

ONE HUNDRED FIFTEENTH CONGRESS  
**Congress of the United States**  
**House of Representatives**

COMMITTEE ON ENERGY AND COMMERCE

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September 26, 2018

Mr. Marvin Ventrell  
Executive Director  
National Association of Addiction Treatment Providers  
1120 Lincoln Street, Suite 1303  
Denver, CO 80203

Dear Mr. Ventrell:

Thank you for appearing before the Subcommittee on Oversight and Investigations on July 24, 2018, to testify at the hearing entitled "Examining Advertising and Marketing Practices within the Substance Use Treatment Industry."

Pursuant to the Rules of the Committee on Energy and Commerce, the hearing record remains open for ten business days to permit Members to submit additional questions for the record, which are attached. To facilitate the printing of the hearing record, please respond to these questions with a transmittal letter by the close of business on Thursday, October 11, 2018. Your responses should be mailed to Ali Fulling, Legislative Clerk, Committee on Energy and Commerce, 2125 Rayburn House Office Building, Washington, DC 20515 and e-mailed in Word format to [Ali.Fulling@mail.house.gov](mailto:Ali.Fulling@mail.house.gov).

Thank you again for your time and effort preparing and delivering testimony before the Subcommittee.

Sincerely,



Gregg Harper  
Chairman  
Subcommittee on Oversight and Investigations

cc: The Honorable Diana DeGette, Ranking Member, Subcommittee on Oversight and Investigations

Attachment

## Attachment—Additional Questions for the Record

### The Honorable Gregg Harper

1. How has the consumer been hurt by unethical marketing and advertising practices and a lack of universal quality standards?
2. Your testimony notes that the association recently approved a new membership requirement which will require members to obtain accreditation as an addiction treatment provider. Why did the association feel this was a necessary requirement for its members?
  - a. How many of your members would you say are accredited today?
  - b. How many of your members will need to gain accreditation in order to maintain their membership?
3. In addition to touting potentially misleading success rates, another concern the Committee has heard is that some facilities or websites will post on their website or share with their potential clients which organizations they are accredited by, such as the Joint Commission or the Commission on Accreditation of Rehabilitation Facilities. However, the concern is that while the company often puts the accrediting organization's logo on their website – inferring that all of their facilities are accredited – sometimes only one facility, parts of the program, or certain services are accredited. How common is this and what concerns does the association have for this kind of misrepresentation?
  - a. Does the association have recommendations for how companies or treatment facilities can be more transparent about which parts of their treatment are accredited?
4. What policy reforms do you think would be helpful to ensure honest marketing and advertising practices and quality care in the substance use disorder treatment industry?
5. Given that the association's updated code of ethics specifically addresses patient brokering and financial rewards, gifts, or other remuneration – are kickbacks, disguised as a “bed reservation fee” in this case—common within the industry?
  - a. What other deceptive practices have you seen across the industry? Why are they concerning to you?
6. Is there anything else that you'd like to add, clarify, or correct for the record?

**The Honorable Michael C. Burgess**

1. To what extent does the National Association of Addiction Treatment Providers look into the liability history of its members when evaluating whether or not to renew their membership? For example, in 2015, then California Attorney General Kamala Harris filed a murder indictment against American Addiction Centers and its employees. Have you taken cases such as this one into account when considering membership eligibility?

**The Honorable Gus Bilirakis**

1. What policy reforms do you think would be helpful to ensure honest marketing and advertising practices and quality care in the substance use disorder treatment industry?
2. What entity is responsible for auditing your facilities? Since opening your doors, how many times have you been audited, and is your experience unique or common in the industry?