ONE SHARED VISION

ACADEMIC PROGRAM PLANNING GUIDE

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www.TheAddictionsAcademy.com
The Addictions Academy was founded to increase education in the areas of addiction that have been previously unavailable to the general public. We offer LIVE on site training (at your treatment center or select cities around the country), live virtual classroom experiences (webinar) or on demand, self-study, classes in an array of subjects that fit your practice or services. With our extensive availability of certifications, training programs and continuing education units we can assist you in obtaining new cash pay clients, increasing your client base, obtaining continuing education units (CEU’s) or starting a new practice. We handle all the certification components and even assist you in marketing and client acquisition. At The Addictions Academy we operate with a Standard of Excellence for Training with an Accreditation Component for International Certification and State Licensure (if applicable). Our goal is to instill in students the passion to excel.

FACULTY AND STAFF
The Staff at the Addictions Academy are hand selected and very highly educated. We take pride in who are teachers are and we want you to have the best education available on the market. We want you, the student, to know that we have spent years writing and teaching. All of our faculty are highly skilled in their respective disciplines and hold Doctorates, master’s degrees, and or licenses and are considered top in their fields. They have been featured on NBC, CNN, CBS, Good Morning America, CNBC, Fox News, Washington Post, Dr. Phil, Oprah, Huffington Post, MSN, LA Times, HBO, People Magazine, Dr. Drew, and more. We believe you need to learn from the best to be the best at what you do.

CREDENTIALING
We have aligned and chosen some of the best non-partial credentialing offices to review our manuals, exams and process and we are pleased to offer continuing education units.

We are an International school, as we believe you should not be confined to work in one state and you will need to travel globally. Our certifications and certifying bodies prepare you for global not local work. We are in over 23 countries and have 30 plus classes and 20 top teachers and have been translated into 5 languages.
CERTIFIED COUNSELOR PROGRAM CAP, CAC

A Certified Alcohol and Drug Counselor is a career that is in high demand due to the increasing opioid epidemic and lack of qualified professionals to assist with the current crisis. As a Certified Addictions Counselor, you will be at the forefront of helping others with their drug and alcohol addictions. Once enrolled in our program, you will receive the 350 hours necessary to understand how to counsel clients with addictions in all of the 9 required domains. We offer the training hours necessary for you to sit and pass the various state exams. Every state has different requirements; please call today to verify we cover your state.

INTERNATIONAL MASTER ADDICTIONS COACH CERTIFICATION (IMAC)

The International Master Addiction Coach Certification is a 125-hour program encompassing 9 different classes and 25 weeks of clinical coaching supervision. It centers around 6 core courses and 2 electives to expand your practice and make you more marketable to your ideal client market. Most people diagnosed with Substance Use Disorder have multiple addictions besides drugs and alcohol and most coaches are only trained to handle those issues. Imagine expanding your market, and your service platform if you can offer coaching in other areas like sex addiction, internet addiction, food addiction, even family coaching. If you are building a private practice, it is imperative to offer the most services to your clients to not only assist them in harnessing their true potential but also to increase your marketing value and services platform.

PROGRAM INCLUDES:
9 Courses, All Manuals and Exams, 25 weeks of clinical supervision, copy of our #1 Best Selling Workbook, Copy of our Forms and Documents Book (Get and stay legal), and BONUS Marketing and Business self-study class. Classes are taught by live virtual classroom (webinar) and self-study.

NATIONALLY CERTIFIED RECOVERY COACH™ TRAINING LEVELS I AND II (NCRC)

Our comprehensive Professional Recovery Coach Certification will teach you how to handle clients that are looking for help from drug addiction and alcohol addiction. A Recovery Coach’s function is to assist a client with Substance Use Disorder in finding the appropriate path to sobriety. A Recovery Coach sets the parameters of the conversation, listens and contributes observations and questions, provides a roadmap for success, and assists the client as a team to achieve their desired goals while offering a form of strength-based support that includes intensive work within these areas: Accountability, Behavioral Change, Action Planning, Family Relationships, Coping Skills, Triggers, Purpose and Passion, Job and Career, Financial and more. The emphasis is on a client learning how to be productive and handle different aspects of life that may have been damaged by their addiction. Our exclusive Level II contains mental health disorders, understanding the DSM 5 and what drugs are prescribed for what conditions. Our 36 hour program includes: Recovery Coach Certification I and II, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED RECOVERY COACH SUPERVISOR (NCRCs)

