

HEALTH CARE'S BEHAVIORAL
HEALTH CONFERENCE

THE INTERSECTION OF INNOVATION AND ACTION

#NatCon17  #BH365

SAVE
\$100

Register by 2/24/17
for the Early Bird Rate.

www.TheNationalCouncil.org/Register

NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH
NATCON
CONFERENCE

APRIL 3–5 SEATTLE

www.TheNationalCouncil.org/Conference

LETTER FROM LINDA



Dear Colleagues:

I'm writing this note on a flight from Nashville to DC. As I was leaving, a clearly excited woman stopped me to say that she had just registered for NatCon17. The National Council Conference, she said, is like going to Disney World, "There's something special every time you turn a corner. You take away ideas and make memories that last for years."

It's not easy but it's a labor of love, and you deserve it. NatCon is an annual opportunity to come together to learn, to meet old friends and make new ones and to generate ideas and opportunities.

2017 brings a new set of challenges. We will have a new President and a new Congress with different ways of thinking and behaving. Things are unsettled. There's concern about protecting the gains of the last eight years while continuing to make progress. That's precisely why you can't miss NatCon17. NatCon is all about finding paths forward. No matter who is in the White House or in charge on the Hill, we will always put our mission first. Available, effective services is still our true north.

You'll hear from presidential historian Doris Kearns Goodwin, MacArthur "genius" and acclaimed actress Anna Deavere Smith, neuroscientist and technology guru Tom Insel and health economist Uwe Reinhardt, to name just a few of our headliners.

Also included in your price of admission is the Kennedy Forum with Patrick and his wife Amy leading the focus on the emotional needs of children and families and Medicaid Bootcamp that teaches you all you need to know about waivers, value-based payment and contracting out services, plus a showcase of technologies that transform how care is delivered.

The Surgeon General made it clear — addiction is a public health crisis. NatCon17 explores how we will implement the report's recommendations. We examine integrated care services, what's next for population health, first episode services, assessment and management of risk and measurement-based care.

NatCon17 celebrates the success of Mental Health First Aid and faces our struggles with mergers and hospital acquisitions that haven't turned out as expected, neglected families and service disparities. We take on system "reform" that weakens the safety-net that thousands and thousands depend upon.

This is our biggest and best conference yet — and that's saying a lot! Bring your passion, your insights, your concerns and a good pair of walking shoes — you'll be covering lots of ground, both literally and figuratively.

Seattle isn't Disney World, but it's one of the world's premier cities. I'll be there and ready to greet you!

Linda Rosenberg

President and CEO

National Council for Behavioral Health



State of the Union in Mental Health and Addiction: Where Innovation Meets Action for Children and Families



Mental health disorders are among the most common challenges facing children. Of the 75 million children in the U.S., about 17 million have or have had a mental health disorder — more than the number of children with cancer, diabetes and HIV/AIDS combined. Trauma also elevates a child's risk of a variety of mental

and physical health conditions — like obesity, anxiety, depression, heart disease and addiction.

Over the Kennedy Forum's State of the Union in Mental Health and Addiction: Where Innovation Meets Action for Children and Families' three days at NatCon17, you can participate in captivating workshops, engage in a family summit, hear from thought leaders and learn from pavement-pounders who have promising evidence-based practices to share. Topics include:

- The current state of children's behavioral health.
- Technology's role in education and evidence-based interventions for youth.
- Best practices in early detection, prevention and treatment for youth.
- The importance of rapid response in developing strong school-based mental health programs.
- Youth Mental Health First Aid.
- Integrated systems of care.
- Mindful educators.

If children are to get the care and support they need, we need a nation of adults who understand that children's brain health is part of their overall health — and act accordingly. From policy to care delivery, from school-based support to help for military families, children's brain health must be a priority."

Patrick Kennedy

REGISTRATION RATES

	EARLY BIRD BY 2/24/17	REGULAR AFTER 2/24/17
ANNUAL CONFERENCE		
Member	\$975	\$1,075
Non-Member	\$1,175	\$1,275
FULL-DAY PRECONFERENCE UNIVERSITIES		
Member	\$350	\$350
Non-Member	\$400	\$400
HALF-DAY PRECONFERENCE UNIVERSITIES		
Member	\$175	\$175
Non-Member	\$200	\$200
CONVERSATIONS THAT MATTER		
Member	\$99	\$99
Non-Member	\$129	\$129

GROUP DISCOUNT

Bring three or more from one organization and get \$50 off EACH registration with coupon **save50**.

NATIONAL COUNCIL MEMBER DISCOUNT

Staff and board members from National Council member organizations get the steepest discounts. Members save \$200 off regular registration rates. Not yet a member? Our membership team can change that. Contact Liane Kluge
LianeK@TheNationalCouncil.org or 202.684.7457.

SAVE
\$100



Register by 2/24
for the Early Bird Rate.

www.TheNationalCouncil.org/Register

WHAT'S INCLUDED IN YOUR REGISTRATION?

What you find at NatCon17 will recover your investment many times over. You will go back to work ready to act on all your new ideas. Your registration package includes:

- A breadth of original, informative and engaging conference sessions.
- An exceptional lineup of motivating speakers and thought leaders.
- Continuing education credits from various professional associations.
- Admittance to Monday's lively Opening Reception.
- Entry into our largest Solutions Pavilion ever, and access to a remarkable range of solutions to fit your biggest needs.
- Breakfast on Monday, Tuesday and Wednesday; lunch on Monday and Tuesday; and coffee breaks.
- Incomparable networking opportunities.
- Key take-aways in the form of online handouts, presentations and select print resources.



WHERE SHOULD I STAY?

Nearly all NatCon17 events take place at the Washington State Convention Center. Each hotel for the conference is a very short walk away and we have reserved rooms and special rates that you can access at www.TheNationalCouncil.org/Hotel.



