HEALTH CARE’S BEHAVIORAL HEALTH CONFERENCE
NATIONAL COUNCIL FOR BEHAVIORAL HEALTH
NATCON18 CONFERENCE
APRIL 23 - 25 | WASHINGTON, DC
GAYLORD NATIONAL RESORT & CONVENTION CENTER

SAVE $100 Register by February 9 for the Special Early-Bird rate.
NatCon18.TheNationalCouncil.org/Register

NatCon18.TheNationalCouncil.org  #NATCON18  #BH365
WHERE IS THE CONFERENCE?
Just outside the nation’s capital, in nearby Maryland, National Harbor combines panoramic views of the Potomac River with easy access to Washington, DC, and historic Alexandria, Virginia, all in a resort destination.

NATCON18: FOR THOSE WHO DO GOOD
Thought-provoking speakers. Real-world solutions. A chance to network with new colleagues and old friends. Each year, you tell us how much you appreciate what NatCon offers – we love the feedback and are using it to make NatCon18 bigger and better than ever!

But sometimes you worry that you love NatCon too much. As one past attendee, who said she felt “energized” by the experience, nonetheless added, “The fanfare felt at odds given the conditions and challenges my patients face.”

We’ve heard these concerns before, but as those who make it our business to care for our nation’s health and wellbeing, if we think we deserve less – we may pass that downtrodden attitude along to the very people we seek to uplift.

Everything about the National Council conference is done to honor you. There is plenty of time for hard work, but precious little time to recharge. Join us for NatCon18 and be energized for the long road ahead. You deserve it.

HILL DAY
Wednesday, April 25, 2018
Become part of a national groundswell supporting enlightened health policy at Hill Day 2018. Join your NatCon18 colleagues as we go to Capitol Hill and speak in one voice to champion the interests of Americans living with mental illness and addictions.

Whether you’re a veteran on Capitol Hill or a first-timer, advocacy training from the National Council’s expert policy staff will ensure you’re well-prepared for your visits.

- Take a deep-dive into advocacy training at a free half-day Preconference University on Sunday, April 22.
  Or
- Make it part of the NatCon experience and attend the Hill Day Track throughout the conference.

The National Council for Behavioral Health is the unifying voice of America’s health care organizations that deliver mental health and addiction treatment and recovery services.

#BH365
## SCHEDULE AT-A-GLANCE

### Saturday, April 21
- 4:00 PM - 7:00 PM: Registration Open

### Sunday, April 22
- 7:00 AM - 6:00 PM: Registration Open
- 8:00 AM - 12:00 PM: AM Half-Day Preconference University
- 9:00 AM - 5:00 PM: Full-Day Preconference University
- 1:00 PM - 5:00 PM: PM Half-Day Preconference University

### Monday, April 23
- 7:00 AM - 6:00 PM: Registration Open
- 7:30 AM - 6:30 PM: Solutions Pavilion Open
- 8:30 AM: Conference Begins
- 8:30 AM - 10:00 AM: General Session
- 10:00 AM - 10:30 AM: Coffee Break
- 10:30 AM - 11:00 AM: Workshops
- 11:45 AM - 12:45 PM: Lunch & Learns and Posters
- 1:00 PM - 2:00 PM: Workshops
- 2:00 PM - 2:30 PM: Coffee Break
- 2:30 PM - 3:30 PM: General Session
- 3:45 PM - 4:45 PM: Thought Leaders
- 5:00 PM - 6:30 PM: Opening Reception

### Tuesday, April 24
- 7:00 AM - 5:00 PM: Registration Open
- 7:30 AM - 4:00 PM: Solutions Pavilion Open
- 8:30 AM: Conference Begins
- 8:30 AM - 9:30 AM: General Session
- 9:30 AM - 10:00 AM: Coffee Break
- 10:00 AM - 11:00 AM: General Session
- 11:15 AM - 12:15 PM: Workshops
- 12:15 PM - 1:45 PM: Lunch & Learns and Posters
- 1:45 PM - 2:45 PM: Thought Leaders
- 2:45 PM - 3:15 PM: Coffee Break
- 3:15 PM - 4:15 PM: Workshops
- 6:00 PM - 9:00 PM: Celebration of Excellence Dinner