Adding a Certified Recovery Coach Supervisor credential to your resume will open up job opportunities and allow you to position yourself in the addiction industry as a leader in Recovery Coaching. This will give your company and clients the assurance they need to know you have the best training on the market. You can also go into private practice and hire recovery coaches to provide services to clientele. Now is the time to position yourself above the rest of your peers, as people scramble to become Certified Recovery Coaches, the management potential is endless. Our 36 hour program includes: Recovery Coach Certification I and II, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.
NATIONALLY CERTIFIED FAMILY RECOVERY COACH (NCFRC)

If you have experienced addiction and substance use disorder through the eyes of a loved one, this class is for you. Our comprehensive Professional Family Recovery Coach Certification and Training Program will teach you how to handle the families and loved ones of clients that are suffering from a drug and alcohol addiction. You will learn to spot co-dependent and enabling behaviors, set boundaries, alleviate family concerns, educate the family on addiction, assist in possible placement, spot hidden anger, blame and resentment. Pharmacology, types of drugs both legal and street will be discussed. Qualifying the family as a client. Our 36 hour program includes: Family Coach Certification, Relapse Prevention Training, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED NUTRITIONAL RECOVERY COACH (NCNRC)

In our Nationally Certified Nutritional Recovery Coaching course, we will address the importance of re-building a relationship with wholesome foods, and the necessity of good nutrition throughout addiction recovery. Most clients in addiction did not eat properly and take care of their bodies. This class covers what foods assist in rebuilding and detoxifying the body for optimum performance. Fast, fatty, sugary foods are often eaten because they’re easy and cheap. Years of drug and alcohol abuse will wreak havoc on the body. In this course, we will teach you how to eat properly, provide your body with the correct nutrients and heal your body from the inside out. Our 36 hour program includes: Nutrition Coach Certification, Food Addiction Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED FOOD ADDICTION COACH (NCFAC)

In Food Addiction Coach Training we will explain the differences between healthy and unhealthy relationships with food, how to spot a hidden eating disorder, what the difference between dieting and lifestyle choices are and how to deal with all of them as they present in your client. We address food addictions as both part of the addictive cycle and also independent of other addictions. For most addicts, an addiction is addiction and food is no different. They complete substance abuse treatment and then begin abusing food.

They may overeat, binge eat, indulge in sugar and caffeine and gain weight. We will discuss the hidden dangers of sugar consumption (which creates dopamine in the brain like cocaine and detoxes in the body like heroin) in both emotional and physical components. Our 36 hour program includes: Nutrition Coach Certification, Food Addiction Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.
NATIONALLY CERTIFIED BRAIN HEALTH COACH (NCBHC)

In this course, we will address the importance of rebuilding the health of your brain through holistic neurotransmitter repair. Addictions of every kind create massive changes to your chemical messengers (neurotransmitters) that not only affect you both physically and emotionally but also make the potential for relapse greater. Many people discuss neurotransmitters such as dopamine, norepinephrine, serotonin, and GABA but do not offer solutions to these imbalances. We will teach you the key neurotransmitters that the brain needs to become balanced and return to homeostasis. We will also teach you how to assess for neurotransmitter imbalance and how to correct it with nutrients, amino acids, essential oils and the basics of gut health. Our 36 hour program includes: Brain Health Coach Certification, Relapse Prevention Training, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED FITNESS RECOVERY COACH TRAINING (NCFRC)

This training program is a revolutionary fitness training education class that prepares future coaches in the fields of recovery with fitness by aligning the two modalities. This class will show you exciting examples of new fitness concepts through nutrition, targeted exercise regimens, and the key to this philosophy – the integration of a spiritual practice into their workouts. This foundation is essential to the addict’s sober life. You will gain the skills to guide the newly sober client to a place acceptance, growth and serenity around their body, health, wellbeing and fitness. Our 36 hour program includes: Fitness Recovery Coach Certification, Life Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED INTERNET ADDICTIONS COACH (NCIAC)

Internet addiction is described as an impulse control disorder, which does not involve the use of an intoxicating drug and is very similar to pathological gambling. Some Internet users may develop an emotional attachment to online friends and activities they create on their computer screens and self-esteem can become tied to a false online presence. Gamers that are enmeshed in the online video games also have this phenomenon where they simply cannot put the controller down. In addition to work expecting employees to check their email, younger kids not wanting to miss a text, or social media response, internet addiction can be fear driven. Our 36 hour program includes: Internet Addictions Coach Certification, Life Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED HARM REDUCTION COACH (NCHRC)