Fairmont Olympic Hotel

Grand Hyatt Seattle

Hilton Seattle

Hyatt at Olive 8

Renaissance Seattle Hotel

Sheraton Seattle Hotel

W Seattle

The Westin Seattle



WHERE IS THE CONFERENCE?

In the heart of downtown Seattle at the [Washington State Convention Center](http://www.TheNationalCouncil.org/Conference) just minutes from the famous Pike Place Market on the Puget Sound and steps from all of our hotels.

CONFERENCE SCHEDULE AT-A-GLANCE

SATURDAY, APRIL 1

4:00 pm	7:00 pm	Registration Open
---------	---------	-------------------

SUNDAY, APRIL 2

7:00 am	6:00 pm	Registration Open
8:00 am	12:00 pm	AM Half-Day Preconference Universities
9:00 am	5:00 pm	Full-Day Preconference Universities
10:00 am	5:00 pm	Conversations That Matter
1:00 pm	5:00 pm	PM Half-Day Preconference Universities

MONDAY, APRIL 3

7:00 am	4:00 pm	Registration Open
7:30 am	5:30 pm	Solutions Pavilion Open
8:30 am		Conference Begins
8:30 am	9:15 am	Welcome General Session with Linda Rosenberg
9:15 am	10:15 am	General Session with Doris Kearns Goodwin
10:45 am	11:45 am	Workshops
1:30 pm	2:30 pm	Thought Leaders
3:00 pm	4:00 pm	Workshops
4:00 pm	5:30 pm	Opening Reception

TUESDAY, APRIL 4

7:00 am	5:00 pm	Registration Open
7:30 am	4:00 pm	Solutions Pavilion Open
8:30 am	9:30 am	General Session with Tom Insel
10:00 am	11:00 am	Workshops & Ignite
11:15 am	12:15 pm	Thought Leaders & TED-like Talks
1:45 pm	2:45 pm	General Session with Uwe Reinhardt
3:00 pm	4:00 pm	Workshops & Ignite
6:00 pm	9:00 pm	Awards of Excellence

WEDNESDAY, APRIL 5

7:00 am	12:30 pm	Registration Open
8:30 am	9:30 am	Thought Leaders
10:00 am	11:00 am	Workshops
11:30 am	12:30 pm	General Session

CONFERENCE ENDS AT 12:30 PM

CONFERENCE SESSIONS

Explore behavioral health care's greatest innovations in practice improvement, financing, integrated health care, technology, policy and advocacy and professional development through a variety of educational session types.

GENERAL SESSIONS

Bringing you only the best, national trendsetters in leadership, management and health care who share their views on issues affecting the evolving health care and leadership landscape.



IGNITE

"Enlighten us, but make it quick!" Presenters share their personal and professional passions in just 5 minutes with 20 auto-advancing slides.



THOUGHT LEADER SESSIONS

Health care innovators, personal development gurus and business leaders en masse at NatCon17! Learn from these frontrunners as they present stimulating, big-picture thoughts and ideas.



WORKSHOPS & LUNCH 'N' LEARNS

Engage in lively presentations on a range of topics during casual, interactive and educational sessions.



CONFERENCE SESSIONS

1:1 CONSULTING

Personalized discussions with sought-after experts steeped in the topics most important to you — trauma-informed care, care management, motivational interviewing, SBIRT, measurement and much more.



TED-STYLE TALKS

Short, powerful talks on riveting topics in 18 minutes or less. Think dark room and a spotlight. Topics run the gamut, including the intersection of homelessness and race with esteemed speakers Marc Dones and Jeffrey Olivet from the Center of Social Innovation.



FILM FESTIVAL

Exceptional films that explore pertinent topics and foster discussion surrounding important and pressing questions, issues and stories related to mental health and addictions.



GENERAL SESSION SPEAKERS

LINDA ROSENBERG

If Not Us, Who? If Not Now, When?

April 3, 8:30 am - 9:15 am

This leading health care architect who advances quality care for people with mental illnesses and addictions is also behind bringing Mental Health First Aid to the U.S.



DORIS KEARNS GOODWIN

America's Historian: How Our Past Influences Our Future

April 3, 9:15 am - 10:15 am

A world-renowned presidential biographer and author of six acclaimed, best-selling books, Kearns Goodwin received a Pulitzer Prize for History. No other NatCon speaker has surpassed her ratings.



TOM INSEL

The Promise of Technology: Helping to Solve Our Wicked Problems

April 4, 8:30 am - 9:30 am

As director of clinical neuroscience at Verily (formerly known as Google Life Sciences), Insel uses technology to transform mental health care. Previously, he served as the director of the National Institute of Mental Health.



UWE E. REINHARDT

Do We Get What We Pay For in American Health Care?

April 4, 1:45 pm - 2:45 pm

Professor of political economy at Princeton University and leading health policy expert who has advised numerous state and international bodies, including the World Bank and the Physician Payment Review Commission.



THOUGHT LEADER SPEAKERS

ANNA DEAVERE SMITH

This acclaimed actress and recipient of the prestigious MacArthur (“Genius”) Award for her work blending theater, social commentary, journalism and fantasy is best known for her roles on *The West Wing* and *Nurse Jackie*.



SIDNEY HANKERSON

As assistant professor of clinical psychology at Columbia University, College of Physicians and Surgeons and the New York State Psychiatric Institute, Hankerson works to increase African Americans’ access to mental health treatment.



PATRICK CONWAY

As deputy administrator for innovation and quality and chief medical officer at the Centers for Medicare and Medicaid Services (CMS), Conway leads the Center for Clinical Standards and Quality and the Center for Medicare and Medicaid Innovation at CMS.



JUDY COLLINS

An American singer, songwriter and author best known for her wide array of musical endeavors and involvement in social activism, Collins — while not performing or writing — represents UNICEF and advocates for mental health and suicide prevention.



