

Educate. Advocate. Empower.

How access to a recovery residence helped me obtain a life of purpose and a voice for the voiceless.

Lissa Franklin, BA



Lissa Franklin is the founder of Lissa Franklin and Associates, a consultancy specializing in Non-Profit Strategy, Healthcare Facility Operations, Behavioral Health Accreditation and Compliance, Social Services Program Development, and Public Health and Consumer Protection Policy. She received her bachelor's degree from the University of Miami, with a major in Psychology with a minor in Health Sector Management and Policy and graduated with university honors. During her time as a student at the University of Miami she founded the Miami chapter and served as the Chapter Lead of "Young People in Recovery: Miami" and was Founder and President of the Collegiate Recovery Community at the University of Miami called "URecovery".

Ms. Franklin has worked in the Behavioral Healthcare field for over a decade. She has served many roles from Behavioral Health Technician to Executive Level Leadership. She began her time working in at a facility serving adolescents, from there she became the Director of Operations at a trauma-focused facility for females, and prior to stepping out on her own she was the Director of Marketing for an academically-focused addiction treatment center on a college campus for over 4 years.

Community development focused on the improvement of human capital, has always been a passion for Ms. Franklin. Locally to South Florida she has served on the Miami Dade Opioid Task Force, the Palm Beach County Sober Home Task Force, was a founding member of Southeast Florida Recovery Advocates, and is actively involved with the Palm Beach County Substance Awareness Coalition and a member at-large of the Palm Beach County Advisory Committee on Behavioral Health Substance Use and Co-Occurring Disorders. Nationally, she was involved with the implementation of the Drug Enforcement Administration's 360 Strategy Initiative and has held advisory roles for the Substance Abuse Mental Health and Services Administration (SAMHSA), Federal Trade Commission's Division of Consumer Protection, the National Council for Behavioral Health, the National Alliance of Model State Drug Law (NAMSDL), the National Association of Addiction Treatment Providers (NAATP), and the National Association of Attorneys General (NAAG). She is currently the Executive Director of the Delray Beach Drug Task Force, a board member of the Health Council of Southeast Florida, a member of the National Association of Drug Diversion Investigators (NADDI), and actively involved with SafeCall Now. Ms. Franklin has been instrumental in the drafting and implementation of legislation focused on quality of care and patient protection at the local, state, and federal levels.

Widely recognized for her vast involvement and expansive knowledge, Ms. Franklin is known as one of the country's most prominent authorities within the field of Behavioral Healthcare. She has contributed as a subject matter expert to People Magazine, the Washington Post, the New York Times, the New Yorker, NPR, the Wall Street Journal, major streaming services documentaries, BBC, ESPN, CBS, NBC, and FOX.

Lissa's passions in this arena are guided by her closely held belief system. She believes "as long as there is breath there is hope". She believes that as a survivor and a person in long-term recovery that it is her duty to keep hope alive by sparking conversations, shattering stigma, and increasing access to quality care and recovery support systems. She advocates fiercely for patient protection because she believes "the world will not be destroyed by evil, but by those who see evil and do nothing about it". She wholeheartedly lives by "teamwork makes the dream work", embracing a work-ethic of communication and collaboration because "what cannot be done alone, can surely be done together".

Being a born and raised Iowan, she loves the Iowa Hawkeyes. In her spare time, you can find her at the gym, reading a book, or pursuing her passion-hobby of Real Estate. 9 times out of 10 you will always find her with her sidekick Yogi- her dog that is her whole world.



