

THE VOICE OF ASSISTED LIVING

EDUCATE. ENGAGE. ADVOCATE.



Welcome to *The Voice*, where you'll find important information on Mass-ALA events, member news, industry updates, & more.

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PRESIDENT & CEO'S UPDATE - *Brian Doherty, CAE*

Why Next Week's Regulations Training is Essential to ALR Operations

Dear Members,

When we at Mass-ALA hear concerns and updates from you about trends in regulatory enforcement, we follow-up methodically to make sure to clarify and educate assisted living staff about those trends. In the past year, there were two regulatory trends that were particularly challenging for ALRs to understand and adapt to. We are pleased that EOEA agreed to our request and that they will address both issues at the upcoming Regulations Training.

The most concerning regulatory trend that we encountered in 2019 and

2020 has been that at least four ALRs received modifications from EOEA, resulting in a freeze on their ability to accept new resident move-ins. The criteria in the regulations for which circumstances will lead EOEA to issue a modification is vague. EOEA General Counsel Matt Casey will address this issue in his presentation at the training. We understand that keeping your residence in compliance with regulations and able to serve current and prospective residents is of the utmost importance, so we look forward to this information from EOEA regarding modifications.

[Read Brian's Full Update Here](#)

REGULATIONS TRAINING - JUNE 18!



Regulations Training is the premier regulatory update for assisted living professionals in Massachusetts.

The training is designed to offer current topics

touching on COVID-19 that will provide attendees with real-time information that pertains to the current state we are in.

Topics for this training include: Resident Care in the COVID-19 Environment, Operational Challenges in the COVID-19 Environment, Legal Considerations in a COVID-19 Environment and a Regulatory Update from EOEA.

We hope you will join us for this informative, virtual day of learning!

[Register Today Here](#)

EDUCATION NEWS - *Laurie Cashman*

Steadfast Through Change

Our world seems to have changed considerably during these past few months; however, what has not changed is the care, commitment, creativity, and dedication witnessed among so many assisted living communities. You have successfully met the challenges of caring for the most vulnerable among us during the most difficult of times and have done so with unwavering resolve. As we have received updates from state and federal authorities, we have been committed to providing you all with the most up-to-date information and education regarding the important issues raised during the pandemic. While you have demonstrated ongoing commitment in your roles, we at Mass-ALA will likewise remain committed to providing support, education, advocacy, and information to all of you. I

truly believe that as we move forward, we will forever view our world in terms of “before COVID-19” and “after COVID-19”; however, our hearts are steadfast, despite the changes around us.

At this juncture, it is still difficult to predict the course of activities that will be allowed or encouraged in the future, but our vision to provide you with quality educational opportunities remains intact and crystal clear. Our concern for the well-being of assisted living residents and staff, along with guidelines from state and federal authorities, has been the guiding light as we plan programs such as Nurses Training, Regulations Training, Boot Camp, and more. It is with the utmost care and concern that we continue to provide opportunities for learning and professional development, but we are required to exercise creativity in doing so. As Helen Keller once said, “A bend in the road is not the end of the road...unless you fail to make the turn.”

[Read Laurie's Full Update Here](#)

BUSINESS PARTNER GUIDE



Business Partners, make sure you take part in our 2nd edition Business Partner Guide out this August. This guide will be shared with our membership, published in print and available on our website. This valuable

resource will contain more detailed information about the products and services you provide.

[Log In & Update Your Profile Today](#)

MEMBER SPOTLIGHT

FEATURED COMMUNITY

CARMEL TERRACE

During this challenging time, especially for our older adults, we have managed to, so far, keep COVID away from our residents. We attribute this to early education in the form of hands-on mandatory training, intervention (following all protocol: restricted entry and screening, including taking temperatures, wearing masks, social distancing) and offering testing to all residents and staff. Staff longevity and experience combined with a united mission founded in care has also contributed to this success. Our campus offers a continuum of care via our

FEATURED BUSINESS PARTNER

JESSE MCKELLAR MUSIC

The weather is finally improving and an outdoor concert is the perfect treat for your residents while maintaining social distancing. Jesse McKellar is a gifted singer, pianist and guitarist. He is a graduate of the Berklee College of Music. Jesse's music includes show tunes, old favorites and popular songs. Just the kind of music that your residents love to sing along to. They'll all know the words! He has the equipment necessary for a beautiful

adjacent, attached skilled nursing facility. The early lockdown between the two has helped prevent spread. We continue to be vigilant. The health and care of our residents is always our driving force. Respect, dignity, and compassion, are some of our core values. We offer 69 one and two bedroom apartments in Framingham, on over 27 acres of lush greenery and gardens.