### Wednesday, April 25
- 7:00 AM - 8:30 AM: Hill Day State Meet-up Breakfast
- 7:00 AM - 2:00 PM: Registration Open
- 8:15 AM - 5:30 PM: Buses to Hill Day Meetings with Elected Officials
- 9:00 AM: Conference Begins
- 9:00 AM - 10:00 AM: Thought Leaders
- 10:00 AM - 10:30 AM: Coffee Break
- 10:30 AM - 11:30 AM: Workshops
- 11:45 AM - 1:00 PM: General Session
- 1:00 PM: Conference Ends

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#NATCON18
FEATURED SPEAKERS

Linda Rosenberg
Health care architect and CEO of the National Council, the largest behavioral health education advocate advancing quality care for people with mental illnesses and addiction.

Elinore McCance-Katz
The first Assistant Secretary for Mental Health and Substance Use provides an insider’s view of how the administration will response to the national opioid crisis.

Brené Brown
Vulnerability is not weakness — it’s the most accurate measure of courage. Brown’s presentation, The Power of Vulnerability, is one of the top five TED talks in the world.

Jack McCarthy
With experience in academia and as a Fortune 500 executive, McCarthy returns with keen observations and lessons learned to enlighten Seasoned Leaders.

Glynn Washington
Before creating and hosting Snap Judgment, Glynn worked as a diplomat, community activist, political strategist, fist-shaker, mountain-hollerer and foot stomper.

Vivek Murthy
A public health advocate with insight on government’s role in health care, his report while serving as Surgeon General on alcohol, drugs and health woke the nation.

Kevin Hines
He survived jumping from the Golden Gate Bridge, and his book, Cracked Not Broken, is a testament to the human spirit and a reminder to love the life we have.

Sally Satel
If addiction involves choice, how can we call it a “brain disease?” For Dr. Satel, we need realistic views of the nature of addiction to craft good policies and treatment.

Anna Deavere Smith
Actress and advocate draws attention to the plight of young people caught in the school-to-prison pipeline with her “Pipeline Project” and one-woman show.

Pete Earley
Take an unflinching look at the disparities in our mental health and prison systems with a journalist who has “the power to introduce new ideas and give them currency.”

Elinore McCance-Katz
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FEATURED SPEAKERS

Mitt Romney
Former Governor and 2012 Republican U.S. Presidential nominee, he’s been a tireless health care advocate and developed near-universal health care in Massachusetts.

Marti Marshall
Michi Marshall, founder of Project 375, is the wife of Brandon Marshall, a Mental Health First Aid instructor and certified in Behavioral Profiling and Forensics.

William C. Moyers
Using his experiences living through addiction, Moyers “carries the message” to communities across the country for the Hazelden Betty Ford Foundation.

Steven Leifman
A former judge, Leifman is tackling his largest project: combining criminal justice, law enforcement and medical treatment into a state-of-the-art rehabilitation center.

Chuck Todd
A fixture in the White House Press Room and a tireless voice on the campaign trail, he is NBC News’ political director and the host of Meet the Press and MTP Daily.

Omar Manejwala
Dr. Manejwala applies his background in psychiatry and leadership to tackle the national crisis of addiction and translate complex issues into understandable terms.

Thomas Joiner
Authority on suicide and suicidal behavior now traces the decline of mindfulness into a cultural trend embracing egocentricity — “mindlessness.”

J. Stuart Ablon
A highly ranked academic keynote speaker, Dr. Ablon helps organizations across the globe implement the Collaborative Problem Solving approach.

Elisabeth Rosenthal
Authority on health care policy who changed the way we think with her award-winning New York Times series investigating the economics of health care.

Joe Robinson
An expert on productivity and employee engagement, he helps organizations adopt a healthy work-life balance, improving overall efficiency, satisfaction and resilience.
Explore behavioral health care’s greatest innovations in practice improvement, financing, integrated health care, technology, policy, advocacy and professional development through a variety of educational sessions.