Disclaimer

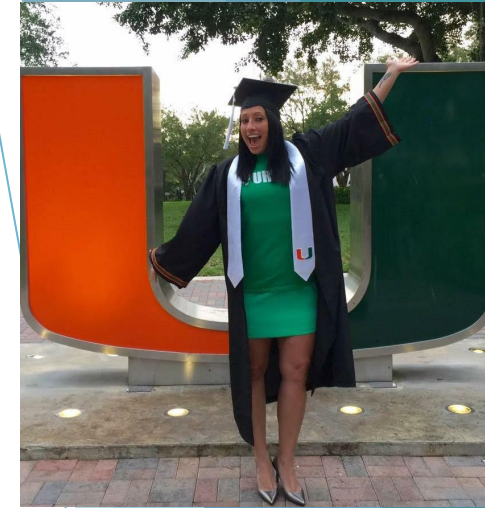
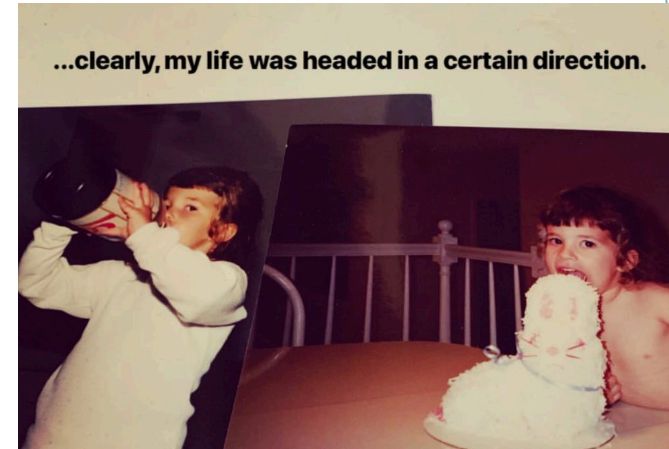
- ▶ I am not: law enforcement, a lawyer, or a federal agent
- ▶ Being involved with the local task forces as a civilian does not give me any special privileges and/or investigative authority.
- ▶ This presentation is not legal advice (see bullet one).
- ▶ This presentation is my own words, not that of any organization I am affiliated and/or involved with.
- ▶ This presentation is not sponsored by State, County, or City.

Objectives

- ▶ My Story: Iowa-original to Florida-based
- ▶ Where we were and why we jumped into action:
 - ▶ Recognize aspects of addiction treatment predatory practices
 - ▶ Identify lack of proper treatment and recovery support systems, infrastructure, protections and social determinants of health.
- ▶ What we did:
 - ▶ Categorize systematic gaps and needs of current legislative tools, communication, and collaboration
- ▶ Moving forward:
 - ▶ Continually construct and implement a solution-focused plan of action to protect those seeking access to safe and supportive housing and reduce their barriers towards successful acquisition

My Experience: treatment and recovery saved my life, which is why I fight so hard to protect it.

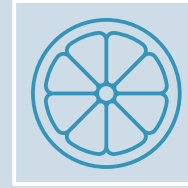
- ▶ Growing Up
- ▶ Recognizing I needed help
- ▶ Getting help
- ▶ Access to a Recovery Ecosystem
- ▶ Getting Involved



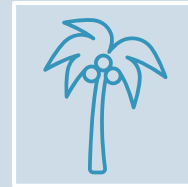
Where We Were

- ▶ People were dying
- ▶ People had little access to evidence-based care
- ▶ People were dying
- ▶ People were being exploited trying to get help
- ▶ People were dying
- ▶ All hands-on deck were needed, and only some were coming on deck
- ▶ People were dying

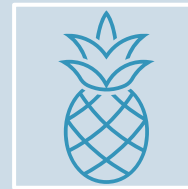
Where We Were: 3 buckets



State



County



City

Where we were

What people think is the problem:



Reality:

1. Unscrupulous Physicians and rouge sober home operators
2. Lack of regulations and standards within SUD treatment care and operations
3. Lack of enforcement of bullet 2
4. Lack of communication between jurisdictions and agencies
5. No legitimate universal resource for people seeking help to verify legitimacy and quality
6. Language and portrayal by media

Where we were:

Unscrupulous Physicians

- ▶ The money tree that allows these practices to continue, starts with a prescription pad
- ▶ MD/DO/ARNP write Rx for excessive and/or medically unnecessary toxicology test or procedures -> insurance reimburses
-> kickbacks are paid

Examples:

- ▶ Black-market urine analysis ring
- ▶ Genetic testing
- ▶ [DOJ: Florida Doctor Charged in Massive \\$681 Million Substance Abuse Treatment Fraud Scheme](#)



