and are dedicated to providing comprehensive coverage and relevant, impactful risk management solutions.

Jackson County Health and Human Services
140 S Holly St
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Phone: 541-774-8224
Fax: 541-774-7980

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www.kingsview.org

Kings View Telepsychiatry provides a suite of behavioral health services, including TelePsychiatry, Information Technology and EHR support, billing and related business services. These services are provided for CA Counties, Providers, FQHCs, Rural Health Centers and Nursing Centers, etc.

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When it comes to behavioral health care, there is no substitute for expertise. For more than 40 years, Magellan has provided comprehensive, evidence-based behavioral health care management and employee assistance programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. We work every day to be the partner of choice for government agencies, providers, individuals and their families.

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mehealth™ for behavioral health is an easy-to-use online tool for the management and monitoring of patients with behavioral disorders including schizophrenia, depression, bipolar disorder, anxiety and schizoaffective disorder. It gives the clinician easy access to an intuitive summary of the patient’s longitudinal status in multiple domains, organized by treatment. This enables progress and the impact of intervention to be rapidly assessed, and treatment adjusted accordingly, so providing better and more individualized care.

Mental Health America
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Fax: 703-969-6642
www.mentalhealthamerica.net

Mental Health America, founded in 1909, is the nation’s leading community-based network dedicated to helping all Americans achieve wellness by living mentally healthier lives. Our 240 local Mental Health America affiliates across the country provide a broad range of critical programs and services in their communities.

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Fax: 973-830-8585
www.jjnegley.com

Mental Health Risk Retention Group/Negley Associates specialize in providing liability insurance for the behavioral healthcare field. Endorsed by the National Council and MHCA, two associations representing community mental health centers nationally, the Mental Health Risk Retention Group, a liability insurance company offers stabilized premiums, protection against arbitrary cancellation and quality coverage.

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Mertz Taggart provides merger and acquisition consulting services, business evaluations, and exit strategy planning for middle-market businesses. We focus solely on the healthcare industry, which gives us a unique edge when it comes to marketing your health care company.
If we could talk...

Integrating Primary & Behavioral Healthcare: It's Risky Business
By Nicholas L. Bozzo

If you and I could talk, I would tell you that as behavioral healthcare organizations increasingly integrate primary care providers into the services they provide, they are taking on tremendous additional risk—risks that vary according to various methods of integration: directly providing primary care services, contracting with an independent organization to provide services, renting space to a primary care provider, or transitioning to an FQHC or look-alike organization. In all cases, it’s important for you and your agent to work with your insurance carrier to ensure that you are properly and affirmatively covered for primary care exposures as they are not automatically included in current policies. The reason is simple: from an insurance perspective, services performed by primary care providers fall outside the usual and customary definition of behavioral healthcare services. A thorough examination of your coverage is therefore critical, along with obtaining answers to questions about existing or future primary care partnerships.

Should a primary care coverage gap exist on your policy, it’s unlikely that your organization could survive a malpractice lawsuit, or even the cost to defend such a claim. Fortunately, insurance specialists at Negley Associates are experienced in these issues and can provide you with a solution to meet your individual needs.

If we could talk, I would end our conversation by saying I believe a behavioral healthcare organization’s ambition to treat the “whole person” is admirable, but it does come with a serious mandate to cover the associated risks. Negley Associates is here to help you do that.

Negley Associates is the only endorsed provider of the National Council and the mhca.

Nicholas L. Bozzo is the President of Negley Associates, an insurance company specializing exclusively in behavioral healthcare and social services organizations. Nicholas also is President of the Mental Health Risk Retention Group (MHRG), considered by many as the standard for RRGs. Nicholas has almost 30 years of experience in the insurance industry.
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www.naadac.org

NAADAC is the premier global organization of addiction focused professionals who enhance the health and recovery of individuals, families and communities. NAADAC’s Mission is to lead, unify and empower addiction focused professionals to achieve excellence through education, advocacy, knowledge, standards of practice, ethics, professional development and research.

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Netsmart supports behavioral health providers to navigate the ever-changing healthcare landscape and continuously transform care. Through our electronic health records and related solutions, we positively impact the clinical, financial and operational performances of each of our clients, increasing efficiency and improving client outcomes. For information, visit www.ntst.com, call 1-800-472-5509.
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Odyssey Software provides software and services for the administrative functions of behavioral health agencies, including implementing Microsoft Dynamics GP (Great Plains), integrating Dynamics with EHR systems, developing and deploying data warehouses and dashboards and helping HR departments move towards being paperless. Odyssey can help you deploy Dynamics GP either on premise or in the cloud.

