

There's only one place you



NATIONAL COUNCIL FOR BEHAVIORAL HEALTH
CONFERENCE '14
STATE ASSOCIATIONS OF ADDICTION SERVICES

need to be in May 2014.

**GAYLORD NATIONAL RESORT
AND CONVENTION CENTER
IN WASHINGTON, D.C.**

Register by
Jan. 31 to get the
"Super Saver"
registration rate

Hill Day '14! This year, the nation's largest behavioral health advocacy event will happen at Conference '14 on Wednesday, May 7.

Plan now to make appointments to visit your elected officials.



#NATCON14

www.TheNationalCouncil.org/Conference

REGISTRATION RATES			
	Super Saver by 1/31/14	Early Bird by 3/14/14	Regular after 3/14/14
CONFERENCE '14 MAY 5-7			
Member	\$775	\$825	\$925
Non-Member	\$975	\$1,025	\$1,125
PRECONFERENCE UNIVERSITIES MAY 4			
Member	\$325 / \$150 (HALF-DAY)	\$325 / \$150 (HALF-DAY)	\$325 / \$150 (HALF-DAY)
Non-Member	\$375 / \$175 (HALF-DAY)	\$375 / \$175 (HALF-DAY)	\$375 / \$175 (HALF-DAY)
MIDDLE MANAGEMENT ACADEMY APRIL 30 - MAY 3			
Member	\$1,250	\$1,250	\$1,250
Non-Member	\$1,350	\$1,350	\$1,350
MENTAL HEALTH FIRST AID			
Dates and costs for Mental Health First Aid trainings vary. Visit www.TheNationalCouncil.org/Conference to see what's available during the conference.			
HILL DAY '14 MAY 7			
Member	FREE	FREE	FREE
Non-Member	FREE	FREE	FREE

Preconference Universities (May 4) Come early and leave with a masters-level understanding of core issues in our field. (Separate fee required.)

- Trauma Impacts the Brain: Healing Happens in Relationships**
 Learn from renowned trauma experts Bruce Perry and Cheryl Sharp about the brain development process and the role of relationships in causing — and healing from — trauma.
- Success in the C-Suite: Top 10 Leadership Traits for New Execs**
 Learn to lead an organization invested in transforming service delivery processes and the methods and skills needed to support tough decisions in times of change.
- New Horizons in Substance Use Disorder Treatment: Moving Integration from Theory to Practice (half day)**
 National and on-the-ground experts to focus on moving your substance use organization into the center of healthcare by building on your existing expertise.
- How Do You Market Yourself to Managed Care?**
 Learn to thrive in a managed care environment with a “value” (i.e., best health outcomes at the lowest cost) approach to marketing yourself to health plans.
- Best in Class: Meeting the Crisis Response Needs in Your Community (half day)**
 Take an in-depth look into the advancing field of crisis services and explore solutions to the many clinical, administrative, and financial issues crisis programs confront.
- Preventing Workplace Violence for Mental Health and Substance Use Organizations (half day)**
 Internationally known criminal justice and violence expert Joel Dvoskin to discuss ways to identify and mitigate the risk of violence in mental health, substance use, and social service settings.
- Bidirectional Integration: The Next Frontier (half day)**
 Join national experts and other integrated healthcare veterans to identify what aspects of integration work and how your benchmarks compare to others'.
- Seasoned Leaders**
 If you've been a CEO for more than 15 years, join other seasoned leaders to recharge and hone your strategic skills. (Invitation only)
- Survival of the Savviest: Marketing and PR**
 Join an A-team of marketing and PR experts to discuss how to build a marketing strategy that puts you at the center of your community's healthcare system.

The **National Council Conference** is the nation's premier specialty healthcare conference, attended by executives, board members, and staff from the nation's community mental health and substance use treatment organizations. Each year, this **can't miss** event features the latest innovations, science, and business and clinical best practices, including:

- **Prevention**
- **Market expansion and the role of specialty behavioral health**
- **State and county mental health, substance use, and Medicaid innovations**
- **Peers in recovery**
- **Payer-provider partnerships**
- **Participation in health homes and accountable care organizations**
- **Community and hospital business models**
- **Mergers and acquisitions**
- **Private equity and venture capital interest in healthcare**
- **Population health management**
- **Children and youth**
- **Older adults**
- **Integrated care models**
- **Substance use treatment innovations**
- **Criminal justice collaborations**
- **Crisis response services**
- **Intellectual disabilities**
- **Mental Health First Aid**
- **Neurotechnology**
- **Technologies to improve access and engagement**
- **Sustaining innovation**
- **Good governance**
- **Building successful teams**
- **Redesigning the healthcare workforce**
- **Healthcare marketing and customer service**
- **Big data for better health outcomes**
- **Demonstrating value and measuring outcomes**
- **What primary care can learn from behavioral health**
- **ICD-10, Meaningful Use Stage 2, and beyond**

NEW THIS YEAR
Defining Behavioral Health
Centers of Excellence —
How to Thrive in the New
Healthcare Ecosystem



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The **National Council Conference** features the foremost experts and leaders in mental health and substance use care, business, and leadership. Here are just a few of the notable speakers you can expect.