THOUGHT LEADER SPEAKERS CONTINUED

KIMBERLY A. JOHNSON

As director of SAMHSA's Center for Substance Abuse Treatment, Johnson focuses on promoting the highest quality, most effective addiction and recovery services for our communities nationwide.



ARTHUR C. EVANS JR.

Commissioner of Philadelphia's Department of Behavioral Health and Intellectual disAbility Service, Evans' lifelong commitment is to help underserved people and ensure that effective, high-quality health care is accessible to all.



DAN PALLOTTA

A strong believer in transformation technologies, he invented the multi-day charitable event industry and created the Breast Cancer 3-Day walks and the multi-day AIDS Rides.



PATRICK KENNEDY

A former congressman and force behind the Mental Health Parity and Addiction Equity Act, Kennedy is now a best-selling author and founder of two visionary nonprofit organizations that help transform the nation's mental health system and seek new treatments for brain diseases.



THOUGHT LEADER SPEAKERS CONTINUED

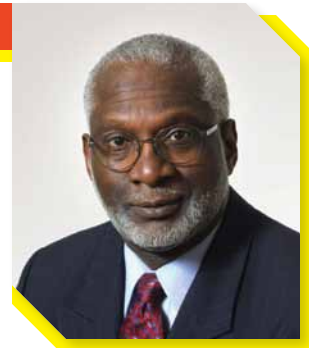
KANA ENOMOTO

As SAMHSA's Acting Assistant Secretary for Mental Health and Substance Use, Enomoto provides executive direction and policy leadership to advance the agency's mission to reduce the impact of mental illnesses and addictions on America's communities.



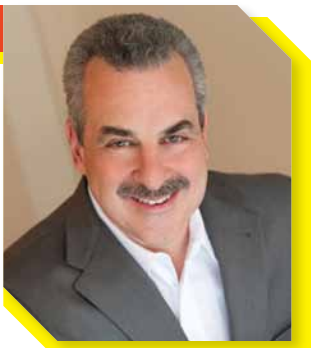
DAVID SATCHER

This former Surgeon General celebrated for the first-ever Surgeon General's report on mental health went on to found the Satcher Health Leadership Institute at Morehouse School of Medicine as a natural extension of his experience improving public health policy.



HAROLD S. KOPLEWICZ

Founding president of the Child Mind Institute, Koplewicz is recognized as an innovator in child and adolescent psychiatry, a staunch advocate for child mental health and a master clinician.



GLEND A WRENN

Psychiatrist and health policy/mental health services researcher directs the Division of Behavioral Health in the Satcher Health Leadership Institute and the Kennedy Center for Mental Health Policy and Research at Morehouse School of Medicine.



THOUGHT LEADER SPEAKERS CONTINUED

ROBIN KOVAL

Social change marketing expert who authored the bestselling book, *Grit to Great: How Perseverance, Passion, and Pluck Take You from Ordinary to Extraordinary*.



PETE EARLEY

This prolific author turned his nonfiction focus inward to his family's experience with mental illness, winning him a Pulitzer in nonfiction that was both personal and exposed our nation's largest mental health providers: prisons.



MAIA SZALAVITZ

An award-winning author, this neuroscience journalist's latest book, *Unbroken Brain: A Revolutionary New Way of Understanding Addiction*, explores her recovery journey and reframes the way we should think and talk about addiction.



NEW**EVEN BETTER THAN BEFORE****Conversations That Matter****NEW**

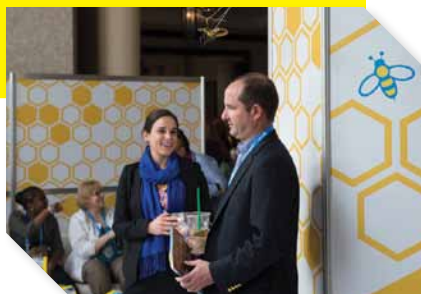
On April 2, join subject matter experts for two-hour preconference sessions to get to the heart of the industry's pressing issues.

Ignite Sessions**NEW**

20 slides. 5 minutes. Ignite, best understood by its motto "enlighten us, but make it quick," offers fast-paced presentations during which presenters share their personal and professional passions with auto-advancing slides.

The Hive for "NewBees"**NEW**

We're looking at you, "NewBees"! All first time attendees have the chance to hang out in this new and improved hub, network with all other fresh-faced attendees, participate in a pop-up session, grab a snack or simply take a moment to relax.

**Bright Ideas Theater****NEW**

A talk show-style platform for industry leaders to share groundbreaking technology insights and business solutions that spark ideas and innovations that you can take back to your organization.



PRECONFERENCE UNIVERSITIES

FULL-DAY UNIVERSITIES

SUNDAY, APRIL 2, 2017, 9:00 AM – 5:00 PM

■ FD1: Give the Presentation of Your Life

Do you want to inspire people like a championship coach on game day, but feel your presentation skills fall short? Suit up for this intensive, one-day training camp with Gerry Sandusky, executive media coach, author and voice of the Baltimore Ravens. You will master a 10-step process for building presentations, speeches and meeting agendas, developing techniques to identify and close communication gaps, energize audiences and expand your ability to achieve objectives. Be ready to participate in extensive exercises and role playing to identify and eliminate bad habits and learn those that make a persuasive presentation. Learn what to eliminate from presentations, how to use multimedia and how to develop a story database to dramatically increase audience retention.

Faculty: Gerry Sandusky, Executive Media Coach, American Sports Broadcaster, The Sandusky Group



■ FD2: Hurt and Healing in Our Work and World

Feeling tired, disengaged or cynical? Is staff performance down and critical incidents up? Can't find ways to manage feelings of being overwhelmed by the constant pain in our work and world? Don't know how to help your staff manage the barrage of ongoing trauma so they can do their work?

If these questions resonate with you or your workforce, book your seat now for this powerful Preconference University.

To begin, you'll learn every day answers to your most difficult questions about the impact of this work and how to respond.