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PharmBlue is a pharmacy service provider for behavioral health. Our focus is on individuals who have unique pharmacy needs due to chronic conditions and the clinicians who serve them. Our ‘In-Clinic’ pharmacy programs work for any size organization. PharmBlue makes pharmacy access convenient and personal, while allowing for organizational efficiency with increased pharmacy support services.

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Optum is a world leader in health information technology, dedicated to making people healthier. Optum delivers intelligent, integrated solutions that modernize the health care system. Our specialties include data analytics for state governments, population health management and the health insurance exchange. Visit Optum at Booth #206 to learn more.

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Pacific Clinics Training Institute (PCTI) is a continuing education and workforce development provider for the behavioral healthcare workforce - providing innovative, accessible and culturally responsive custom-onsite training and consulting to individuals and organizations while applying its training philosophy – real life, evidenced based practical approaches in behavioral healthcare.
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Philadelphia Insurance Companies (PHLY) designs, markets, and underwrites commercial property/casualty and professional liability insurance products, incorporating value-added coverages and services for select industries. By maintaining a disciplined approach to business, we provide greater security for our policyholders and superior value for our shareholder.

PIMSY EHR
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PIMSY is both a comprehensive EHR and complete practice management system, integrated into one efficient system. It was created by and for mental / behavioral healthcare, psychiatry and substance abuse providers and is an enterprise-level software. PIMSY is 2014 Edition Meaningful Use Certified, perfect for large agency implementation.

ProtoCall Services
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ProtoCall’s behavioral health call center services support crisis and access delivery systems by providing the right care at the right time using a “no wrong door” approach. Telephonic crisis assessment and intervention by Masters-level clinicians for after hours, overflow, and 24/7 coverage. CARF and AAS Accredited.

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Phone: 520-747-6600
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Providence Service Corporation is a national leader in the management and provision of the highest-quality human social services, collabora-tive care services and community transportation to children, adolescents, adults, families and the elderly through a variety of government-sponsored social and healthcare services programs.

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Precision Toxicology specializes in quantitative confirmation urine drug testing designed to monitor patients on chronic opioid therapy that can help improve patient compliance and help protect your practice.

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With billing, clinical, document management, and more integrated into a single software you experience the advantages of a highly collaborative data set with real-time quality control, single comprehensive user interface, and scalability to go from a few to a few hundred seamlessly.

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Fax: 215-997-1550
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Project Transition is an outcomes-driven organization. We have over thirty-two years of experience working with individuals who struggle with Serious Mental Illness and co-occurring Substance Use Disorders. We fully integrate all services within a relational community context enabling each of our Members to live a meaningful life in the community on the terms that he/she defines.

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The Psychiatric Rehabilitation Association (PRA), formerly USPRA, and its members developed and defined the practice of psychosocial/psychiatric rehabilitation. PRA is the premier source of learning, knowledge and research for the psychiatric rehabilitation profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the recovery workforce.

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**Behavioral Health Marketplace**

**Recovery Innovations/Recovery Opportunity Center**
2701 N. 16th Street, Suite 316  
Phoenix, AZ 85006  
Phone: 602-831-1450  
www.recoveryinnovations.org

Recovery Innovations’ mission is to create opportunities and environments that empower people to recover, to succeed in accomplishing their goals, and to reconnect to themselves, others and meaning and purpose in life. Recovery Innovations provides recovery-based programs in AZ, NC, DE, CA, WA and New Zealand. Recovery Opportunity Center provides trainings and tools to promote RI’s recovery vision.

**Rosecrance Health Network**
1021 N. Mulford Rd.  
Rockford, IL 61107  
Phone: 815-391-1000  
Fax: 815-391-5041  
www.rosecrance.org

Rosecrance is a private not-for-profit organization offering behavioral health services for more than 17,000 children, adolescents, adults and families each year. Rosecrance provides addiction treatment through inpatient and outpatient programs in Rockford, IL, Chicagoland and various locations in northern Illinois and southern Wisconsin. The organization was founded in 1916.

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111 Corning Drive, Suite 250  
Cary, NC 27511  
Phone: 877-200-0020  
www.reliaslearning.com

Relias Learning offers online learning, staff compliance training and continuing education for behavioral health, mental health, addiction treatment, community health, developmental disability, community action and child welfare organizations. Learn more about our services at www.reliaslearning.com or call us at 877-200-0020.

**Screening for Mental Health**
1 Washington Street, Suite 304  
Wellesley, MA 02481  
Phone: 781-591-5250  
www.mentalhealthscreening.org

Our mission is to provide innovative mental health and substance abuse resources, linking those in need with quality treatment options. In-person and online programs educate, raise awareness, and provide mental health self-assessments. Client types include employee assistance programs, hospitals, community-based organizations, schools, colleges and government agencies.

