NCAD is not only a clinical conference, but also offers dedicated sessions for owners and operators of treatment settings. NCAD has once again developed a comprehensive curriculum for today’s behavioral healthcare owners, operators, executives, investors, and managers seeking to improve service delivery, boost profitability, measure outcomes, and retain staff. Only at NCAD will you find such a dynamic line-up of your peers sharing what works in mental health and addiction treatment service delivery.

Who Should Attend

The Executive and Leadership Program provides resources, tools, practical strategies, and connections with colleagues and experts in the field.

• CEOs, COOs, CFOs
• Executive Directors, Presidents, Vice Presidents
• Treatment Program Owners
• Chief Marketing Officers
• Directors of Business Development
• Investors

Executive-Focused Education

Topics covered include Policy, Finance, Workforce, Crisis Executive-Focused Education

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Beyond Compliance: Building an Infrastructure in Support of a Culture of Excellence

Ron Lebow, Senior Advisor, The Sheeran Group

The Executive’s Guide for Navigating Changes to Government Opioid Policies

Andrew Kessler, JD

Beyond the Bottom Line – Clinical Valuation of Treatment Outcomes

Deni Carise, Chief Medical Officer, Recovery Centers of America, is a Clinical Psychologist and has been part of the recovery community for over 33 years, helping raise $500 million for this start-up company. Carise has published over 100 articles, books and chapters.

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Tracy Griffin Collander, LCSW, Executive Director–Behavioral Health Services, Linden Oaks at Northwest Community Healthcare

EXECUTIVE PROGRAM
AUGUST 16-20, 2017 | BALTIMORE

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FEATURED SPEAKERS

Tracy Griffin Collander, LCSW, Executive Director–Behavioral Health Services, Linden Oaks at Northwest Community Healthcare

Siobhan Morse, Division Director of Clinical Services, Linden Oaks at Northwest Community Healthcare. Morse holds a master’s degree in health services administration from Florida International University where she later served as an adjunct professor teaching program planning and evaluation and participated in a National Institute of Mental Health grant. She provided the case of support and technology in a joint project in Dallas County to serve as a Clinical Research Coordinator, ARISE Interventional and Multi-Disciplinary Treatment Systems.

Laurance J. Wollman, President and CEO, Linden Oaks at Northwest Community Healthcare, is an integrated healthcare organization. Wollman’s area of expertise resides in professional development, marketing and nonprofit leadership. He serves as chairman of the Ohio Alliance of Recovery Providers.

Dave Carter, Chief Clinical Officer, Recovery Centers of America, is a Clinical Psychologist and has been part of the recovery community for over 33 years, helping raise $500 million for this start-up company. Carter has published over 100 articles, books and chapters.

Andrew Kessler, JD, Principal, Slingshot Solutions LLC, is consulting with the specialty in behavioral health policy. Kessler is a fixture in circles that advocate for substance abuse treatment, prevention, and research. He collaborates frequently with Congress, the White House Office of National Drug Control Policy, the National Institute on Drug Abuse, and the Substance Abuse and Mental Health Services Administration.

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Tracy Griffin Collander, LCSW, Executive Director–Behavioral Health Services, Linden Oaks at Northwest Community Healthcare. Griffin Collander has more than 21 years of experience in behavioral healthcare as both a clinician and an executive director focusing on residential, day treatment, therapeutic day schools, foster care, and outpatient treatment programs. She recently served as the executive director for behavioral healthcare at The Joint Commission.

Siobhan Morse, Division Director of Clinical Services, Linden Oaks at Northwest Community Healthcare. Morse holds a master’s degree in health services administration from Florida International University where she later served as an adjunct professor teaching program planning and evaluation and participated in a National Institute of Mental Health grant. She provided the case of support and technology in a joint project in Dallas County to serve as a Clinical Research Coordinator, ARISE Interventional and Multi-Disciplinary Treatment Systems.