Harm Reduction in the treatment world has many different meanings, and many applications. We will cover many topics and facets of harm reduction in this class. Our Harm Reduction Training includes and explores the following topics: Medically Assisted Treatment (MAT), Needle exchange programs, how to use Naloxone, Suboxone, Methadone options, Safe Injection Sites, Opioid Replacement Treatment (ORT), Heroin Maintenance programs, Alcohol Harm Reduction Techniques, Ethics of Harm Reduction, implementation of various treatment modalities that support harm reduction. We also cover using cannabis as detox and maintenance, how sugar and food are harm reduction substitutes to cocaine and heroin, Porn and Sex Addiction, Safer sex programs, Legalized prostitution, Sex work and HIV, Decriminalization of Drugs, Gaming, Gambling and Internet Addiction, Social Media Harm reduction. Our 36 hour program includes: Harm Reduction Certification, Life Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

Nationally Certified Life Coach (NCLC)

As a life coach, you’ll get to spend your days helping people on a deep, personal and unique level. A life coach training certification will teach you the art of active verses passive listening skills, and how to learn to listen to the stuck points in a client’s life and help them move past those points to achieve all their goals. You’ll be an instrumental part of helping them find the success and happiness that they’re looking. A life coach is a positive person that encourages and assists their clients in a positive, meaningful journey through various aspects of their life and career. Our 26 hour program includes: Life Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.
NATIONALLY CERTIFIED RELATIONSHIP COACH TRAINING

Our program in relationship coaching will show professional coaches and counselors how to work with clients to break out of destructive relationship patterns and develop strong and positive relationships in their lives. Many clients feel stuck, like they are doomed to repeat the same relationship patterns over and over again. In this course, you’ll get the tools and skills to help your clients change these patterns and heal the underlying emotional wounds. This approach helps clients break the cycle they’ve created for themselves. Relationship coaching can be done actively with individuals or with couples and this class will help you identify destructive patterns of behavior that derail relationships as clients are often unaware of these and feel victimized when relationship patterns continue to repeat themselves. Our 12 hour program includes the relationship course.

NATIONALLY CERTIFIED SOBER COMPANION AND SAFE TRANSPORT (SOBER ESCORT)

Sober Companions and safe transport (sober escort from treatment and to and from appointments) have been around for a very long time in the 12 step model. With training as a sober coach or safe transport, you are able to take your ‘street knowledge’ and personal experience in the addiction recovery world and add some solid training behind your name to give you even more credibility in the addiction industry. In addition to gaining a wealth of new knowledge and understanding in the addiction process, you will also learn the ethical and legal side of companionship and transports. If you are toting clients around in your personal vehicle you need this class. Our 36 hour program includes: Sober Companion and Safe Transport Certification, Life Coaching Certification, 10 weeks of clinical supervision, ethics class, all manuals, copy of our Bestselling Workbook and all exams and credentials included.

NATIONALLY CERTIFIED INTERVENTION PROFESSIONAL™ (NCIP)

As a Trained and Certified Interventionist, you will be on the front lines of assisting clients to get the help they so desperately need for their drug and alcohol addictions, including helping the family with placement of the client and transport to treatment. Our exclusive RAAD model will teach you how to do both surprise and invitational interventions, utilizing body language and placement of the client for the least restrictive way to get them to commit to help. We will handle specific tips and tricks that will help you in the pre, current and post interventions. Dealing with the enabling and codependent family is covered, pre qualifying the client and how to handle all objections to treatment, bottom lines and love letters are covered. Our model is unique and rooted in body language and active listening and we have a high success rate of placements due to our pre work (most of the intervention is done prior). Our 36 hour program includes: Intervention Certification, Case Management training a, 10 weeks of clinical supervision, ethics class, all manuals, and all exams and credentials included.

ADVANCED CLINICAL INTERVENTION PROFESSIONAL CERTIFICATION™ (NCACIP)

An Advanced Clinical Intervention class designed for you, the busy professional, that will encompass all the styles and types of interventions that you will encounter including: mental health, drug and alcohol addictions, sex addictions, food addictions, individual, Family and Business Interventions on an in depth level and we teach you tips and tricks to complete the interventions in 4 to 12 hours max from the time you step out of the car or off the plane (most of your work is done without ever leaving your home or office). This class is comprehensive and only taught live in person. It encompasses everything with the regular class but in depth and designed to cover more areas of addiction. Our 51 hour program includes: Advanced Intervention Certification, Case Management training a, 10 weeks of clinical supervision, ethics class, all manuals, and all exams and credentials included.
ADVANCED CLINICAL INTERVENTION PROFESSIONAL CERTIFICATION™ (NCACIP)