Later, explore how to create a culture of wellness and trauma-informed care. Examining the tough questions:

- What does a culture of wellness and trauma-informed care look like?
- What hard conversations are necessary when focusing on workforce development?
- What real strategies advance wellness and trauma-informed care with your staff?

PRECONFERENCE UNIVERSITIES

Come away from this interactive, dynamic day with practical tools on how to:

-  Build a resilient, impactful workforce.
-  Maintain the critical work-life balance needed to stay in this work long-term.
-  Increase effectiveness in responding to needs of trauma survivors.
-  Advance a culture change of toward wellness and trauma-informed care.
-  Seize this chance to energize yourself, strengthen your work and equip your workforce for the complex and fulfilling work ahead.

Faculty: Laura van Dernoot Lipsky, The Trauma Stewardship Institute; Cheryl Sharp, Karen Johnson and Linda Henderson-Smith, National Council for Behavioral Health

FD3: Best Practices in Suicide Prevention

While health care systems and providers encounter people at risk for suicide, they are not always equipped with the training, tools and support to effectively do this work. In the last few years, several widespread and growing national efforts have emerged that hone in on suicide care as an essential responsibility of the health care system. Funding and support for Certified Community Behavioral Health Clinics (CCBHCs) will help improve community mental health services, including

suicide care, and many CCBHC principles are captured in the Zero Suicide framework, which aspires for zero defects in the delivery of suicide care for at-risk individuals in health care systems. This approach, bundled with several other evidence-based practices, will ultimately reduce suicide.

Join a panel of experts to learn a comprehensive approach to suicide care and the resources available for system-wide suicide care improvement, as well as how to overcome obstacles in patient care transitions and to engage individuals and families struggling with suicide through crisis services. Hear about the successful, innovative and comprehensive suicide care practices at two agencies — a behavioral health treatment organization and a federally-qualified health center — and one individual's experience with multiple health care systems.

Faculty: Diana Cortez, Advocate and Lived Experience Consultant; John Draper, Director, National Suicide Prevention Lifeline, MHA-NYC; Julie Goldstein Grumet, Director of Health & Behavioral Health Initiatives, Suicide Prevention Resource Center; Mike Hogan, Consultant, Hogan Health Solutions LLC; Virna Little, Senior Vice President, Institute for Family Health; Richard McKeon, Chief, SAMHSA Suicide Prevention Branch; Becky Stoll, Vice President of Crisis & Disaster Management, Centerstone; Ursula Whiteside, CEO, NowMattersNow.org

PRECONFERENCE UNIVERSITIES CONTINUED

HALF-DAY PRECONFERENCE UNIVERSITIES

SUNDAY, APRIL 2, 8:00 AM – 12:00 PM & 1:00 PM – 5:00 PM

HD1: Leadership for Successful Change

Constant change is inevitable. Accountable Care Organizations, health homes, Certified Community Behavioral Health Centers, value-based contracting and everything in between continue to change the way treatment organizations look and operate.

And successful change requires creative, innovative and adaptable staff willing to approach new things in unprecedented ways. Yet, the nagging question remains: how can leaders practice and instill the essential values, skills, competencies, actions and culture necessary for staff to adapt successfully?

Tackle this fundamental question and take home concrete, action-oriented guidance on what to do (and not to do) when fostering a culture that promotes change. Identify the concrete leadership strategies that inspire and support staff innovation and creativity. Learn the critical values necessary for staff to ground their practice. And return to your organization with a list of staff competencies that cut across clinical and payment models — thus driving your training and supervision plans.

Faculty: Jeanne Supin, President & CEO, Watauga Consulting, Inc.; Joan King, Senior Consultant, Integrated Health, National Council for Behavioral Health

HD2: Managed Care Contracts: A Win-Win Approach

Even with the best negotiator, obtaining higher fee-for-service payments from managed care organizations can be a fruitless endeavor. As an alternative, consider participating in managed care organizations under new payment models that align better with the goals of managed care, while at the same time generating additional revenue for your organization.

Learn new payment models that reward clinical outcomes and encourage coordinated delivery of services. To participate under those models, discover how to market your organization to managed care organizations and manage legal and financial risk.

Faculty: Adam J. Falcone, Feldesman Tucker Leifer & Fidell LLP; Steven E. Ramsland, Catalyst Health Resources, LLC



PRECONFERENCE UNIVERSITIES CONTINUED

HD3: Data-Driven Supervision

Effective supervision is critical for a sustainable workforce. At any given time, a supervisor may need to switch hats between being a mentor, coach, teacher, consultant or gatekeeper. So how can you best leverage your strengths and your staff's to drive innovation, improvement and engagement? How can you effectively use, communicate and translate data into knowledge to cultivate innovation and action?

Whether you're a seasoned supervisor or a new manager, join a National Council power team to unpack the skills needed to improve team communication, patient care and team effectiveness using data so you can achieve targeted outcomes.

Go back to your organization with new found energy for partnering with your employees to develop shared expectations, elicit needs and enhance their autonomy. Specifically, you'll be packed with how to:

-  Offer non-threatening, data-driven supervision.
-  Use continuous quality improvement in supervision.
-  Manage and resolve conflict between employees and within and between departments.
-  Gain the confidence and knowledge to manage value-based payment.

Faculty: Aaron Surma, Kate Davidson, Pam Pietruszewski and Nick Szubiak, National Council for Behavioral Health

HD4: Get Rid of Your Agent of Government Thinking and Get Your Retail On

As nonprofits, we have been through our "god's work" and "government's work" phases. The future is all about value-based payment (can you say retail?). Are you an experienced C-suiter looking to carve out some time and space to question the status quo and industry trends with one of your board members, a 20-year CEO or a consultant supporting shifts toward millennial nonprofits. If so, register for this Preconference University to:

-  Learn the value of an impartial multi-vector assessment of your organization.
-  See real-life prioritization and strategic management approaches that transform an organization.
-  Better understand the meaning of life, AKA this whole new way of looking at organizational operation.