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Marketing Program

NCAD offers a dedicated program for marketing, business development, and admissions staff. Sessions include:

Admissions
Admission Call: What Data Are You Missing? Todd Fisher, CEO, CallTrackingMetrics
Laurie Fisher, Co-Founder, CDO, CallTrackingMetrics

Ethics
A Business Case for Ethical Marketing Ben Cort, Consultant, Cort Consulting, Founder, Addiction Treatment Marketers’ Organization (ATMO)

Digital Marketing
Where on Earth is Your Sales Team? Exposing the Weaknesses in Your Online and Offline Marketing Efforts and Sharing the Solutions Daniel Gemp, President and CEO, Dreamscape Marketing

Marketing Workforce Development
A Look Inside the Addiction Treatment Marketing Organization Curriculum Ben Cort, Consultant, Cort Consulting, Founder, Addiction Treatment Marketers’ Organization (ATMO)
Gita Thorne, Director of Business Development, Harmony Foundation, Inc.

Refrains
From Reviews to Referrals: Leveraging Online Marketing Tools to Create Ethical Connections Ruchi Dhami, Director of Research, Recovery Brands

Brand Development
Rebranding for Success – A Case Study Kelly Farrell, President, designRoom Creative
Eric Yorlano, CEO, Integrity Billing

Smart Approaches to Marijuana (SAM) Preconference Wednesday, August 16, 2017, 9:00 AM - 5:00 PM Project SAM’s leaders are among the world’s most prominent voices calling for science-based marijuana education and awareness. Among the speakers will be Kevin A. Sabet, PhD, director of the Drug Policy Institute at the University of Florida and co-founder of Project SAM, as well as author, consultant, advisor to three U.S. presidential administrations, and assistant professor.

NOTE: This day-long pre-conference requires a separate registration.

NCAD Conference Objectives

- To identify current evidence-based specific diagnostic and treatment approaches, counseling skills and modalities that will be successfully applied to the fields of mental health, behavioral health and addictive disorders, including but not limited to: Trauma Integrated, Co-Occurring, Holistic, Prescription Drug and Opioid Abuse, Counseling and Psychotherapy Disorder, Process Addictions Disorders and Ethics, Marketing/Business Development and Leadership and Management.
- To identify the symptoms and characteristics of the disorders mentioned in objective #1.
- To participate in sessions and workshops that offer assessments and treatments to address disorders in objective #1.

Continuing Education Credits

NCAD annually receives approval from a wide range of credentialing bodies to offer CE credits for attending designated sessions during the conference. Visit www.ncadcon.com for the latest information on continuing education units available for attending the conference.

ADA Policy

ADA accommodations will be made in accordance with the law. If you require ADA accommodations, please indicate your needs in registration by August 16, 2017. We cannot ensure the availability of appropriate accommodations without prior notification.

2017 REGISTRATION AND FEES

<table>
<thead>
<tr>
<th>Category</th>
<th>Non-Alumni</th>
<th>Alumni</th>
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<tbody>
<tr>
<td>Early Bird Registration</td>
<td>$450.00</td>
<td>$475.00</td>
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<tr>
<td>Pre-Conference Registration</td>
<td>$525.00</td>
<td>$545.00</td>
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<tr>
<td>Onsite Registration (August 16, 2017 or after)</td>
<td>$575.00</td>
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<tr>
<td>Team Pricing</td>
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<tr>
<td>Single Day Pass (This rate does not expire)</td>
<td>$375.00 per day only</td>
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</tbody>
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Questions/Support

If you need any support with the NCAD conference, please feel free to contact us. All registration inquiries including Session Selection, Payment, Receipts and Attendance Policy Inquiries: Please call Ellen Kelley at 216-373-1223 or email: ekelley@iabhc.com.

Exhibitor and Sponsor Questions and Opportunities:

Cate Olszewski • 216-373-1234
colszewski@iabhc.com

NCAA Pre-Conference Workshop - Early Bird Registration
Must book by midnight on July 5, 2017

NCAA Pre-Conference Workshop - Standard Registration
Must book by midnight on August 15, 2017

Clinical Education

NCAD provides the most extensive educational experience for professionals working in addiction prevention, treatment, aftercare, and management, with dedicated topics for clinicians, executives, and marketers. For the most up-to-date information on sessions for clinicians please visit ncadcon.com. Clinicians can earn up to 26.50 CEs, including up to 6 hours of ethics.