

Addiction Treatment Marketing, Part 2 (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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Part 2 will examine how addiction treatment marketing is distinct from marketing in general. Many key issues are related to compliance and enforcement, including relevant healthcare laws and potentially abusive practices. The presenter will discuss fees, reimbursements and services. Discussion will consider best practices related to outreach, referrals and building trust and relationships with patients, families and other treatment professionals.

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