**Preconference Universities**
Enhance your professional skills, expand your business expertise and empower yourself and your organization.

**General Sessions**
Explore innovations in practice improvement, financing, integrated health care, policy, technology, advocacy and professional development.

**Thought Leaders**
Stimulating, big-picture thoughts and ideas from health care innovators, personal development gurus and business leaders.

**Lunch & Learns**
Lively presentations on a range of topics during casual, interactive and educational sessions.

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

**TED-Style Talks**
Short, powerful talks on riveting topics in 18 minutes or less on the most thought-provoking and critical issues of today.

**Electronic Poster Sessions**
Interactive posters bring research to life. Data and video content are literally at your fingertips as you explore the innovations of leading researchers and providers who are redefining health care.

*Relias is proud to support the 2018 NATCON Poster Session to encourage new ideas and innovative thinking in behavioral health. Congratulations to all participants for being invited to share your research.

Relias software and services empower clients to achieve individual and organizational improvements that deliver better patient, resident and client outcomes, and better financial results. Through a unique offering of analytics, assessments, a learning platform, and learning content, Relias addresses the primary concerns of health care organizations, including recruiting, retention, risk mitigation, compliance, and the move from fee-for-service to value-based reimbursements.

NatCon18.TheNationalCouncil.org
Enhance your professional skills, expand your business expertise and empower yourself and your organization at NatCon18’s Preconference University.

**Give the Presentation of Your Life (FD1)** 9:00 AM – 5:00 PM

Inspire people like a championship coach on game day. Suit up for this intensive, one-day training camp with Gerry Sandusky, executive media coach, author and voice of the Baltimore Ravens.

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

**Be a VBP VIP (FD2)** 9:00 AM – 5:00 PM

In today’s health care system, it’s value over volume. Embrace the new paradigm of population health management and put yourself in the driver’s seat during payer negotiations.

**Presenters:** Kate Davidson and Nina Marshall, National Council for Behavioral Health; Adam Falcone, Feldesman Tucker Leifer Fidell LLP

**Work Smarter, Live Better (FD3)** 9:00 AM – 5:00 PM

Get the strategies you need to make critical, scientifically-supported adjustments to increase resilience and optimism, recharge your brain and body and activate the most gratifying life.

**Presenter:** Joe Robinson, Work-Life Balance Leader

**Comprehensive Suicide Care to Address Hard-to-Reach Populations (FD4)** 9:00 AM – 5:00 PM

Zero Suicide works! Organizations that have adopted this framework have seen dramatic reductions in suicide. Learn how to tailor the Zero Suicide framework to serve your at-risk populations.

**Presenters:** David Covington, CEO and President, RI International; Julie Goldstein Grumet, Director, The Zero Suicide Institute, EDC; Leah Harris, Peer Integration Strategist, National Association of State Mental Health Program Directors; Mike Hogan, President, Hogan Health Solutions; Virna Little, Strategic Planner, Center for Innovation in Mental Health, School of Public Health, City University of New York; Richard McKeon, Chief, Suicide Prevention Branch, Substance Abuse Mental Health Services Administration; Becky Stoll, Vice President, Crisis and Disaster Management, Centerstone; Caitlin Thompson, Vice President, Risk Management and Program Evaluation, Cohen Veterans Network
PRECONFERENCE UNIVERSITIES :: SUNDAY, APRIL 22

Cannabis Conundrum: Perspectives on Practice in a Shifting Landscape (FD5) 9:00 AM – 5:00 PM

Join this no-holds barred exploration of the issues surrounding the science of cannabis, prevention and treatment with thought leaders in research and practice, as well as practitioners in the field.

Hill Day Policy Institute (HD1) 8:00 AM – 12:00 PM | FREE

Whether you’re a veteran on Capitol Hill or a first-timer, advocacy training from the National Council’s seasoned policy staff will ensure you’re well-prepared for your Hill Day visits.

Social Media for Executives (HD2) 1:00 PM – 5:00 PM

Tweet like you mean it – don’t just twitter. Social media done right can improve and grow your company’s brand and reputation, while making you personally more accessible and relatable.