Where we were:

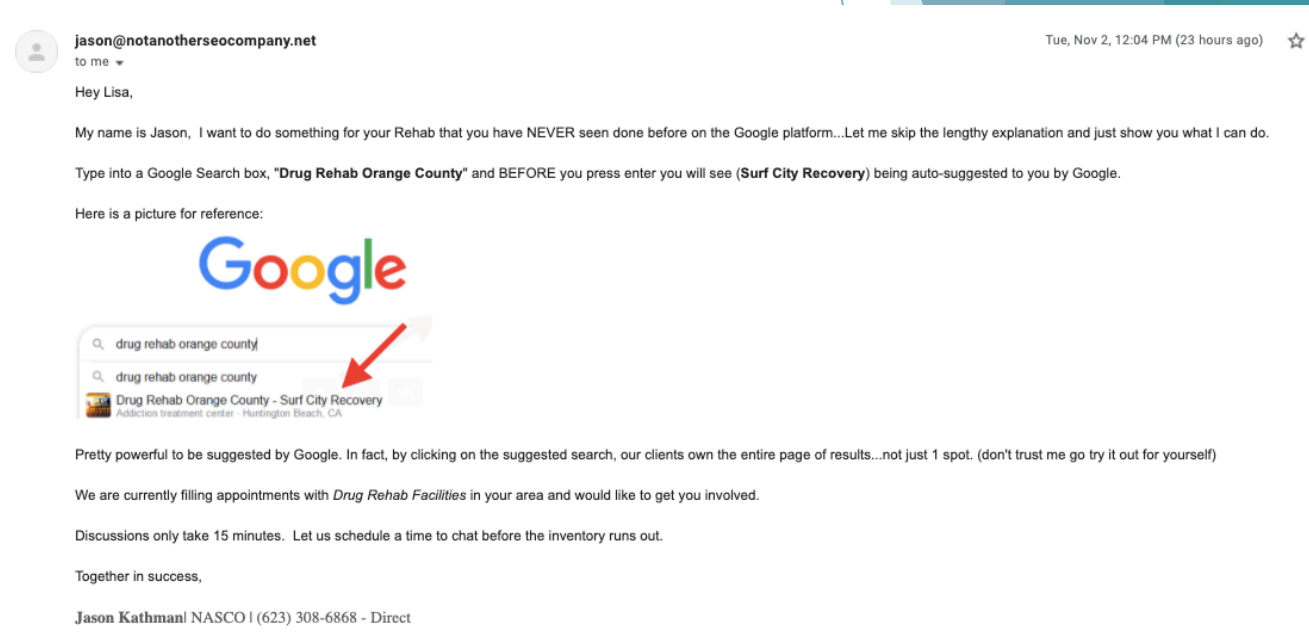
Lack of regulations and standards within SUD treatment care and operations

- ▶ Varies state to state
- ▶ Agencies tasked with ensuring quality do not consistently maintain
 - ▶ 90% of the facilities shutdown in FL had the JC “gold seal”

Laws, statues, rules, regulations put in place are not enforced

- ▶ Legitscript, geotargeting, third party marketing companies, facebook, ghost blogs/domains
- ▶ Travel Act
- ▶ Antikickback in Recovery Act
- ▶ Difficulty with business structures

Examples:



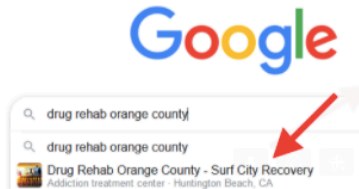
Jason Kathman | NASCO | (623) 308-6868 - Direct

Hey Lisa,

My name is Jason, I want to do something for your Rehab that you have NEVER seen done before on the Google platform...Let me skip the lengthy explanation and just show you what I can do.

Type into a Google Search box, "**Drug Rehab Orange County**" and BEFORE you press enter you will see (**Surf City Recovery**) being auto-suggested to you by Google.