An Advanced Clinical Intervention class designed for you, the busy professional, that will encompass all the styles and types of interventions that you will encounter including: mental health, drug and alcohol addictions, sex addictions, food addictions, individual, Family and Business Interventions on an in-depth level and we teach you tips and tricks to complete the interventions in 4 to 12 hours max from the time you step out of the car or off the plane (most of your work is done without ever leaving your home or office). This class is comprehensive and only taught live in person. It encompasses everything with the regular class but in depth and designed to cover more areas of addiction. Our 51 hour program includes: Advanced Intervention Certification, Case Management training a, 10 weeks of clinical supervision, ethics class, all manuals, and all exams and credentials included.

MASTERMIND GROUP – MENTORSHIP

Therapists and Recovery Coaches are usually great at what they do – help the client. However, when it comes to marketing themselves and gaining new business, Therapists and Recovery Coaches falter. A lot of people are simply not sure where to start and how to get the word out about what they are doing in business. Therapists and those in Recovery are taught that asking for money is not humbling or can cause a conflict and asking for the rate they deserve is unheard of. Closing the client and collecting payment can be an uncomfortable process that many avoid and this can destroy your therapy, recovery coaching, intervention or practice quickly. For some, it is uncomfortable to make the switch from accepting insurance to cash pay clients, for others even how to market yourself and gain clients is a perplexing maze that cannot be navigated. As your Business Consultants and Business Mentors, we can assure you that we will cover every aspect of your business development. From Money Mindset to client acquisition, our mentorship program will get you there. Private Intensive Mentorship for 3-6 months commitment to brand and grow your client base is also available.

CHRISTIAN TRACK

Christian Track for busy Christian professionals, clergy, pastors and more. We offer a self study portal or live classes brought directly to your facility or place of worship to assist with your community, patrons or group. We cover family coaching, recovery coaching and also intervention from a Christian Bible perspective.

FIRST RESPONDER

First responder Training for Crisis workers, EMT, Police Officers, Firefighters and all front line workers that are dealing with the epidemic first hand. We can come direct to your community live and offer a great presentation on addiction that includes everything from what addictions.
TREATMENT CENTERS
CASE MANAGEMENT TRAINING

Understanding how to case manage client and how to assess for proper aftercare placement are taught with emphasis on the following: Accessing Mental Health and Physical Health Community Services, Handling Requirements, Dealing with Housing and Sober Living facilities.

Exploring Employment, AfterCare Planning and Smooth Continuum of Care post facility (aftercare services) Implementation of proper case management services and connections to those services. This 16 hour training or X X hour training will prepare you to sit for the proper state examinations. Includes exam, manual and continuing education hours.

TRAIN THE TRAINER

If teaching others is your passion, we offer a branded version on our classes that you can teach your staff, company or create a business as a facilitator of our programming. Call for details.

BILLING AND COLLECTIONS TRAINING

A good treatment center will have a great billing and collections policy and department. You are probably not collecting the right amount in billables or you are losing money in the collections side if you outsource your billing and or collections to another company. We can train your staff on how to bill and collect to get you top dollar for services (private on site training) and we can go through your collections and make sure you are getting the money owed. We also offer a training for your staff on how to bill and collect that covers just some of these important topics, plus more. Reviewing and appealing unpaid and denied claims,

- Verifying patients’ insurance coverage,
- Answering patients’ billing questions
- Handling collections on unpaid accounts and appeals
- Managing the facility's Accounts Receivable reports.
- Preparing and submitting clean claims
- Insurance Verifications and Assignments of Benefits
- Common CMS-1500 Completion Guidelines
- Common UB-04 (CMS-1450) Completion Guidelines
- Determining Payments, explanation of benefits
- Secondary claims
- And MORE…..
A good treatment center has an amazing UR team and they can request and get the amount per day as needed. If you are struggling to keep days due to insurance denials or early terminations, this class is a must for your staff. There should be no surprises on the billing side of treatment and it all starts with the correctly trained UR staff that knows how to ask for and get the correct amount of treatment days at the correct level of care. We offer this training on line virtual classroom or we can come direct to your facility and offer the training to your staff in person.