1. **Bruce Perry**. Renowned trauma researcher and treatment visionary. Bestselling author of *The Boy Who Was Raised As a Dog*.
2. **Holly Green**. Behavioral scientist and leading business strategist to Fortune 100 powerhouses.
3. **A. Thomas McLellan**. America's leading addiction treatment researcher. Founder of Treatment Research Institute.
4. **Dan Pallotta**. Creator of the multi-day charitable event industry. Bestselling author of *Uncharitable: How Restraints on Nonprofits Undermine Their Potential*.
5. **Mariel Hemingway**. Oscar nominated actress. Star and documentarian of *Running from Crazy*. Granddaughter of famed author Ernest Hemingway.
6. **Jeffrey Brenner**. Family physician. MacArthur Genius. The brain behind "hot-spotting."
7. **Dan Tomasulo**. Creator of "Dare to be Happy." Positive psychology guru.
8. **Don Berwick**. Former CMS Administrator. Healthcare leader and system management expert.
9. **Tom Insel**. Director of the National Institute of Mental Health. Authority on mental health research.
10. **Linda Rosenberg**. Healthcare policy and practice improvement authority. Mental Health First Aid pioneer.
11. **Pamela Hyde**. SAMHSA Administrator. Public health champion. Health reform leader.
12. **Alicia Smith**. Behavioral healthcare financing and policy expert. Health trailblazer.
13. **Barbara Edwards**. (Invited) CMS Director of Disabled and Elderly Health Programs Group.
14. **Jennifer Lamaile Ho**. Senior HUD official and housing authority.
15. **Arthur Evans**. Distinguished service system architect. Philadelphia behavioral health commissioner.
16. **Nora Volkow**. National Institute on Drug Abuse Director. Leading brain researcher.
17. **Patrick Kennedy**. Staunch behavioral healthcare advocate. Brain research crusader.
18. **Joel Dvoskin**. Internationally known criminal justice and violence expert. Former mental health commissioner.
19. **Harold Koplewicz**. Internationally respected child and adolescent psychiatrist. Advocate for child mental health. Founding president of the Child Mind Institute.



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What's New

- **Game Changer Sessions.** Take a compelling look at the minds of today's most influential leaders in healthcare, business, innovation, and leadership. See how these thought leaders redefine their field, and sometimes even the nation.
- **Ignite Learning.** These brief talks are blowing up around the country and world. Understood best through the motto "enlighten us, but make it quick," each talk is exactly 5 minutes long and presenters share their personal and professional passions.
- **Pop-up Sessions.** Don't see the content you're looking for? No problem! Claim a specified meeting room and conduct any session you want. We provide the room, and you promote the session.
- **Small Group Networking.** Our conference is big — and also intimate. An oxymoron? Not really. We have myriad networking opportunities for specific groups like social workers, nurses, crisis responders, young adults, and seasoned leaders.
- **Bigger and Better Expo.** Each year, the Expo Hall gets bigger and better to accommodate the many vendors that you rely on to do your job. This year, expect to see an expanded focus on eHealth and technologies that improve access and engagement.
- **More Talks.** These popular TED-style 15 minute sessions are back! And we've expanded them, so you can expect even more compelling talks that inform and inspire.
- **eHealth Executive Summit.** Wellness apps, home monitoring tools, virtual care delivery technologies, self-management tools, big data applications, and others showcase their technologies and engage you in a conversation about the new world of digital and mobile technologies.
- **More professional and personal development.** We want to pamper you and make sure you go home feeling like a million bucks. Get a makeover, have your executive portrait taken, view art exhibits, go to a yoga class, take a run, and get your hair done. Whatever you choose, you'll go home feeling revitalized.
- **SAMHSA's Children's Mental Health Awareness Day.** The hub of this 20-year old national campaign to educate Americans about children's mental health and improve systems of care for youth will take place at Conference '14, and includes a star-studded lineup of speakers.



