



Staff members of Dual Diagnosis Anonymous of Oregon, featuring Dr. Dean Brooks (center), board member and former Superintendent of Oregon State Hospital. *[photo courtesy Jennifer Springsteen]*

## PFR Partner in Focus

tions and mental illness. The organization has a very strong fellowship, and participants convene for weekly and monthly meetings in Portland and Salem.

For history, meeting locations and downloadable literature, visit the organization's website at [www.ddaoforegon.com](http://www.ddaoforegon.com). Readers may also contact them by email or phone: [jennifers@ddaoforegon.org](mailto:jennifers@ddaoforegon.org) or 1-877-222-1332.

PFR wishes to acknowledge the continuing efforts of DDA of Oregon, and the organization is this quarter's PFR Partner in Focus. □

To nominate future "PFR Partners in Focus," please send an email message to [alan\\_moghul@abtassoc.com](mailto:alan_moghul@abtassoc.com). A digital photograph of the individual would also be appreciated.

**D**ual Diagnosis Anonymous (DDA) of Oregon is a peer support program that goes beyond the traditional 12-step self-help model by embracing an additional five steps specifically designed for individuals who suffer from a mental illness and an addiction. The organization recognizes that both illnesses are con-

sidered primary, and DDA of Oregon's unique "12 Steps Plus 5" program offers its dually-diagnosed clients hope for achieving the promise of recovery. DDA of Oregon has learned that allowing participants to share their common stories helps minimize the stigma often associated with co-occurring addic-

## Assisting Providers Prepare for the New Health Care Environment

### *Teaching Behavioral Health Providers to Market to New Payers*

**T**he Patient Protection and Affordable Care Act (ACA) requires providers to acquire skills, develop capabilities, and invest in marketing strategies that will enable them to sustain their practices in the context of Medicaid expansion, health insurance exchanges, and Accountable Care Organizations. Providers will be required to share information and data, partici-

pate in increasingly coordinated and integrated models with primary care, abide by new reimbursement methods, and conduct clinical and administrative business processes with managed care organizations, other providers, and payers. In short, behavioral health providers will be expected to operate in a new business environment.

Recognizing this need, PFR is partnering with the State Associations of Addiction Services (SAAS) to educate providers about commercial health insurance, private-and employer-sponsored health plans, and Medicaid managed care markets. This project assists providers in identifying the skill sets and infrastructure needed to market their services and

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**PARTNERS  
for RECOVERY**

*Serving People by Improving  
Systems*

Collaborating to promote comprehensive health systems that enhance resiliency and support recovery from mental and substance use problems.

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# PFR Update

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## School for Prevention Leadership Graduates Nearly 20 Scholars

*Cutting-Edge Products Developed Via Team Projects*

The School for Prevention Leadership graduated nearly 20 “scholars” at a ceremony held in Washington, D.C., in early June. This leadership institute – the latest in a series of institutes funded by Partners for Recovery since 2006 – focused on substance abuse prevention specialists. The

School for Prevention Leadership assisted in preparing community-level and state-level prevention professionals in developing a set of leadership skills and a knowledge base to effectively navigate the anticipated changes brought about by health reform. Participants were competitively selected

from a nationwide call for applications. Twenty states, the District of Columbia and Puerto Rico were selected and randomly assigned to five separate “teams” – each with a mentor.

A prerequisite for graduating from the School for Prevention Leadership was

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School for Prevention Leadership graduates include (from L to R) John Varady, Mary Haag, Jodee Goche, Claudia Shader, Aisha Hamid, Lindsey Roberts, JP Banks, Lesley Gabel, Erica Leary, Pat Castillo, Jose Rexach Malave, Kat Allen, Heather Mueller, Natasha Pineda, Eileen Stone, Sara McGregor-Okroi, Trent Coffey, Lorri Flores, Bill Lowenstein, Sharlene Johnson, Steven Van, Michael Flores II, and Carol Read.