

Is your health care team
missing its *M.V.P.*?
(Most Valuable Professional)



CAADAC can help...today!

The California Association of Alcoholism and Drug Abuse Counselors



Your secret to success is your MVP, a CAADAC Licensed or Certified Counselor

THE AFFORDABLE CARE ACT IS EXPANDING COVERAGE FOR THE TREATMENT OF SUBSTANCE USE DISORDERS. CAADAC LICENSED AND CERTIFIED COUNSELORS CAN HELP YOU BUILD CAPACITY AND QUALITY.

By 2014, the need for quality alcohol and drug abuse counselors will reach record highs. Will your organization be scrambling to meet the new demand, or resting assured that it has the best professionals in the industry contracted and/or hired? Studies have shown that the expansion population covered by the Affordable Care Act has as much as a 20% higher need for substance use disorder treatment services. In addition, addicts and their families use a disproportionate share of all healthcare services. A proactive approach demands that AODA counselors be consulted early and often. Starting now will position your organization to make the transition with a full contingent that is ready to address the unique needs of addicted patients.

Why CAADAC?

No one is more qualified to treat substance use disorders than a CAADAC licensed or certified counselor.

SPECIALIZATION IS THE KEY

With very little training or education specific to AODA treatment, many licensed professionals are willing to provide AODA treatment as an adjunct to care for which they are licensed to give. CAADAC counselors are unique because they are educated, trained and tested at the highest level of skills and knowledge specific to the AODA field.

AODA Specific Testing?

CAADAC Licensed



CAADAC Certified



Other Certified



MFT, LCSW Licensed



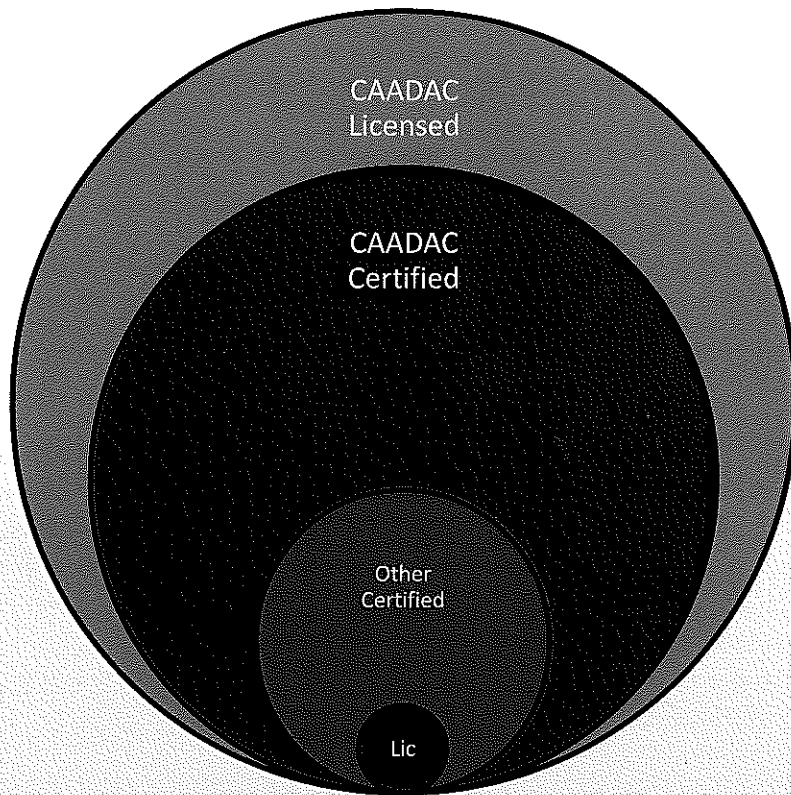
*Only CAADAC licensed and certified counselors are required to take the International Certification and Reciprocity Consortium's exam as a requirement for credentialing.