Faculty: Kristin Woodlock, Woodlock & Associates, LLC

PRECONFERENCE UNIVERSITIES CONTINUED

HDS: Diversity, Inclusion and Multiculturalism: A Moral Imperative

Do your clients and employees reflect tremendous diversity? Are you committed to inclusion, individual regard and a multicultural work environment as the means to improve workplace satisfaction, excellence and health equity and to reduce health disparities? But you're unsure of what practical steps to take?

Explore the practical how-to's with guidance from national experts who share the rare combination of deep knowledge about health disparities, cultural competency, diversity and multiculturalism; an integrated care perspective; and practical real-world experience leading multicultural initiatives and thoughtful leadership in their own organizations.



Gain the information you need and take home practical and concrete actions (with sample policies and other materials), while engaging in a safe, lively space that helps you explore the promise and power of embracing true multiculturalism.

Learn how to use data analytics to trend diversity, identify disparities and discrimination and measure outcomes as powerful opportunities to improve the overall health of those you serve and your community. Acquire resources to implement successful multicultural cultures and operations. And explore thoughtful leadership strategies to create safe space throughout your organizations for difficult — but crucial — conversations about diversity, privilege, cultural humility and multiculturalism.

Faculty: Diane Benavides Wille, Director of Diversity and Workforce Development, LifeWorks NW; Teresita Oaks, Director National Health Care Equity, Aetna; Sandra Wilborn, Senior Director, Equity, Diversity and Inclusion Department, Cascadia Behavioral Healthcare; Jeanne Supin, President & CEO, Watauga Consulting

PRECONFERENCE UNIVERSITIES CONTINUED

HD6: What Every Board Should Know: Key Competencies of an Effective Board

Changes in the health care industry, payment reform and new local and regional alliances require behavioral health treatment organizations to concentrate on many areas all at one time — areas like effective delivery of clinical services, health care integration, different expectations from payers, the demand for improved patient outcomes, workforce shortages and increased competition.

Some organizations that thrived in the past now struggle to survive; meanwhile, other organizations use the shifting environment to expand and flourish. The current model for success requires operational shifts in clinical practices, use of data in decision-making, business acumen and current management approaches. Unfortunately, an often overlooked component of an organization's success is an effective board of directors.

Regardless of whether an organization faces survival or opportunity, how a board of directors functions as a group and how individual board members contribute becomes more crucial. The core responsibilities remain mainly unchanged, but how a board functions may need adaptation. To be effective, increased training, development and communication become more imperative.

Learn how changes in the health care industry directly impact behavioral health organizations and their governance. Gain a greater

understanding of what an effective board looks like and what it takes to be an effective member. Go home with the resources to assess how your board functions and to help your board improve its effectiveness.

Faculty: George DelGrosso, Consultant, National Council for Behavioral Health

HD7: Your Personal Wellness Recovery Action Plan (WRAP)

Working with author and mental health recovery advocate, Mary Ellen Copeland, begin to develop your own Wellness Recovery Action Plan® (WRAP), a widely used evidence-based prevention and wellness tool. Explore key recovery concepts, design your wellness toolbox, create a daily maintenance plan, identify your triggers and early warning signs and develop action plans, a crisis plan/advance directive and a post-crisis plan. Also, learn to support others in developing their own WRAP and to understand the group WRAP facilitation model.

If you're interested in implementing a strong evidence-based recovery program, developing your own WRAP or supporting others in developing theirs, this Preconference University is for you. Participants will also receive a copy of Wellness Recovery Action Plan signed by Copeland.

Faculty: Mary Ellen Copeland, Co-Founder, WRAP

CONFERENCE TRACKS & WORKSHOPS

Cutting-edge speakers and sessions explore areas that are vital to today's mental health and addictions stakeholders.

ADDICTIONS

Addressing the Opioid Epidemic
 Facing Addiction in America: The Surgeon General's Report on Alcohol, Drugs and Health
 Financing Housing for the Homeless
 High Stakes: Reframing the Youth Substance Use Conversation
 Implementing Medication-Assisted Treatment
 Integrated Treatment and Organizational Health
 Juvenile Justice: We Can Do Better
 Managing the Pace of Change for Addiction Programs
 Meeting the Clinical Needs of Justice Involved Patients
 Prioritizing Our Prevention Dollars
 Recovery Housing
 Sanity and Grace: A Journey of Suicide, Survival and Strength
 The Addiction Business Imperative
 The American School-to-Prison Pipeline
 CCBHCs Part 1: Transforming Clinical Workflows
 CCBHCs Part 2: Managing Your Service and Reimbursement Mix
 The Intersection of Pain and Addiction
 The Many Roads to Growth: Is Organic or Merger/Acquisition Best for You?
 The Realities of Implementing Medication-Assisted Treatment
 The Unbroken Brain: A Different Way of Understanding Addiction
 Medicaid's Plan for Substance Use Treatment
 Standing Up an Addiction Program in CBHOs
 The Intersection of Addictions and Housing
 What Do We Know About the Science of Addiction?
 Working with Women and Addiction

BOARD GOVERNANCE

How the Best Boards Achieve Great Results
 What Every Board Should Know: Key Competencies of an Effective Board
 Your Board Needs an Annual Rhythm
 Your Most Important Job: Hiring and Evaluating Your CEO
 Board Networking Lunch

CERTIFIED COMMUNITY BEHAVIORAL HEALTH CLINICS

CCBHCs Part 1: Transforming Clinical Workflows
 CCBHCs Part 2: Managing Your Service and Reimbursement Mix

