



REDC: A Track Record of Success
Professionalizing Our Field, Protecting Our Members
(November 2018)

Founded in 2011, REDC is the only national professional association for eating disorders treatment providers in the industry. It represents the vast majority of eating disorders treatment delivered in the U.S., with approximately 80 percent of residential/inpatient eating disorders treatment programs in America as members. In addition to offering 24-hour care, all of REDC's members also offer day treatment, and many offer intensive outpatient and outpatient treatment, underscoring REDC's position as a key voice representing the entire spectrum of eating disorders care.

Every day, we work to professionalize our field and protect our members. Here's how:

Industry Intelligence

REDC offers members a high-level "seat at the table" on the most critical discussions in the industry.

Members learn from each other, support each other, and have access to shared resources. Key features:

- **Industry Intelligence:** Access to annual industry survey data; participation in collaborative outcomes data collection; and policy and industry updates on key trends, growing markets, standardizing medical criteria for residential care, cutting-edge clinical practices, strategies for working with payers, and more.
- **C-Suite Access:** Peer-to-peer relationship-building with C-suite leaders across the industry.
- **Partner Networking:** Representation at the table with partners across the health care arena, such as CARF, The Joint Commission, and eating disorders and mental health groups.
- **Lobbying Support:** Representation as part of REDC on Capitol Hill by the REDC-contracted firm Center Road Solutions. This includes access to REDC Hill Days in D.C., featuring advocacy meetings with Congressional members and staff. REDC would also represent the industry if called upon for testimony before Congress.

Influence on Capitol Hill

REDC's influence with Congress, the White House, and regulators has produced tangible "wins" — expanding funding and access to care.

REDC's influence has resulted in key provisions that require payers to cover more treatment, spurring growth in the industry and therefore greater access to care for patients.

- **The Affordable Care Act:** REDC pushed for inclusion of essential health benefit regulatory provisions after the passage of the 2010 Patient Protection and Affordable Care Act, which expanded coverage of benefits for those with mental health disorders. An estimated 19 million people gained insurance under the ACA from 2010 to 2015, according to the Robert Wood Johnson Foundation.
- **21st Century Cures Act:** In 2016, the Eating Disorders Coalition, REDC and other leaders in the eating disorders treatment industry succeeded in their efforts to see the 21st Century Cures Act — which includes provisions of the Mental Health Reform Act of 2016 and the Anna Westin Act of 2015 — become law. The 21st Century Cures Act explicitly clarifies that the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008 (MHPAEA) applies to eating disorders treatment, including residential.

Now REDC is working to build on these wins and address looming threats, including:

- **Expanding TRICARE:** Supporting legislation to improve access to care for military families.
- **Stabilizing the ACA:** Stopping proposals to roll back consumer protections under the ACA, including:
 - Attempts to gut coverage for pre-existing health conditions.
 - Threats to ACA's central essential health benefits, which requires payers to cover mental health care.



Branding

REDC protects its members' brands through its reputation as the industry standard bearer.

REDC is setting a high bar for quality and ethics across the eating disorders treatment industry, which is welcomed and, in fact, demanded by clients, families, payers, advocacy groups, investors, and other stakeholders. With increased scrutiny in health care, particularly focused in the behavioral health space, a demonstrated commitment to quality via membership in REDC is essential to preserving and enhancing reputation and maintaining delivery of the highest quality care, all within established acceptable business practice parameters. Membership in REDC represents the excellence in care and practice that patients and families demand and deserve.

The following are key examples of REDC's commitment to raising industry standards and professionalizing our field. These steps protect the ability of all REDC member organizations to continue their important work.

- **Accreditation by CARF and The Joint Commission:** In recent years, REDC has been at the forefront in pushing for national eating disorders-specific accreditation in behavioral health care, first through the Commission on Accreditation of Rehabilitation Facilities International (CARF), and then through The Joint Commission.
- **Standards of Excellence Project (STEP):** In 2018, REDC unveiled the next exciting step in its advocacy, the public release of STEP, a package of documents defining best-practice care in the eating disorders treatment industry. STEP includes:
 - ***Defining an Eating Disorders Center of Excellence***, a white paper outlining the standards that REDC believes must be met to be considered an eating disorders Center of Excellence,
 - ***Marketing Best Practices***, guidelines that identify concrete ways for REDC members to evaluate their marketing practices,
 - ***The REDC Code of Ethics***, which outlines specific behaviors that all REDC members are expected to uphold, and
 - ***Standards of Excellence of Medical Care for People with Eating Disorders***, which outlines specific criteria for determining when patients should be admitted to a hospital for evaluation versus being directly admitted to a residential eating disorders treatment program.