

# THE STATE OF YOUR MASSACHUSETTS ASSISTED LIVING ASSOCIATION 2016



## ANNUAL REPORT 2016

### RICHARD T. MOORE, PRESIDENT, MASSACHUSETTS ASSISTED LIVING ASSOCIATION



*Richard T. Moore*

As president of the Massachusetts Assisted Living Association, I wanted to take a moment this month to reflect on all that Mass-ALA has achieved in 2016 while sharing some insight on our plans, priorities and goals for 2017.

This year, as in the 26 years since our founding, the small, medium, and large companies that operate assisted living communities in the Commonwealth were united through their membership in the Massachusetts Assisted Living organization, which serves as the collective “voice of assisted living.” Each year, we advocate for assisted living with the Legislature and the Executive Branch, especially the Executive Office of Elder Affairs. In this regard, I want you to be aware that Mass-ALA recently organized a coordinated effort to respond to EOE’s most recent attempt to increase assisted living regulations, as we strongly opposed new proposals including: an onerous 30 day minimum suspension for failure to file an incident

report, a misguided mandate to require nurses to provide all employee training especially matters for which nurses are unlikely to be the appropriate trainers, and more vague mandates that fail to meet Governor Baker’s order to streamline and simplify state regulations.

Through our partnership with Argentum—the national assisted living association who represent us at the federal government level—we also share information and best practices with other state assisted living associations. In addition, we work hard to keep you informed on a variety of issues through newsletters, boot camps, training sessions and our annual conference and trade show. We also continuously help you to honor the best employees who serve seniors across the state through our annual awards event in the spring.

In 2016 our organization updated its name. Formerly Mass-ALFA, we dropped the “F” for facilities because we represent more than the buildings in the community; we represent the people who live and work in them. We’re now Mass-ALA!



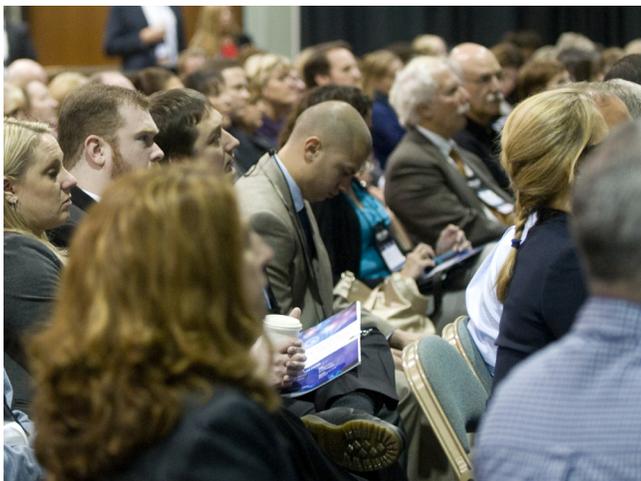
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## **WE ARE NOW MASS-ALA!**



Our team has been busy working on new programs, research studies and opportunities for employees in the assisted living field to **ADVANCE THROUGH NEW TYPES OF PROFESSIONAL DEVELOPMENT.**

We have completed, with support from our Foundation, a first-ever economic impact study of assisted living in Massachusetts! **WE CAN BE PROUD OF THE FACT THAT ASSISTED LIVING CONTRIBUTES AT LEAST \$5 BILLION ANNUALLY TO THE STATE'S ECONOMY.**

With our new name comes a new office address—we're moving from 135 Beaver Street to 465 Waverley Oaks Road. We are still conveniently located in Waltham, just down the road yet with the same landlord!

We are heading into the future with an energized and fresh new team – I've been President of Mass-ALA for about 15 months! Larry Agresto is Chief of Staff and Director of Operations, Chris Foley is Manager of Education, Martha Chamberlin is Manager of Membership and Foundation Affairs, Kerry Murphy is Manager of Communications and Social Media, Kathryn Fatherley is our Office Administrator, and Liz Catavolo is our Accountant.

Our team has been busy working on new programs, research studies and opportunities for employees in the assisted living field to advance through new types of professional development.

Our new Foundation is actively attracting tax deductible contributions and grants from foundations, corporations and government. I would invite you to check out the Foundation web site at [www.assistedlivingfoundation.org](http://www.assistedlivingfoundation.org) which can also be accessed through the Mass-ALA web site.

We have completed, with support from our Foundation, a first-ever economic impact study of assisted living in Massachusetts! We can be proud of the fact that Assisted Living contributes at least \$5 billion annually to the state's economy through salaries, purchases, and taxes – and that doesn't include the substantial impact of construction or renovation! We are a committed, caring assisted living workforce of more than 22,000 with another 15,000 jobs that depend on a vibrant assisted living industry!

We have new scholarship opportunities for assisted living employees who are interested in professional advancement! Our first graduate scholarship recipient, Wanjiku DePina Jiku, is an employee of Wingate Residence at Silver Lake in Kingston, and is pursuing a Master's Degree in Aging Services Management at UMASS Boston. The Scholarship is valued at \$20,000 over the next three years. We hope to award an additional scholarship next year and more in the future. If you know someone who may be interested in competing for such a scholarship, please contact us and let us know.