Here is a picture for reference:



Pretty powerful to be suggested by Google. In fact, by clicking on the suggested search, our clients own the entire page of results...not just 1 spot. (don't trust me go try it out for yourself)

We are currently filling appointments with *Drug Rehab Facilities* in your area and would like to get you involved.

Discussions only take 15 minutes. Let us schedule a time to chat before the inventory runs out.

Together in success,

Jason Kathman | NASCO | (623) 308-6868 - Direct

Where we were:

Lack of communication between jurisdictions and agencies

- ▶ State Agencies to State
- ▶ Agencies to Agencies
- ▶ State to State
- ▶ State to Federal
- ▶ No whistleblower protection or confidence in confidentiality

Example: If someone is exploited in Palm Beach County, these are the separate agencies they must file a report with ->

To File a Complaint in Florida: *Just DO IT and SAVE A LIFE!*

 **FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES**
MYFLFAMILIES.COM

Treatment Centers dropping off "patients" at Publix, AA, NA, or discharging "patients" without a discharge plan, or any other substandard care – FL Department of Children and Families (DCF); or ANY form of exploitation or violation by a Florida treatment center
<https://dcfplads.visualvault.com/Public/FLDCF/SAMH/formviewer?formid=665e4dc9-af73-e711-a962-dd47132d4eaa&xcid=68226190-f21a-e711-8131-0e42c1d38fef&xcid=fb18edf0-c070-e711-950c-48e244f6f348>

 **AGENCY FOR HEALTH CARE ADMINISTRATION**

Overdose victims prematurely discharged, medically unstable and/or without an IMMEDIATE referral or a "warm handoff" from a FL ER or HOSPITAL – FL Agency for Health Care Administration (AHCA) <https://apps.ahca.myflorida.com/hcte/>

 **Florida HEALTH**

Treatment Center Medical Director, or any other FL licensed health care professional, writing scripts for excessive lab and toxicology testing, Rx drugs, etc :

FL Department of Health Medical Quality Assurance Department (DOH/MQA) Bureau of Enforcement | Office of Consumer Services <https://www.flhealthcomplaint.gov/Person/11>

 **Sober Homes Task Force**
State Attorney's Office
19th Circuit

Unscrupulous Treatment Centers, Patient Brokers, Dirty Doctors, Flop Houses:
Toll Free Tip Line: 1-844-324-5463 <http://www.sa15.state.fl.us/stateattorney/SoberHomes/indexSH.htm>

 **The Joint Commission**

Substandard care received in a FL ER or FL Hospital (file with AHCA above) and file a complaint with JCAHO: https://www.jointcommission.org/report_a_complaint.aspx

 **FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES**
MYFLFAMILIES.COM

Vulnerable ADULT victims , if you or someone you know was exploited by a FL treatment facility: - <https://reportabuse.dcf.state.fl.us/Adult/AdultForm.aspx>

 **Jimmy KIMMEL Charitable Foundation**

Report insurance fraud that occurred by a FL treatment facility or doctor
<https://apps8.fldfs.com/first/ContactInfo.aspx>

 **FARR**
Florida Association of Residential Rehabilitation Providers

To see a list of FARR certified homes (but you still MUST do your homework!) and to learn what the current residence "recommendations/standards" are so that you can become an educated consumer and ASK the right questions, look for compliance of a FARR certified residence, <http://farronline.org/>

To file a grievance/complaint against a FARR certified sober home: <http://farronline.org/standards-ethics/ethics/file-a-grievance-2/>

Where we were:

No legitimate universal resource for people seeking help to verify

- ▶ People are in crisis when seeking help. They do not have the luxury of time to go through public records and filings, to connect the dots of companies and their affiliates

Media Portrayal

- ▶ Language used causes people to take a “not in my back yard” approach, further enabling the predatory practices in their community to spread
- ▶ No requirement for broadcast and media companies to verify persons showcased or disclaim showcased persons have a paid sponsorship for participation
 - ▶ A&E Intervention
 - ▶ Dr. Phil/The Doctors/Oz

What we did:



State



County



City

What we did:



