

Addiction Treatment Marketing, Part 1 (5 CE)

The Behavioral Health Association of Providers (BHAP) is now offering the Certificate in Addiction Treatment Marketing (C-ATM), a first-of-its-kind certification program for addiction treatment marketers. You can fulfill some of the requirements for earning the C-ATM by attending specific sessions at this year's National Conference on Alcohol & Addiction Disorders through the conference's partnership with BHAP.

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In this course, attendees examine the fundamental questions: "What is addiction treatment marketing?" and "How is representing a program different than selling one?" The presenter will explore key advertising and marketing issues, including the marketer's role and responsibilities, mission and brand, and professionalism and etiquette.

Best

practices will be explored for situations when marketers are interacting with diverse populations of prospective and current patients and families, the admissions team and the clinical team.

Presented by [Zachary Rothenberg](#), [Kristina Sherry](#), and [Andrew Martin](#)