- UR Precertification Process with Assessment Forms Reviewed
- Intake Certification Call, rebuttal issues and objections to overcome
- Organization of presentation and What is the Axis(I-V)?
- Tips to get what you need from the insurance
- ASAM criteria and ASAMS Dimensional Criteria
- DSM 5 diagnosis will be examined and discussed
- Basic HCPCS coding and Revenue codes will be illustrated for Continuum of Care
- Discussion of the Medical Necessity Disclaimer of Insurance Companies for Coverage Concurrent or Continued Stay Reviews and ASAMS Dimensional Criteria
- Auditing Notes tips and overcoming issues
- Advanced Topics will be discussed, including Peer to Peer Reviews and Appeals Process.

ADMISSIONS CALL CENTER TRAINING

The Admissions Team at a Treatment Center is the first person your clients will interact with on the phone and the Admissions Team is responsible for getting the lead to convert to a client, yet MOST addiction centers have no trained people on the front lines, which means you can have the best Lead Generation service but if your front line cannot convert a lead to a call, you are wasting money and time. We will analyze the systems you have in place, meet your staff, and train them on both clinical terminology and sales closing tactics that meet the ethical, legal and business requirements and goals of your individual treatment center to polis them and increase their closing ratios ethically and legally. Untrained staff, missed calls, admission of inappropriate candidates for your specific services, promises to clients that are unrealistic (resulting in them leaving upon arrival), not assessed for the proper level of care, not understanding and assessing proper insurance coverage. This all translates into time lost and revenue lost.

- Fast Screening Techniques for the appropriate Candidate
- Key Questions to use to close the deal and get them in the door
- Pre-Qualification of the client in the proper steps to ensure placement.
- Secrets your Call Center Staff should be doing in their ‘down time’ to increase call volume.
- Handling the crisis call, the angry client and the troubled clients
- Closing Phrases that make it happen NOW
- Know your product and understanding your treatment ‘worth’
- Reducing the AMA and APA Rate from the beginning
- Clarifying Expectations of Treatment and of the Client
- Active vs. Passive Listening Skills
- Scriptwriting
- Overcoming Objections to Treatment
- Money Mindset: How to ask for it and get it

REDUCE AMA/APA RATE (STOP CLIENTS FROM LEAVING EARLY)

Clients want to leave treatment early all the time, but what is the secret to getting them to stay and finish our program? Training of course! When a client wants to leave it creates a crisis disruption that pulls all of the treatment team staff away from helping other clients to convince the one client to stay. This usually results in multiple clients leaving at once, because the treatment team is not trained in AMA/APA blocking techniques. A happy, sober client is worth 4-10 referrals and an unhappy client is worth 40 negative reviews. We will analyze the systems you have in place, meet your staff, and train them on both clinical terminology and closing retention tactics. We have cross blended Motivational Interviewing, with Coaching and Cognitive Behavioral Therapy terminology and sales closing techniques for a proven system that retains clients and we custom it to your center.

- Learning the Proper Language to use to end the AMA/APA.
- How to build rapport with the client before during and after the intervention process.
- Key Questions to ask the person to stop the AMA/APA.
- Handling the angry and obstinate client, guilt remorse and “I just want to get high”
- Proper use of Assessment Tools and Service Coordination for Client Retainment
- Overcoming Objections 101.
- Reducing the AMA and APA Rate from the beginning, not just in crisis.
- Body Language Techniques/NLP Instruction
- Stages of change
- Active vs. Passive Listening Skills
You have heard the horror stories of ‘marketers’ patient brokering to keep the beds full. You hear treatment centers saying ‘put heads in beds’ and you see the average length of a job for a Business Outreach Developer (marketer) is 6 months in the addiction treatment center space. This is because most marketers do not really understand marketing or branding or how to keep their pipelines full, they rely on current personal connections and when those run out some marketers will resort to unethical tactics. Most treatment centers do not offer a marketing training to their staff and get frustrated when goals and quotas are not met. We can teach them to get their pipeline full and your center full, ethically and legally utilizing Positive Psychology, sales training, NLP and Motivational Interviewing Techniques we can train your sales staff to deliver, something you are paying them for.

- Social Networking, PR, e-blasts and list acquisition
- Understanding Guerilla Marketing
- Develop a marketing and action plan (one included)
- Target your audience niche (who are you trying to reach)
- Tips to utilize social media like LinkedIn, Facebook and more to build a pipeline
- Learn how to connect with resources you didn’t know you had
- Learn how to create your referral funnel and keep it fed
- Meeting and stage set up to garner clients on a larger level
- Contract samples
- How to streamline for success
- Finding your niche market
- Understanding your competition
- Understanding the Art of the Close
- Ethics, Legal, Stark Law, Patient Brokering Issues