Learn More



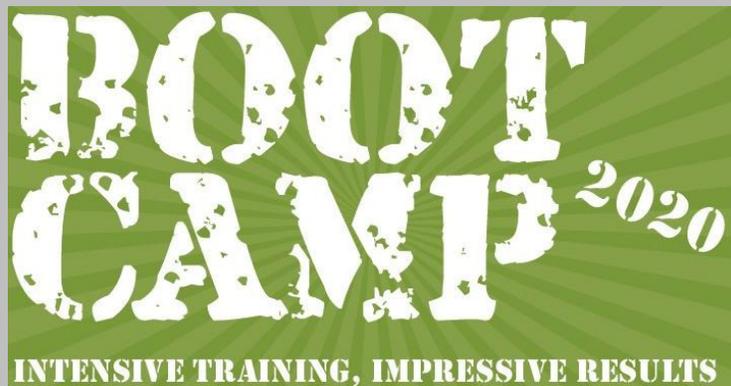
Assisted Living
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outdoor concert.

Visit his website, Jessemckellar.com for a preview of his music. JesseMcKellarMusic@gmail.com
Learn More



Business Partner
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WEBINAR

For the first time, we are holding our popular Boot Camp as a webinar! New administrators and managers in assisted living: Get hands-on-training in regulations and policies by attending Mass-ALA's Boot Camp webinar.

By day's end, you'll be equipped to lead your team through a recertification review or visit by EOE, and you'll be armed with a comprehensive training manual and more resources for compliance and success.

2020 Boot Camp Sponsor

REGISTER HERE

MEMBERSHIP NEWS - *Martha Chamberlin*



June is the month of roses and each different color of a rose has a special meaning. I chose the above image because a deep pink rose means grace, thankfulness and gentleness. All qualities that you, our valued members, exhibit as you continue to work so hard to ensure the safety and well-being of everyone at your communities or businesses.

Membership Dues Reminder

To those of you who haven't paid your 2020 Mass-ALA membership dues that were due on **January 31, 2020**, as a courtesy we delayed implementation of the late fee until May 1, 2020. This fee has now been added to your dues which need to be paid **no later than June 30, 2020**. If we do not receive your dues by this date, we will terminate your membership with Mass-ALA. We don't want you to lose out on your member benefits, so please be sure to reach out to me, mchamberlin@mass-ala.org, or 781-622-5999, ext. 110, if you have any questions.

Assisted Living Communities' Updates

Due to COVID-19 all of you have been busy keeping your residents and staff safe and protected. You have had to limit activities due to social distancing regulations. But that hasn't stopped so many of you from providing events for your residents.

[Read Martha's Full Update Here](#)

STANDING
WITH SENIORS

Have your voice heard and advocate for assisted living residences to receive resources they need from the federal government in the pandemic. Argentum (Mass-ALA's national partner and the nation's largest senior living association) has launched a grassroots campaign called, Standing With Seniors. This campaign is focused on the importance of Congress hearing from the public on what resources senior living needs due to COVID-19. At this time, more than ever, swift action is needed to

ensure the safety and well-being of residents and staff of the communities. To send a pre-written letter, click the "take action" button below. It just takes a couple minutes. You can make a difference. Act today!

Take Action to Advocate for Federal Funding for Assisted Living

NEWS YOU CAN USE

- CDC updates COVID-19 reporting, infection control guidance for assisted living communities
- 5 Ways Seniors Can Stay Active During COVID-19 Social Distancing



MASS-ALA Resident Care Helpline

We're here for **YOU!**

781.622.5999

MEMBERS-ONLY BENEFIT
Do you know about our HelpLine? Do you have clinical or regulatory questions, contact us, **WE CAN HELP!**

Massachusetts Assisted Living Association
781.622.5999
MassALA@mass-ala.org
www.mass-ala.org

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Thank You to Our 2020 Sponsors!