We have a new partnership with the Massachusetts Association of Vocational Administrators to build links between assisted living residences that may need part-time and summer workers who come with a variety of skills in cooking, maintenance, marketing, and beauticians—often with professional licenses—as well as personal care attendants and CNA's and students gain valuable experience and introduction to a potential career in assisted living.

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We have another partnership with Honoring Choices to help to ensure that the health care choices of seniors who live in our communities are understood by all caregivers and honored throughout their lives!

We are developing a new Mass-ALA web site that will be more dynamic and useful for members and those seniors or families seeking to learn about assisted living options and our member providers! It will be on line by the end of the year. As you can see, there's a lot about Mass-ALA that's new!

In addition to these and other new endeavors, our focus still remains on our core values of dignity, independence, choice and quality for older adults through assisted living. This has been our hallmark for more than 25 years and will continue toward a brighter future supporting the best possible environments for our community of older adults!

The service that you, along with the rest of your dedicated and caring colleagues working in assisted living continues to reflect a high rate of consumer confidence—93% resident satisfaction and 95% family satisfaction well above the 90% rates in such surveys nationally!

AND, although we've added more services and value, we're still working to maintain the same dues schedule that we've had without an increase in rates since 2010 - that's eight years at the same base and per unit rates despite more than 1.5% inflation. We're working to keep your trust!

Many active Mass-ALA members have responded enthusiastically and positively to our recent member satisfaction survey!

- With 150 responses for a healthy return rate of 34%, 96% of those responding have told us that membership in Mass-ALA is important, 85% are satisfied with their membership and 91% believe that Mass-ALA membership benefits are worth the cost!
- You gave us many great suggestions for improvement such as keeping programs affordable and accessible around the state and strengthening communications with the members!
- Fully one-third of respondents to the survey expressed an interest in becoming more active by serving on a Mass-ALA Committee!
- Some of you even asked for a visit to your assisted living residence from a Mass-ALA representative!



Our focus still remains on our core values of **DIGNITY, INDEPENDENCE, CHOICE AND QUALITY FOR OLDER ADULTS THROUGH ASSISTED LIVING.**

The service that you, along with the rest of your dedicated and caring colleagues working in assisted living continue to reflect a high rate of consumer confidence:

**93% RESIDENT SATISFACTION AND 95% FAMILY SATISFACTION WELL ABOVE THE 90% RATES IN SUCH SURVEYS NATIONALLY!**

**AS PEOPLE LIVE LONGER, THE NUMBER OF FRAIL SENIORS WILL INCREASE WHO WOULD BENEFIT FROM ASSISTED LIVING** that could offer some commonsense health services like insulin injections, but who don't need the complex care of skilled nursing facilities.

## MASS-ALA SUPPORTS WORKFORCE DEVELOPMENT

to ensure that assisted living attracts dedicated, caring staff to meet the future needs of seniors who want to join an assisted living community!

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## MASS-ALA SUPPORTS EFFORTS TO PROMOTE AFFORDABLE ASSISTED LIVING

by advocating for low and moderate income older adults.

### We're also preparing for the future of assisted living!

- In the next twenty years, the number of seniors who would benefit from living in a community with supportive services will at least double as "Baby Boomers" increase the population of older adults! The number of seniors with various stages of dementia or Alzheimer's who need secure settings for their protection will continue to grow. Additionally, as people live longer, the number of frail seniors will increase who would benefit from assisted living that could offer some commonsense health services like insulin injections, but who don't need the complex care of skilled nursing facilities! And, so will the number of seniors who need financial help to make assisted living an affordable choice! Your Mass-ALA is working to address these issues and we need your help and support with this advocacy!
- Mass-ALA supports workforce development to ensure that assisted living attracts dedicated, caring staff to meet the future needs of seniors who want to join an assisted living community! That's why we partnered with the vocational schools in Massachusetts and developed a scholarship program for our dedicated workers. Assisted living providers will need to continue to offer competitive wages and may even need to consider subsidies for housing, especially in Eastern Massachusetts, also for transportation assistance to help employees get to work.
- Mass-ALA supports efforts to promote affordable assisted living by advocating for low and moderate income older adults who qualify for the Frail Elder Medicaid Waiver to have the choice of residing in an assisted living community! We're working with Secretary Bonner and the Baker Administration to address this important issue!
- Mass-ALA wants to educate the public to welcome assisted living communities into their cities and towns making them aware of the social and economic benefits of such developments rather than erect artificial barriers through zoning or misunderstanding!

The state of Mass-ALA is strong and well. We thank you for your continued support and participation, and are hoping for your continued membership as we join hands with you and work toward the future of assisted living in Massachusetts.

Sincerely,



Richard T. Moore  
President, Mass-ALA

465 WAVERLEY OAKS ROAD, SUITE 300, WALTHAM, MA 02452

PHONE: 781-622-5999, FAX: 781-622-5979

» [MASS-ALA.ORG](http://MASS-ALA.ORG)