State

- Recovery Residence Standards
 - Florida Association of Recovery Residences the Delegated Authority
- HB 807: Patient Brokering, Marketing, Recovery Residences, Standards of Clinical Care
- HB 21
- Public Health Emergency Declaration
- Naloxone Standing Order

What we did:



County

Palm Beach County
State Attorney
Addiction Recovery
Task Force

Rebel Recovery

HUB of Palm Beach
County (Recovery
Community
Organization)

Health Care
District

Homeless Outreach
Team

Caring Kitchen

What we did:



City: Treats as an Illness not Badness

- Delray Beach Drug Task Force
- Delray Beach Police Department: Delray CARES (Ariana Ciancio, LMHC, MCAP)
 - 79% reduction in overdoses within 1st year of implementation
- City of Delray Beach: Code Enforcement
- Cross Ministries and the Shower Truck

What we did: Delray Beach Recovery Residence Ordinance

- ▶ Terrill Pyburn, Esq: City Attorney Coconut Creek, Special Counsel City of Delray Beach
- ▶ Daniel Lauber, Esq, ACIP: Planning/Communications Firm Chicago
- ▶ Based on findings and recommendations from City Study: Delray Beach, Florida: Principles to Guide Zoning for Community Residences for People With Disabilities (May, 2017)
 - ▶ This report explains the basis for text amendments to revise the sections of Delray Beach's Land Development Regulations that govern community residences for people with disabilities.
 - ▶ The proposed amendments based on this seek to make the reasonable accommodations for community residences for people with disabilities
- ▶ Passed July 2017
- ▶ FARR Requirement April 1, 2018
 - ▶ Myth: this is to push people in recovery out of Delray Beach
 - ▶ Fact: this supports the good providers and further protects people in recovery from exploitation
 - ▶ Now: 36 Certified Providers
 - ▶ 315 Units, 1,164 Beds (Men: 481, Women: 239, Both: 444,)

Where we are now

- ▶ Amending and updating current legislation
- ▶ Drafting and Passing new protections for MOUD
 - ▶ The great thing about recovery is that it is as just as unique as the person it belongs to. Unfortunately, that is also what makes drafting legislation and protections incredibly challenging- but where there is a will, there is a way!

Where we go from here



Federally-unified licensing categories and requirements

States implementing and *enforcing*



Insurance companies



Communication



Collaboration

Closing:
Teamwork makes the dream work!

If you are in this training, you are committed to solution

- ▶ **Educate**
 - ▶ See something, say something. Take every opportunity to educate others.
- ▶ **Advocate**
 - ▶ Start a task force
 - ▶ Engage your associates, colleagues, and community
- ▶ **Empower**
 - ▶ Equip patients and their families, staff, and any affiliates, with the knowledge of best practices, increase the legislative safety supports to ensure quality care, enforce protections put in place to sustain recovery.



Resources

RECOVERY RESIDENCE SUGGESTED PRACTICES MEDICATION ASSISTED THERAPY

Click the picture below to download a copy of FARR's suggested practices concerning Medication Assisted Treatment in Certified Recovery Residences.



Resources

- ▶ [NPR: As Addiction Deaths Surge, Profit-Driven Rehab Industry Faces 'Severe Ethical Crisis'](#)
 - ▶ As the nation's addiction crisis deepened, Tamara Beetham, who studies health policy at Yale University, set out to answer a simple question: What happens when people try to get help? Her first step was to create a kind of undercover identity – a 26-year-old, using heroin daily. Using this fictional persona, her research team called more than 600 residential treatment centers all over the country...
- ▶ [NDAAs Webinar: Prosecutor-led Diversion- Best Practices for People with Substance Use Disorder](#)
- ▶ [DOJ: Florida Doctor Charged in Massive \\$681 Million Substance Abuse Treatment Fraud Scheme](#)
- ▶ [Sun Sentinel: Sober home owners put their horses first, and now three people are dead](#)
 - ▶ Two sober home operators funneled insurance money from their ailing patients into a horse rescue business, and three of their patients wound up dead of drug overdoses, authorities say.

Q&A

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