Aging and Mental Illness: Opportunities to Innovate Services (HD3) 8:00 AM – 12:00 PM

Is your organization prepared to support people with serious mental illnesses as they age? In a “graying” society, our response to the impact of aging is critical. Get ready for this growing population.

A Path to Value in a Value-Based World 8:00 AM – 12:00 PM

Learn how a community came together to reduce unnecessary emergency department presentations using rapid cycle improvement, then create connections between behavioral health and medical providers in your own community.

**Presenters:** Kristin Woodlock, Woodlock & Associates, LLC; Christine Zazzaro, AVP & Wayne Sparks MD Medical Director, Carolinas HealthCare System; Damara Gutnick, Montefiore Hudson Valley Collaborative Preforming Provider System
From Engagement to Activation Using a Trauma-Informed, Wellness Approach (HD5)  
8:00 AM – 12:00 PM

Embrace a culture of trauma-informed, wellness-oriented care to engage your clients in their own recovery, empower your staff, improve your outcomes and enhance your bottom line.

CCBHCs: Drilling Down on the Factors for Clinical, Operational and Financial Success (HD6)  
1:00 PM – 5:00 PM

Get care in the community – not just the hospital. If you’re a Certified Community Behavioral Health Clinic (CCBHC), you’re part of a national health care revolution. This is where you need to be to learn to succeed and thrive. Current CCBHCs only, please.

Seasoned Leaders (SL)  
9:00 AM – 5:00 PM  |  FREE*

Share innovations. Learn new strategies. Prepare for the future. Join other behavioral health executives as Jack McCarthy from Boston University Questrom School of Business inspires your leadership style.

*This Preconference University is by application only. To apply, visit NatCon18.TheNationalCouncil.org.

Presenter: Jack McCarthy, Director of the Executive Development Roundtable, Boston University Questrom School of Business

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Health care never stops evolving and neither does NatCon. You’ll find the best from past conferences combined with fearless exploration of the most compelling and provocative issues affecting mental health and addictions.

- Addiction and Co-Occurring Disorders
- Board Governance
- Certified Community Behavioral Health Clinics
- Children and Youth
- Clinical Practices
- Criminal Justice
- Crisis Response Services
- Financing and Alternative Payment Models
- Communications, Marketing and Branding
- Health Promotion, Prevention, Peers and Recovery
- Health Technology
- Integration
- Mental Health First Aid
- Mergers and Acquisitions
- Millennial Engagement
- Organizational Excellence/Practice Improvement
- Parity and Private Equity
- Population Health
- Public Policy
- Special Populations
- Trauma-Informed Care
- Workforce Crisis
- Workforce, Management and Leadership

Join us! 2-Hour Special Session, Tuesday, April 24: Implementation of Medication-Assisted Treatment in Community BH Agencies: Practical Strategies to Inspire and Manage Change

Join us for a special session on medication-assisted treatment (MAT), presented by Christie A. Cline, MD, MBA, and Ken Minkoff, MD — nationally known experts on implementing MAT as routine practice in addiction treatment settings. This two-hour workshop reviews current state-of-the-art treatments for addiction, identifies techniques for proper medication distribution and introduces practical strategies for agencies and programs to achieve measurable progress with MAT implementation.
Middle Management Academy

Wednesday, April 18 – Saturday, April 21
Get on the leadership fast track. Improve performance and results with this intensive, practical and highly interactive training and learn how to implement these critical lessons.

Whole Health Action Management (WHAM) Training

Saturday, April 21; 8:30 AM – 4:00 PM
Sunday, April 22; 8:30 AM – 2:30 PM
For peer specialists by peer specialists. WHAM activates self-management techniques for people living with mental illnesses and addictions.

Complete this course and become certified to facilitate eight-week WHAM peer support groups.

Mental Health First Aid Instructor Summit 2018

Sunday, April 22; 9:00 AM – 5:00 PM
Instructors are the champions of Mental Health First Aid. Hone your skills, share best practices and be inspired by leaders of the movement that urges all Americans to Be the Difference in the life of someone facing a mental health or addictions challenge.
Free. Mental Health First Aid Instructors only, please.
SPECIAL EVENTS & TRAINING

SOLUTIONS PAVILION
The National Council Solutions Pavilion has hundreds of business solutions to help your organization stay ahead of the curve. 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.