CAADAC CERTIFICATION, THE GOLD STANDARD

- 315 hours of focused alcohol and drug abuse education
- 255 hour field practicum with direct supervision and mentoring
- Passing score on the IC&RC examination (internationally recognized with over 50,000 professionals utilizing it as their basis of competency. Used as the licensure exam in many states and countries)
- 4,000 hours experience in the core functions of alcohol and drug counseling
- Strictest ethics code in the field, overseen by the most experienced ethics board in California
- More AODA focused education than any licensing board currently requires
- Higher standards than any private certifying board in California
- Unsurpassed reputation for quality, effectiveness, and professionalism
- Private license also available

CAADAC Licensed and Certified Counselors are first in education and training:

AODA-Specific Education:



CAADAC License: Master's Degree, 315 core hours in AODA education

CAADAC Certified: 315 core hours in AODA education

Other certified: 155 hours

MFT, psychologist, LCSW: 15 hours

AODA-Specific Training:

CAADAC License: 10,000 hours

CAADAC Certified: 6,000 hours

Other Certified: 2,080 hours?

MFT, LCSW, Psychologist: 0 hours



CAADAC LICENSURE*, QUALIFIED, PRIVATE PRACTITIONERS

- Master's degree professionals with a 315 hour, AODA specific core course requirement
- 10,000 hours experience in the core functions of alcohol and drug counseling
- 215 hour field practicum with direct supervision and mentoring
- Federal background check and Live Scan enrollment required
- Required to show proof of current liability insurance coverage for their practices
- Strictest ethics code in the field, overseen by the most experienced ethics board in California
- More AODA focused education than any licensing board currently requires.
- Unsurpassed reputation for quality, effectiveness and professionalism

*The CAADAC license is a privately issued, nongovernmental credential.

PRIMARY CARE

From clinics, to hospitals, to disease management, addiction impacts capacity, increases costs, and reduces the value of healthy lifestyle programs. Substance use disorder treatment needs to be prevalent within a primary care context, not as a separate benefit. CAADAC licensed and certified counselors can help you treat the disease of addiction in any setting.

BEHAVIORAL HEALTH

CAADAC licensed and certified counselors successfully work with referrals from mental health and primary care team members, enhancing the effectiveness of behavioral health services. Dual diagnosis (mental health/substance use disorder) needs dual treatment to maximize cost efficiency. SUD treatment with a CAADAC licensed or certified counselor saves resources that may be spent treating underlying diagnoses that cannot be addressed without sobriety.

PREVENTION, SCREENING

Obesity is highlighted as California's number one health issue because it leads to expensive, chronic diseases resulting in higher costs for everyone. Addiction mirrors obesity in that its effects on long term health are enormous. CAADAC licensed and certified counselors can help organizations identify addiction at its early, more easily treatable stages.



SUBSTANCE USE DISORDER TREATMENT INTEGRATION

A historic lack of coverage for addiction treatment has left many members of the healthcare team frustrated and desperate for solutions. California's commitment to make access to substance use disorder treatment the rule, not the exception, under the ACA means that organizations will need to adjust systems and perspectives. Who will your healthcare team members look to in your organization to make decisions about integrating this new benefit? CAADAC certified counselors have answers drawn from years of practical experience and a history of working in multi-disciplinary teams.

