

NADAAC SW REGIONAL VICE PRESIDENT DAVE MARLON, MBA, LADC-S, CPC-I



Dave Marlon serves as the Regional Vice President of the Southern Nevada Association of Addiction Professionals (SNAAP) & received the 2018 National Advocacy Award from NAADAC, the Association for Addiction Professionals. Locally, he has received the Community Counseling Center of Southern Nevada's Vanguard Award. Marlon won the Inspired Excellence Award from Las Vegas HEALS; founded The CARE Coalition; serves on the boards of HELP of Southern Nevada and The Las Vegas Rescue Mission, and helped establish Mission High School, the first public recovery high school in the nation. Dave Marlon is featured on A&E's Emmy award winning show Intervention and spearheads Vegas Stronger as the nonprofit treatment center's Founder and CEO.

MARLON'S MISSION IS TO HELP PEOPLE GET CLEAN & SOBER FOR GOOD

Why did you to dedicate your career to helping people get sober and off the streets?

Helping people is my passion. Being sober for over 17 years, the best thing I can do with my life is to offer a lifelong solution to people struggling with addiction and homelessness, regarding both housing and health. When I read how SAMHSA determined that 80% of people with a substance use disorder experienced homelessness, I found my calling and established Vegas Stronger. After working in the insurance industry for over 20 years and serving as the CEO of one of the largest payers in our state, I have a unique payer perspective. I also built the largest drug rehab here in Nevada, and know firsthand the challenges and strides that come with that.

What daily hurdles do you face within your organization and the treatment process?

I love motivating clients to take a more active role in their own recovery and seeing the impact that their substance use disorder has on their life, along with breaking down one's denial and bring about self-awareness. There are also challenges of managing demand. Homeless service providers exist but we need to pull the community together to address this in a concerted team effort in terms of housing, medical care, and therapy. Each client is a specialized case and our nonprofit treatment center is here to meet their individualized needs.

What is your ultimate goal in the industry?

My ultimate goal for the sector is to have treatment available for everyone who needs it no matter what their health insurance or socioeconomic status may be, which is the model we have implemented at Vegas Stronger. I also strive to maintain my treatment standards to be consistently delivered in a professional and ethical fashion.

What are your recommendations for NAADAC to evolve in the most productive ways possible?

We need to focus on the professional and ethical treatment of substance use disorders and not become distracted on issues outside the substance abuse realm. All insurance providers should cover the disease of addiction the same as every other illness under Federal Parity Laws; there has been progress but we need to do more.

I think we should all work together for the common good of the individual, so that we can get as many people as possible clean and sober. To live a life free from addiction has been my greatest joy, and allowed me to excel in all other facets of my life.