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CONFERENCE SCHEDULE		
Day	Time	Event
Saturday, May 3	4:00 PM - 7:00 PM	Registration Open
Sunday, May 4	8:00 AM - 6:00 PM	Registration Open
	9:00 AM - 5:00 PM	Full-Day Preconference Universities
	1:00 PM - 5:00 PM	Half-Day Preconference Universities
Monday, May 5	7:00 AM - 4:30 PM	Registration Open
CONFERENCE BEGINS AT 8:30 AM		
	8:30 AM - 9:15 AM	General Session: Linda Rosenberg
	9:15 AM - 10:15 AM	General Session
	10:45 AM - 11:45 AM	Workshops (A)
	2:00 PM - 3:00 PM	Game Changer Sessions
	3:30 PM - 4:30 PM	Workshops (B)
	4:45 PM - 6:00 PM	Reception
Tuesday, May 6	7:00 AM - 4:15 PM	Registration Open
	8:30 AM - 9:30 AM	General Session: Don Berwick
	10:00 AM - 11:00 AM	Game Changer Sessions
	11:15 AM - 12:15 PM	Workshops (C)
	1:45 PM - 2:45 PM	General Session: Children's Mental Health Awareness Day
	2:45 PM - 3:45 PM	General Session
	4:00 PM - 5:00 PM	Workshops (D)
	6:00 PM - 9:00 PM	Awards of Excellence Celebration
Wednesday, May 7	7:00 AM - 11:00 AM	Registration Open
	8:30 AM - 9:30 AM	Game Changer Sessions
	9:45 AM - 10:45 AM	Workshops (E)
	11:00 AM - 12:00 PM	General Session
CONFERENCE ENDS AT 12:00 PM		
	1:00 PM - 5:00 PM	Hill Day Meetings with Elected Officials

The **National Council Conference** features cutting-edge speakers and educational sessions that explore topic areas vital for today's behavioral health organizations.

- Substance Use and Co-occurring Disorders
- Behavioral Health-Primary Care Integration
- Board Governance
- Children and Youth
- Clinical Practices
- Criminal Justice
- Crisis Response Services
- eHealth Innovations
- Finance and Payment Reform
- Organizational Excellence
- Promotion, Prevention, Peers, and Recovery
- Trauma Informed Care
- Marketing, PR, and Mental Health First Aid
- Workforce, Management, and Leadership



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Special Trainings

- **Middle Management Academy: One-of-its-kind training for behavioral health staff**
April 30 - May 3
- **WHAM (Whole Health Action Management): FREE! Groundbreaking training for peer professionals and volunteers**
May 3 - 4
- **Mental Health First Aid trainings** (times and dates vary. Visit the website for options)

Get Your CEs

The 2014 National Council Conference offers national and state continuing education (CE) credits for approved sessions through multiple professional associations.

Saddle up to the Genius Bar

Throughout Conference '14, the Genius Bars — much like the Genius Bar in your neighborhood Apple store — allow you to walk up and talk with dozens of experts who can answer all of your pressing questions on a range of topics — integration, trauma, compliance, open access, health IT, online learning, human capital management, health reform readiness, and more. Or you can make an appointment for an hour of free one-on-one consulting with an expert.

Peer Networking

Don't Forget our Consumer Empowerment Reception on Sunday, May 4, co-sponsored by DBSA (Depression and Bipolar Support Alliance)

Visit the Marketplace

The National Council Conference Expo Hall teems with vendors that help you run a successful organization — from architect and facility design, care management, accreditation, consulting services, education and training, crisis intervention, financial services, health IT, and new treatment technologies to furniture supply, insurance, pharmacy services, and staffing. You'll find all the companies here that you need to run your business successfully.

Show Time

The National Council Film Festival features films and documentaries that inspire you and remind you why you went into mental health and substance use care.

Celebrate

Join us in honoring behavioral health's superstars at the National Council Awards of Excellence celebration featuring the Lilly Inspiring Hope awards. Buy your tickets at www.thenationalcouncil.org/celebration-of-excellence.



Reserve your
hotel room today
for the best rates.



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HILL DAY '14

Register for Hill Day at the Conference. We'll bus you over to the Hill, equipped with all you'll need to meet with your elected officials. This event is free and important to ensuring the best care for the people we serve.

***KEEP UP WITH THE LATEST AND
MEET THE SPEAKERS ON THE
CONFERENCE 365 BLOG AT***

www.TheNationalCouncil.org/Conference-365