CONTINUING EDUCATION CREDITS
The 2018 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
Interact, learn, share, HAVE FUN! Take a break and enjoy one-of-a-kind entertainment, films, receptions, free professional headshots, games and makeovers.

AWARDS OF EXCELLENCE
The National Council Awards of Excellence elevate those at the forefront of innovation and commitment to exceptional quality and compassionate care and celebrate their accomplishments. Once again, the National Council partners with the Scattergood Foundation for the Scattergood Innovation Award, recognizing innovative programs, policies, products and/or technologies that challenge how behavioral health is viewed, organized and practiced.

Celebrate behavioral health’s best – the 2018 Scattergood Foundation and Awards of Excellence honorees. Join us at this gala event on April 24. The evening will be full of surprises with exceptional entertainment, fine dining and more.
REGISTRATION RATES

Group Discount

Save $50 on each registration when you register a group of three or more attendees from the same organization when you use the coupon code save50.

National Council Member Discount

Staff and board members from National Council member organizations save $200 off Standard registration rates. Not a member? Contact Liane Kluge at LianeK@TheNationalCouncil.org or 202.684.7457.

Your Registration Package

Join more than 5,000 leaders – like you – and explore health care’s greatest innovations in practice improvement, financing, integrated health care, technology, policy, advocacy and professional development. Your registration includes:

- Admission to a robust schedule of original, informative and engaging conference sessions, workshops and events.
- Access to an exceptional lineup of motivating speakers and thought leaders.
- Continuing education credits from various professional associations.
- Admission to the dynamic Solutions Pavilion (Expo) hall and a remarkable range of vendors.
- Complimentary continental breakfast on Monday, Tuesday and Wednesday; boxed lunch on Monday and Tuesday; and coffee breaks.
- Incomparable networking opportunities.

### Annual Conference: April 23-25

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### Preconference University: April 22

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### Awards of Excellence Dinner: April 24

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Additional Preconference Events

- Middle Management Academy: April 18-21 $1,350
- Whole Health Action Management (WHAM): April 21-22 $100
- Mental Health First Aid Summit: April 22 (for Instructors only) No Fee
- Hill Day Policy Institute: April 22 (Hill Day Visits April 25) No Fee

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Join Us at NatCon18 — Hotel Accommodations

Just outside the nation’s capital, National Harbor combines panoramic views of the Potomac River with easy access to Washington, DC, and historic Alexandria, VA, all in a resort destination.

Every year, the National Council Annual Conference is the place to be. **The excitement for NatCon18 is evident!** **Rooms at our preferred hotels are selling out fast.** Book your room today!

If you’re having issues finding a room at a hotel that is not currently sold out, please contact our Concierge Service Team at Conference@TheNationalCouncil.org.

- Sheraton Suites Old Town*
- Hotel Indigo Old Town*
- Gaylord National Resort & Convention Center
- AC Hotel
- Hampton Inn & Suites National Harbor/Alexandria Area
- Residence Inn National Harbor
- Westin Washington National Harbor
- MGM National Harbor Hotel
- Hilton Alexandria Old Town*
- Hilton Garden Inn Old Town*
- Embassy Suites by Hilton Old Town*

*Complimentary shuttle service is available to the Gaylord National Resort and Convention Center. Please book by March 15, 2018 to enjoy discounted group rates.

NEED HELP FINDING A ROOM OR SPECIAL HOTEL RATE? WE CAN HELP!
If you need help finding a hotel or want to ensure you’re getting NatCon rates, please contact our Concierge Service Team at Conference@TheNationalCouncil.org.

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A limited number of supporter opportunities are still available. Please contact Danny Linden at DannyL@TheNationalCouncil.org or 202-684-3729 for more information.
Start Your NATCON Experience NOW!

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

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Join the Twitter conversation with #NatCon18 and follow @NationalCouncil