CHILDREN, YOUTH AND FAMILIES

Decoding Teenagers: Supporting Kids When and Where They Need It
 Improving Outcomes for Children's Services
 Innovations in Children's Services
 Kids Campfire Chat
 Teach Them Well: Helping Children Cope with Race and Violence
 The Family Consultation Model: Why Are We Not Using It?
 Kids and Pediatrics: The Right Services at the Right Time in the Right Place

CONFERENCE TRACKS & WORKSHOPS CONTINUED

CLINICAL PRACTICES

Breaking News: Improving Access to Psychiatric Services
 Hiding Behind HIPAA
 Social Determinants of Health
 A Conversation About Aging, Depression and Suicide
 Effective Care Transitions
 Improving Mental Health: Four Secrets in Plain Sight
 Patient Decision Making and Long-acting Injectables
 Physicians Leadership in Quality Improvement
 Risk Management and the Potentially Violent Patient
 Sexual Misconduct: The Legal and PR Liability
 Tailor's Approach to Open Access: How to Achieve the Right Fit
 The Golden Thread: Weaving Together Treatment and Collaborative Documentation
 The Impact of First Episode Psychosis: Experiences and Lessons Learned
 The Playbook for Episodes of Care

CRIMINAL JUSTICE

Criminal Justice and Behavioral Health Collaborations: What Works, What Doesn't?
 The American School-to-Prison Pipeline
 Dear Abby, Help Me
 Is the Era of Drug and Mental Health Courts Over?
 Justice That Heals: Ending Our Over-reliance on Jails
 Juvenile Justice: We Can Do Better

CRISIS RESPONSE SERVICES

Always in Crisis? Stop the Revolving Door of Crisis
 Best Practices in Suicide Prevention
 Communities in Crisis: Stepping Up During Disasters and Tragedies
 Saving Lives: Effective Treatment for Suicidality
 Standards of Care for Crisis Response

FINANCE AND PAYMENT

Do We Get What We Pay For in American Health Care?
 Fireside Chat with CMS: Better Care, Smarter Spending, Healthier People
 Getting the Attention of Foundations and Philanthropy
 Managed Care Contracts: Marketing a Win-Win Approach
 Re-branding Behavioral Health
 Show Me the Money: Partnering with Health Plans to Drive Results
 Through the Looking Glass: Updates from an Enforcement Wonderland
 A Guide to Becoming Acquired: What Is Right for You?
 Creating Urgency for Measurement-based Care: MACRA?
 Living Happily Ever After: Being Acquired by a Hospital
 MACRA Penalties and Timelines
 MACRA: Payment or Punishment?
 Marketing Your Psychiatric Services
 Millennial Nonprofit 2.0: Working the Distinctiveness Wheel
 Parity Can Work: Lessons Learned
 Risk-Bearing Contracts: Chasing the Unicorn?
 The Future of Hospitals and Why It Matters to You
 Continuing the Conversation on Value-based Purchasing: The Health Plan Perspective
 The Many Roads to Growth: Is Organic or Merger/Acquisition Best for You?
 Tips to Launching a New Service Line

CONFERENCE TRACKS & WORKSHOPS CONTINUED

HEALTH CARE INTEGRATION

Creating Your Personal Wellness Recovery Action Plan (WRAP)
 Integrated Care Showcase: The Future of Integrated Care
 Kids and Pediatrics: The Right Services at the Right Time in the Right Place
 Master's Class: Primary Care Integration within Behavioral Health
 The Many Roads to Effective Partnerships
 The Critical Role of Peers in Integrated Care: A Job No One Else Can Do
 What is the Right Staffing Mix for Behavioral Health in Primary Care?
 Circle of Support: Engaging a Person's Support System to Promote Health
 The Right Model for Your Organization?
 Wellness from the Inside Out

KENNEDY FORUM

Completing the Puzzle: An Integrated System of Care
 Decoding Teenagers: Supporting Kids When and Where They Need It
 Supporting Mindful Educators
 The Importance of Rapid Response: Developing Strong School-based Mental Health Programs
 Where to Start: Best Practices in Early Detection, Prevention and Treatment for Youth

MARKETING AND BRANDING

Communities in Crisis: How Behavioral Health Steps Up During Disasters and Tragedies
 Dinosaur Media: The Power of Old School Media Relations
 From Twitter Timid to Bird Nerd In Under Two Hours
 Make 'Em Love You: Creating an Engaging Brand

MEASUREMENT, OUTCOMES AND QUALITY

A How-To on Participating in Behavioral Research
 The Key Components of Measuring and Reporting Outcomes
 Data Driven Practice and Planning

MEDICAID BOOT CAMP

Medicaid and Medicare in a Republican-Controlled Congress and White House
 Medicaid's Plan for Substance Use Treatment
 New Rules, New Opportunities: Understanding the Impact of Medicaid Managed Care Regulations
 The Power of Medicaid Data to Drive Improvement
 You Have More Flexibility Than You Think: Medicaid Waivers, Practitioner Regs and 1915(i) Options

MEDICAL TEAM SUMMIT

Medical Directors Brag and Steal
 The Service Line Opportunity of Collaborative Care
 Employing and Training Physician Assistants
 Psychiatrist Workforce: Past and Future
 The Rise of Telepsychiatry: Practical Insights and Strategies for Success

MENTAL HEALTH FIRST AID

Changing the Nature of First Response
 Decoding Teenagers: Supporting Kids When and Where They Need It
 Measuring the Impact of Mental Health First Aid: What the Research is Telling Us
 One Million Conversations: The Impact of Mental Health First Aid

CONFERENCE TRACKS & WORKSHOPS CONTINUED

POPULATION HEALTH

Exemplary Financing and Program Models for Addressing Homelessness
 Addressing the Epidemic in Behavioral Health: Tobacco and Cancer
 Hard Conversations: Racism and Homelessness
 Improving Health in Rural and Frontier Communities
 Let's Talk about Sex: Why and How Sexual Health Can Be Addressed?
 Love
 Social Determinants of Health
 The Cohen Veterans Network : Partnering to Serve Veterans and Their Families

PREVENTION, PEERS AND RECOVERY

Bridge Over the River of Misery: Recovery and Community
 SAMHSA Town Hall
 Kids Helping Kids: Reducing Youth Substance Use
 Mental Illness: Being Brave Saves Lives
 Soldiering on After Combat and Illness
 Spirituality in Recovery
 Your Recovery Focus: Can the Approach Sell?