PREPARING FOR THE EXPANSION OF HEALTH CARE

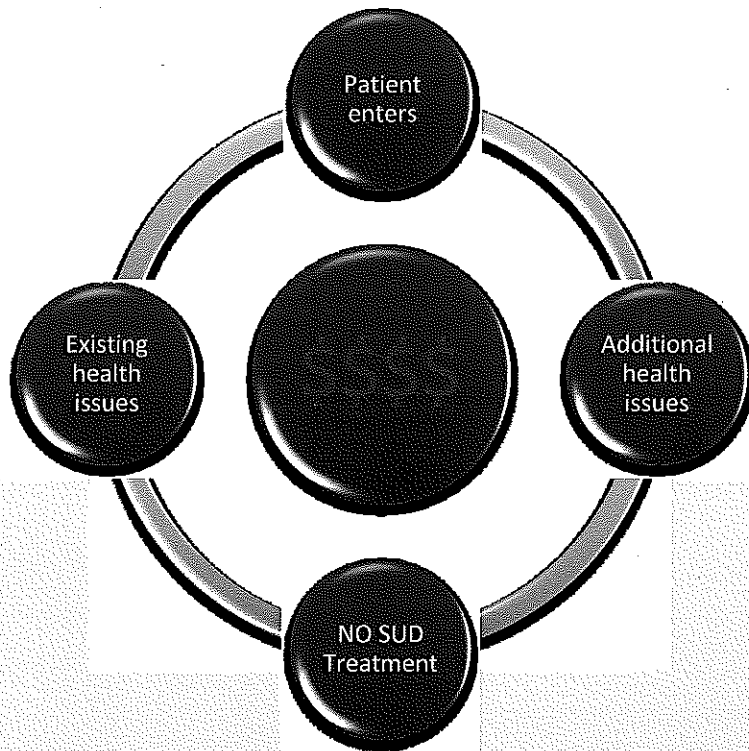
Expanded substance use disorder treatment offers many opportunities to lower healthcare costs throughout our treatment system. Successful treatment can lower emergency room costs, reduce chronic disease, and improve the overall health of Californians. The key to success is making sure that the professionals providing the service have the knowledge, skills, and competencies to effectively treat the disease of addiction. Now is the time to assess your organization's readiness. CAADAC can help.

- Take inventory. Where are your SUD specialists? Does your organization meet parity requirements?
- Review contracts to ensure that SUD services are positioned for maximum coverage (and reimbursement).
- Scrutinize ancillary care. Are facilities certified by nationally recognized authorities (Joint Commission, CARF)? Are they staffed with competent counselors?
- Meet with CAADAC representatives... have your questions answered by experts in the field... be ready, be secure, be competitive.



Competent treatment makes sense... and dollars

Before the Affordable Care Act, substance use disorders often led to unemployment and loss of insurance. Under the Affordable Care Act, healthcare becomes a "CLOSED SYSTEM," where untreated addiction leads to continuously escalating costs.



OPPORTUNITY IS KNOCKING

"Increasing coverage among individuals experiencing homelessness also has the potential to reduce their health care costs and provide a stream of financing for their care, which would benefit providers and states."

-The Kaiser Commission on Medicaid and the Uninsured

"Those who address substance use disorders first and foremost will see the biggest return on investment relative to new revenue provided under the Affordable Care Act. **Those who do not, will fall victim to escalating costs** this population brings to the mix."

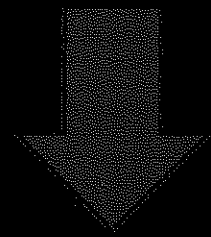
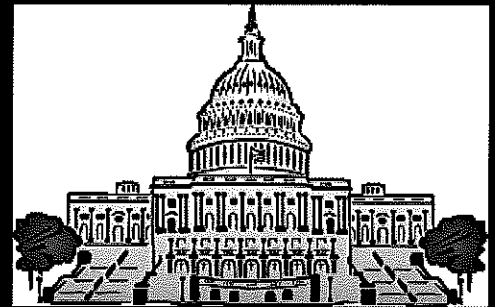
-Warren Daniels

-CA Foundation of the Advancement of Addiction Professionals

Who will provide your
expanded population
with excellent care?



Revenue to support treatment
is on the horizon.



The Affordable Care Act creates a new funding stream for AODA treatment, is your supply ready to meet this demand?

State and federal policy makers are actively advocating that substance use disorders be treated within the primary care system, not as a "carve out" to be administered by publicly funded facilities. This privatization of AODA treatment will generate new opportunities for health care providers to bill for expanded services. Is your organization prepared to reap these rewards?

Looking for licensed AODA Counselors?

Due to budget concerns, California has failed to pass a licensure law for AODA counselors. CAADAC has filled this void by instituting a licensed level clinician to its array of professional distinctions. These elite counselors pass the scrutiny required by any state licensing board:

- ✓ **Master's degree requirement**
- ✓ **Federal background check**
- ✓ **Liability insurance**

For more information, call 916-368-9412, or visit our website at www.caadac.org



Your M.V.P. (Most Valuable Professional) is waiting to hear from you. Every health care team needs a CAADAC Licensed or Certified Alcohol and Drug Abuse Counselor. Having an expert on your team creates a win-win for your organization, your members, and your bottom line.



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