



BHAP

BEHAVIORAL HEALTH
ASSOCIATION OF
PROVIDERS

NATIONAL MEMBERSHIP EDUCATION ADVOCACY

Behavioral Health Association of Providers (BHAP)

is a national trade membership association that provides **education** and **advocacy** for behavioral healthcare providers and related entities.

BHAP delivers reliable information and resources on compliance and best practices to enable recovery industry professionals, owners, and operators to navigate the evolving clinical and regulatory landscapes.

Our members benefit from simple, effective, and relevant resources that keep you focused on what matters most: the health and well-being of your clients.

Membership

Membership provides confidence that providers are informed about compliance with changing legal regulations and industry best practices, while reinforcing provider reputation within a network of ethical business practitioners.

Education

Educational and certification opportunities build skills with higher-level learning designed for providers interested in ethical business practices and regulatory compliance, and informing prospective consumers of the dedication the provider exhibits toward honest business practices.

Advocacy

Advocacy efforts encourage industry involvement and self-regulation by informing providers of legislative activity that will promote state and federal rules and regulations that benefit providers and those suffering from behavioral health illnesses.

Who We Serve

- ◆ **Owners and Operators:** if you run a treatment center or transitional living facility
- ◆ **Counselors and Clinicians:** if you work in the behavioral health or substance abuse field
- ◆ **Marketing and Advertising:** keep abreast of how to market addiction treatment ethically
- ◆ **Attorneys and Advisors:** those who serve clients in the behavioral health and substance abuse fields

Some Member Benefits

- ◆ **Health Insurance:** If your organization has five or more members, you can receive savings on insurance.
- ◆ **Educational Discounts:** BHAP members receive 15% off our webinars and our Certificate in Addiction Treatment Marketing (C-ATM) courses
- ◆ **Compliance Information:** our members have access to information on laws & regulations regarding compliance, as well as discounted services for consulting
- ◆ More benefits on our website

Behavioral Health Association of Providers

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Certificate in Addiction Treatment Marketing



**Start yours today:
because reputation is EVERYTHING**

Being ethical in the marketing of your addiction treatment organization or services is more important than ever. The news is filled with stories of companies being fined and even losing their credentials because they were doing things that were not compliant.

A comprehensive program of six courses, the C-ATM is a first-of-its-kind certificate program that teaches you best practices and practical tips from renowned legal and industry experts. The courses are eligible for CE credits that are approved by both CCAPP and NAADAC.

There's also the opportunity to get our Certified Admissions and Marketing Specialist (CAMS) credential. Working with the California Consortium of Addiction Programs and Professionals (CCAPP), the CAMS is the C-ATM with the additional fees taken care of so you are eligible for a nationally-recognized IC&RC credential.

The price for the C-ATM and CAMS program is broken down by whether you are wanting CE credit and whether it's live or in person. Additionally, BHAP members get 15% off all workshops.

Contact us for more information!

The C-ATM is offered fully online, allowing you 24-7 access. Each course takes approximately six hours to complete, and can be taken in any order and at any time. Continuing Education Units (CEs) are offered for each of the C-ATM courses.

The Courses

- ◆ **Course 1:** Corporate Ethics and Compliance
- ◆ **Course 2:** Consumer Privacy and Data Security
- ◆ **Course 3:** Ethical Communications in Marketing
- ◆ **Course 4:** Addiction Treatment Marketing I
- ◆ **Course 5:** Addiction Treatment Marketing II
- ◆ **Course 6:** Ethical Compensation Practices

Each of the courses in the C-ATM program has been carefully researched and developed by our subject-matter experts and instructional design team. The result is a comprehensive and cohesive set of learning experiences, custom designed for optimal learning.