PUBLIC POLICY

America's Historian: How Our Past Influences Our Future
 If Not Us, Who? If Not Now, When?
 The Impact of Big Business: Marijuana Legalization and Decriminalization
 The New Generation of Advocates
 Whose Apartment is it Anyway?
 Parity is in the Details: Contracting Options and Requirements

Permanent Supportive Housing Works
 Town Hall for State, Regional and County Government

TECHNOLOGY

Selecting and Evaluating Mobile Technologies
 Using Technology to Increase Engagement and Improve Satisfaction
 Clinical Decision Supports to Diagnose and Guide Treatment
 Shark Tank: Calling All Tech Start-Ups
 Shark Tank: Tech Innovations in the Field
 The Future of Health Care Technology: A Town Hall Discussion
 The Promise of Technology: Helping to Solve Our Wicked Problems

TRAUMA-INFORMED CARE

Hurt and Healing in Our Work and World
 Secondary Traumatic Stress, Vicarious Traumatization and Compassion Fatigue
 Trauma and Trauma Treatment: Brag and Steal Lunch and Learn
 Building Resilience in a Big Way: Big Ideas in Trauma-Informed Care
 Dismantling the School-to-Prison Pipeline
 Talking to Schools So They Hear...Talking to Providers So They Understand
 The Back Story: Trauma in Suicide
 The Intersection Between Trauma-Informed Care and Integrated Care

SPECIAL EVENTS & TRAINING

MIDDLE MANAGEMENT ACADEMY

MARCH 29 – APRIL 1, 2017

Sign up for this popular program that offers management training customized for behavioral health care managers and rising stars. Additional fee required.

MENTAL HEALTH FIRST AID SUMMIT

APRIL 2, 2017

Join hundreds of other Mental Health First Aid instructors for the latest information and inspiration to help us expand the program to a million Americans...and more.

YOUNG LEADERS

Promote the continued success of your rising stars under the age of 35. Future leaders from across the country gather at NatCon17 to learn from one another and to engage with some of the biggest names in health care. These young professionals leverage specialized learning, attend exclusive events and expand their network with the best in the field. Participants enjoy a significantly discounted rate of \$450. (For National Council members only.)



WHAM (WHOLE HEALTH ACTION MANAGEMENT)

APRIL 1 – 2, 2017

Enroll in this unique training just for peers to learn skills for whole health self-management in behavioral health treatment organizations, health homes, VA programs and even jails. Additional fee required.

1:1 CONSULTING

Personalized discussions with sought-after experts steeped in the topics most important to you — trauma-informed care, care management, motivational interviewing, SBIRT, measurement and much more.

SEASONED LEADERS

You've been a behavioral health executive for upward of 15 years. This means you've earned access to exclusive content, which you get through the NatCon17 Seasoned Leaders program — a unique curriculum with a prestigious faculty and backstage access to A-list accompaniments, like meeting big speakers one-on-one, photo opps and deeper conversations. Apply online.



SOLUTIONS PAVILION

The National Council Solutions Pavilion has hundreds of business solutions you have been looking for. Learn about the latest technologies and health IT. Find solutions for your programs and services — architecture and facility design, care management, accreditation, consulting services, education and training, crisis intervention, financial services, furniture supply, insurance, pharmacy services and staffing. You'll find all the people you need to talk with to improve your organization.

Visit www.TheNationalCouncil.org/Solutions-Pavilions-2017 for a full listing.



CONTINUING EDUCATION CREDITS

The 2017 National Council Conference offers continuing education (CE) and continuing medical education (CME) credits for approved sessions through multiple professional associations, including: American Psychological Association, American Nurses Credentialing Center, Association of Social Work Boards, National Association for Alcoholism and Drug Abuse Counselors and National Association of State Boards of Accountancy. State-specific CEs are also available.

CEs are provided in part by the National Council's co-sponsorship agreement with Relias Learning, LLC.



FUN AND RELAXATION

At NatCon17, you are taken care of. Take a break from the daily grind and enjoy one-of-a-kind entertainment, receptions, free professional headshots, games, a makeover — even puppies, temporary tattoos and digital characters — all on us!

FILM FESTIVAL

The National Council Film Festival features films and documentaries that inspire and remind you why you went into mental health and addiction care to begin with.



This year, expect
TWO evening screenings.
Popcorn included.



NO LETTING GO

MONDAY, APRIL 3 | 10:45 AM–12:15 PM & TUESDAY, APRIL 4 | 5:00–7:30 PM

Based on a true story, No Letting Go is a feature drama that follows one family's journey to understand their son Tim's mental health disorder. It powerfully gives voice to millions of families who suffer alone and in silence. This poignant film honestly depicts the potentially devastating impacts of illness, which affect one in five children in the United States every year.

PRISON/JAIL MEDICATION ASSISTED TREATMENT RE-ENTRY PROGRAMS

MONDAY, APRIL 3 | 12:15–12:50 PM

The first to document the establishment of innovative prison and jail-based medication-assisted treatment re-entry programs for both men and women, this national training film profiles programs from three state prison systems and one county jail. Michael Botticelli, director of the White House Office of National Drug Control Policy, introduces the film, which then goes on to feature interviews with treatment providers, counselors, correctional staff, administrators, medical personnel and current and former inmates. The film was funded by the Bureau of Justice Assistance.