**Secure Telehealth**
9150 Harmony Dr  
Pittsburgh, PA 15237  
Phone: 412-837-9320  
www.securetelehealth.com

Secure Telehealth provides a web-based video conferencing service to psychiatrists and behavioral health organizations. The service is used for telespsychiatry and other remote therapies. Secure video conference sessions may be safely conducted from any location, including physicians’ homes. Cost (including support to all endpoints) is $300/month.
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Sense Health helps care managers support growing caseloads of patients through personalized, behaviorally-driven interventions that improve care plan adherence. We work within care management departments at behavioral health services providers, Medicaid health homes, FQHCs, Community Health Centers, and large health systems.

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SPQM is a BH management consultation tool providing qualitative awareness of services variance; practice management challenges/solutions; compliance monitoring; unit/program specific performance levels and individual scheduling templates, No Shows/Cancellations and caseload utilization. SPQM Dashboards are supported with monthly Internet consultation meetings to facilitate rapid cycle change.

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Phone: 353-1-554-9771
www.silvercloudhealth.com

SilverCloud Health is a leading global provider evidence-based online programs designed to promote positive behavior change and mental wellness in individuals experiencing a wide variety of mental, behavioral and physical illnesses. Our solutions provide ACOs, integrated health systems, provider groups and community health centers with a link between physical and mental/behavioral health professionals.

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T2

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## Behavioral Health Marketplace

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Takeda is a global research-based company involved in the discovery, development, manufacturing and marketing of a broad range of innovative pharmaceutical products. It is present in more than 70 countries and is committed to improving the health and quality of life for people worldwide. And, as a pioneer at the forefront of brain disorders for more than 60 years, Lundbeck is committed to developing and providing innovative therapies that help improve the quality of life of patients.

**Telecare Corporation**

1080 Marina Village Parkway, Suite 100  
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Phone: 510-747-0513  
www.telecarecorp.com

At Telecare, we believe in recovery. We believe that every person has the ability to achieve their full potential. We provide recovery-focused services for persons with mental illness and complex needs. Our programs transform lives, generate measurable outcomes, and reduce financial costs. We design our services to respond to local needs and we function as a strategic, accountable, and experienced partner within systems of care.

**TeleSage, Inc.**

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Fax: 919-942-0036  
www.telesage.com

TeleSage, Inc. is a software development and outcomes assessment company founded in 1996 by Dr. Benjamin B. Brodey, a psychiatrist and researcher. TeleSage is developing cutting-edge mental health research technologies to help researchers and clinicians improve the lives of people affected by mental illness.

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Teletask, Inc. has been in business since 1989 and has provided its systems/services to 1500 health care customers in 35 states, serving public health (city, county and state), FQHCs, Mental/Behavioral Health, hospitals, private health clinics, Indian Health Centers, and HMOs nationwide. Come see our Health Messaging System (HMS) Demo that links with your EHR and sends voice, text, and email.

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The eCR suite is a Windows-based application for behavioral health and substance abuse clinics. With the complete eCR suite, you can combine patient scheduling, bed management, electronic billing and reconciliation, electronic documentation and storage of the entire patient/clinician encounter (patient chart) in one easy-to-use software package. We have a track record of more than 20 years of success, helping many behavioral health providers save both time and money.

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2014 Program Year Impact

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♦ 2,172 youth were helped with YMHFA strategies
♦ 1,748 people certified in YMHFA
♦ 94% of participants report an intention to implement YMHFA strategies
♦ Participants report a reduction in stigmatizing attitudes

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www.addictiontreatmentservices.org

The Women and Recovery Conference offers a progressive approach to training and accreditation. The Women and Recovery Conference features speakers from the documentary Lipstick & Liquor, as well as comprehensive workbooks, therapy journals and learning guides based on multiple barriers facing women and recovery. You choose the venue, and we bring the conference to you.

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Trust Risk Management Services, Inc. (TRMS) is a leading provider of Professional Liability Insurance for behavioral and allied health-care professionals, including social workers, counselors, and behavior therapists. Recognized for its competitive rates and excellent customer care, TRMS is also program administrator for The Trust, insuring the largest number of psychologists in the US.

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Utila believes better communication with providers, and more accessible educational materials for patients, improves care outcomes. Utila can be accessed from any device anytime anywhere. Utila is a customizable web based patient engagement platform designed for behavioral health providers, telehealth companies, EMR companies, EAP companies, payer organizations and IVR companies.

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<td>April Wilson</td>
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<td>Mon Poster 55</td>
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<td>Raymond Wolfe</td>
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