

## ADDICTION TREATMENT INDUSTRY & REHAB MARKETING ACRONYMS

ACRONYM	DESCRIPTION	BIT.LY EXPLANATION
AATOD	American Association of the Treatment of Opioid Dependence	<a href="http://www.aatod.org/">http://www.aatod.org/</a>
ASAM	American Society of Addiction Medicine	<a href="https://www.asam.org/">https://www.asam.org/</a>
CADC	Certified Alcohol and Drug Counselor	<a href="http://bit.ly/3cJe6jU">http://bit.ly/3cJe6jU</a>
CARF	Commission on Accreditation of Rehabilitation Facilities	<a href="http://bit.ly/2Q1vVkk">http://bit.ly/2Q1vVkk</a>
CIWA	Clinical Institute Withdrawal Assessment of Alcohol Scale, Revised	<a href="https://mrkmnls.co/2xmctZa">https://mrkmnls.co/2xmctZa</a>
COD	Co-Occurring Disorders	<a href="http://bit.ly/2Q4xnm3">http://bit.ly/2Q4xnm3</a>
COWS	Clinical Opiate Withdrawal Scale	<a href="http://bit.ly/2ID62mR">http://bit.ly/2ID62mR</a>
DCF	Florida Department of Children and Families	<a href="https://www.myflfamilies.com/">https://www.myflfamilies.com/</a>
EAP	Employee Assistance Program	<a href="http://bit.ly/38DQ0DS">http://bit.ly/38DQ0DS</a>
ED	Eating Disorder	<a href="http://bit.ly/2v92oOv">http://bit.ly/2v92oOv</a>
EHR	Electronic Health Record	<a href="http://bit.ly/38DqjDE">http://bit.ly/38DqjDE</a>
EMDR	Eye Movement Desensitization and Reprocessing	<a href="http://bit.ly/3aNrvWs">http://bit.ly/3aNrvWs</a>
EMR	Electronic Medical Record	<a href="http://bit.ly/38DqjDE">http://bit.ly/38DqjDE</a>
FARR	Florida Association of Recovery Residences	<a href="https://farronline.org/">https://farronline.org/</a>
HIPAA	Health Insurance Portability and Accountability Act	<a href="http://bit.ly/2TVdsat">http://bit.ly/2TVdsat</a>
HMO	Health Maintenance Organization	<a href="http://bit.ly/2TCml4q">http://bit.ly/2TCml4q</a>
HONCode	Health on the Net	<a href="http://bit.ly/3cQD7Ke">http://bit.ly/3cQD7Ke</a>
IOP	Intensive Outpatient Program	<a href="http://bit.ly/39HkXbw">http://bit.ly/39HkXbw</a>
JCAHO	Joint Commission on Accreditation of Healthcare Organizations	<a href="http://bit.ly/3cj7QZs">http://bit.ly/3cj7QZs</a>
LCADC	Licensed Clinical Alcohol and Drug Counselor	<a href="http://bit.ly/3cOTruD">http://bit.ly/3cOTruD</a>
LCSW	Licensed Clinical Social Worker	<a href="http://bit.ly/39Fvynj">http://bit.ly/39Fvynj</a>
LMHC	Licensed Mental Health Counselor	<a href="http://bit.ly/2ID962l">http://bit.ly/2ID962l</a>
LOC	Level of Care	<a href="http://bit.ly/2TFmj1e">http://bit.ly/2TFmj1e</a>
MAT	Medication Assisted Treatment	<a href="http://bit.ly/2vX6auj">http://bit.ly/2vX6auj</a>
NAADAC	National Association of Alcoholism and Drug Abuse Counselors	<a href="https://www.naadac.org/">https://www.naadac.org/</a>
NAATP	National Association of Addiction Treatment Providers	<a href="https://www.naatp.org/">https://www.naatp.org/</a>
NABH	National Association of Behavioral Healthcare	<a href="https://www.nabh.org/">https://www.nabh.org/</a>
NP	Nurse Practitioner	<a href="http://bit.ly/38BjbaF">http://bit.ly/38BjbaF</a>
OMT	Opioid Maintenance Treatment	<a href="http://bit.ly/2W1RJQG">http://bit.ly/2W1RJQG</a>
OP	Outpatient Program	<a href="http://bit.ly/2TZgU3E">http://bit.ly/2TZgU3E</a>
OTP	Opioid Treatment Program	<a href="http://bit.ly/39liOwj">http://bit.ly/39liOwj</a>
PA	Physicians Assistant	<a href="http://bit.ly/2vLm9ME">http://bit.ly/2vLm9ME</a>
PAWS	Post Acute Withdrawal Symptoms	<a href="http://bit.ly/3cPjQZi">http://bit.ly/3cPjQZi</a>
PHP	Partial Hospitalization Program	<a href="http://bit.ly/2TBLv8y">http://bit.ly/2TBLv8y</a>
PPO	Preferred Provider Organization	<a href="http://bit.ly/2TCml4q">http://bit.ly/2TCml4q</a>
REBT	Rational Emotive Behavior Therapy	<a href="http://bit.ly/2IC28uq">http://bit.ly/2IC28uq</a>
RTC	Residential Treatment Centers	<a href="http://bit.ly/337tguK">http://bit.ly/337tguK</a>
SAMHSA	Substance Abuse and Mental Health Services Administration	<a href="http://bit.ly/2IADBpN">http://bit.ly/2IADBpN</a>
Telehealth	Telemedicine (Covered by insurance)	<a href="http://bit.ly/39GVmj3">http://bit.ly/39GVmj3</a>
TX	Treatment	<a href="http://bit.ly/38Bj277">http://bit.ly/38Bj277</a>
UR	Utilization Review	<a href="http://bit.ly/3aG36lB">http://bit.ly/3aG36lB</a>

## REHAB MARKETING ACRONYMS

CPA	Cost Per Acquisition	<a href="http://bit.ly/2TFoBxl">http://bit.ly/2TFoBxl</a>
GMB	Google My Business	<a href="http://bit.ly/39HAWGT">http://bit.ly/39HAWGT</a>
PPC	Pay-Per-Click	<a href="http://bit.ly/2wMk2rl">http://bit.ly/2wMk2rl</a>
SEM	Search Engine Marketing	<a href="http://bit.ly/2W7KB5D">http://bit.ly/2W7KB5D</a>
SEO	Search Engine Optimization	<a href="http://bit.ly/2TRqiGE">http://bit.ly/2TRqiGE</a>