FILM FESTIVAL CONTINUED

PAPER TIGER

MONDAY, APRIL 3 | 1:30–3:00 PM

“Stressed brains can’t learn.” That was the nugget of neuroscience that Jim Sporleder, principal of a high school riddled with violence, drugs and truancy, took away from an educational conference in 2010. Three years later, the number of fights his high school had gone down by 75 percent and the graduation rate had increased five-fold. Paper Tigers is the story of how one school made such dramatic progress.

Following six students over one school year, we see school staff try a new approach to discipline: one based on understanding and treatment rather than judgment and suspension. Using a combination of vérité and revealing diary cam footage, Paper Tigers is a testament to what the latest developmental science is showing: that just one caring adult can help break the cycle of adversity in a young person’s life.



GENERATION FOUND

MONDAY, APRIL 3 | 5:30–7:30 PM

From the creators of the groundbreaking film, THE ANONYMOUS PEOPLE, comes GENERATION FOUND, a powerful story about one community coming together to ignite a youth addiction recovery revolution in their hometown. Devastated by an addiction epidemic, Houston faced the reality of burying and locking up its young people at an alarming rate. And so in one of the largest cities in America, visionary counselors, law school dropouts, aspiring rock musicians, retired football players, oil industry executives and church leaders came together to build the world’s largest peer-driven youth and family recovery community.

Filmed over two years, GENERATION FOUND takes an unprecedented and intimate look at how a system of treatment centers, sober high schools, alternative peer groups and collegiate recovery programs can exist in concert to intervene early and provide a real, tested and long-term alternative to the “War on Drugs.” It is not only a deeply personal story, but one with real-world utility for communities struggling with addiction worldwide.

FILM FESTIVAL CONTINUED

TOUCHED WITH FIRE

TUESDAY, APRIL 4 | 9:45–11:00 AM

Touched with Fire stars Katie Holmes and Luke Kirby as two poets with bipolar disorder whose art is fueled by their emotional extremes. When they meet in a treatment facility, their chemistry is instant and intense, driving each other's mania to new heights. They pursue their passion, which breaks outside the bounds of sanity, swinging them from fantastical highs to tormented lows until they must choose between sanity and love.

Inspired by the filmmaker's own struggles overcoming bipolar disorder, Paul Dalio wrote, directed, edited and scored his feature film debut, which also includes performances by Griffin Dunne, Christine Lahti and Bruce Altman. The film is produced by Jeremy Alter and Kristina Nikolova and executive produced by Spike Lee.



OF TWO MINDS

WEDNESDAY, APRIL 5 | 8:30–10:00 AM

Take your best day...and your darkest moment...and multiply it by a million. Of Two Minds is an award-winning feature documentary from the creative team behind Wordplay, IOUSA, Superheroes and These Amazing Shadows. The film explores the extraordinary lives, struggles and successes of a few of the more than five million Americans living with bipolar disorder. Personal stories of harrowing events, medical mazes, discrimination and the effects of social stigma blend together to create a compelling look at a generation coming out of the "bipolar closet." Of Two Minds puts an authentic human face on bipolar disorder, providing an intimate, sometimes painful and sometimes painfully funny look at those who live in its shadows...our parents and children, our friends and lovers...and ourselves.

FILM FESTIVAL CONTINUED

**BORDERLINE****SUNDAY, APRIL 2 | 5:00–7:00 PM**

People say having borderline personality disorder is equivalent to walking through life with a “do not resuscitate” order. In popular culture, it is often caricatured with shrieking outbursts, bleeding eyeliner, dark mascara and slashed wrists. This film does not do that.

BORDERLINE is the first documentary film to capture the lived experience of borderline personality disorder.

This film follows one person with borderline personality disorder who gives us access to her internal world. Regina is a 45-year old woman – “outta work and outta love.” Witty and self-aware, she makes observations that are uncomfortable but astute, reacts on impulse, attacks, distracts, meditates, trips over herself, laughs, burns bridges, makes social gaffes, apologizes, loses her cool, philosophizes and remains dogged in her search for recovery. But, the human intimacy she needs most to recover, her symptoms threaten to destroy.



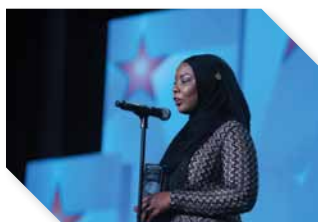
NATIONAL COUNCIL
AWARDS OF

EXCELLENCE



Meet and mingle with behavioral health's stars — the 2017 Awards of Excellence honorees. Join us at a truly one-of-a-kind event to celebrate the honorees and their accomplishments, with performances, great food, libations and fun. **Tickets: \$100**

Buy your ticket at www.TheNationalCouncil.org/Awards.



CELEBRATE

envolve

myStrength

qualifacts



SUNOVION

MH
RC
Mental Health
Risk Retention Group, Inc.

NEGLEY
ASSOCIATES
Insurance for Particular Professionals

RELIAS || LEARNING

SEE YOU IN SEATTLE!



Join us at the intersection of innovation and action in Seattle.

Join 5,000+ of your colleagues from around the nation at the only conference where you can access all these experts and leaders in one place.

DON'T
FORGET



Remember to register before 2/24
for the Early Bird Rate.
www.TheNationalCouncil.org/Register

THANK YOU CONFERENCE SUPPORTERS



NATIONAL COUNCIL
FOR BEHAVIORAL HEALTH
NATCON
CONFERENCE

APRIL 3–5 SEATTLE

START YOUR
CONFERENCE
EXPERIENCE
NOW!

Register Today for NATCON17!

www.TheNationalCouncil.org/Register



1400 K St., NW, Suite 400
Washington, DC 20005



Like the National Council at
Facebook.com/TheNationalCouncil



Join the Twitter conversation
with **#NatCon17** and follow
@NationalCouncil

BH365

Keep up with the latest news and meet the speakers
on the BH365 blog at www.TheNationalCouncil.org/
BH365 and on Twitter with **#BH365**