



Holly M. Broce, MHA, LCADC – Kentucky
President OTP Division - Pinnacle Treatment Centers

Holly Broce has spent her career breaking down barriers to patient access to treatment. At the provider level, Ms. Broce has understood that this means playing an active role in addressing regulations, both state and federal, with the goal of ensuring that the intent of regulations remain focused on patient needs, patient safety, patient services, and patient rights. She was instrumental in the development of Kentucky's chapter of AATOD for whom she served as AATOD Board Delegate for 9 years. She represented the perspectives of opioid treatment providers to numerous federal stakeholders with significant time spent advocating for providers to have help fighting the opioid crisis.

Ms. Broce worked diligently to open Pinnacle Treatment Centers' first programs in the state of Kentucky, with eight new locations across the state to increase treatment options. She has been instrumental in ensuring the success of new programs to treat substance use disorder in areas that need it the most, especially rural areas that may be overlooked. Ms. Broce is truly dedicated to patient care and Medication Assisted Treatment (MAT). She is an intelligent, hard worker who is empathic, ethical and always willing to give more time, support, ideas and resources. Community partners continue to seek her out because of these qualities and because they know they can trust her. Ms. Broce's character is built on faith, authenticity, and integrity. She has always been friendly, available, and accessible while maintaining the level of professionalism necessary for her position. She is respected by those around her and makes time to develop and nurture meaningful connections that span decades.