

# THE VOICE OF ASSISTED LIVING



[MEMBERS ONLY](#)   [EVENTS](#)   [CAREER CENTER](#)   [RESOURCES](#)

**WELCOME** to the new and improved Mass-ALA newsletter, *The Voice*! We've added a new feature of the President and CEO's Update, revamped the newsletter design, included more member news, and are now featuring new members. *The Voice* will be sent on a quarterly basis. For the most current Mass-ALA news and events, make sure to check out the items below and thank you for reading!

## PRESIDENT & CEO'S UPDATE

*Brian Doherty, CAE*

Recap of Assisted Living Issues in the 2017-2018 Massachusetts Legislative Session and the Impacts on Your Residences, [click here to read the update.](#)



If you missed Doherty's introductory message to Mass-ALA members, [click here to read the update](#) (scroll down to the bottom section of the page).

## FEATURED EVENT

## MEMBER SPOTLIGHT



### REGULATIONS TRAINING, 9/18 DCU Center, Worcester

Is your community prepared for its next certification survey?

Rules and Regulations Educational Training is the premier regulatory update in assisted living in Massachusetts as it features: *An update directly from EOE, presentations on best practices from industry leaders and experts, and a look ahead to legislation that will affect communities in the years ahead.*

\*CEUS AVAILABLE: Social workers (NASW) & nurses (BORN) will receive 5 CEUS\*

[\\*Limited space, sign up now!](#)

[ATTENDEES](#)  
[Sign up here](#)

[EXHIBITORS](#)  
[Sign up here](#)



### FEATURED BUSINESS PARTNER

**Next Exec., Inc.** is a Boston-based executive search and executive coaching firm. Their clients are for-profit and non-profit organizations in need of hiring and developing key leaders. They serve the Senior Living and Retail industries across the United States. [Learn More](#)

[Business Partners Search](#)



### FEATURED COMMUNITY Brightview Wakefield!

Each Brightview community focuses on five elements of wellness which we call SPICE. Spiritual, Physical, Intellectual, Cultural, and Emotional. [Learn More](#)

[Assisted Living Search](#)

## MEMBERSHIP NEWS

*Mass-ALA Membership Is Growing!  
To read all our exciting membership news, check out the information below written by Martha!*

One of the BEST changes for Mass-ALA is that our membership continues to grow. Since the beginning of this year nine new Business Partners have swelled our ranks. Each one of these new members offer a variety of services. *Click on each of them below to find out more about them.*

### New Business Partners

Seniors Blue Book  
Hinckley Allen  
NOEL Service Co.,  
Anderson Nutrition Services, LLC  
Greater Boston Long Term Care Pharmacy  
Delphi Construction, Inc.  
Eisenstein Flaherty Senior Living Consultants

## The Moody Street Group

We have also had five former Pre-Provider Communities that were under construction, open their doors to residents and have joined us official Providers. Plus, we have had three new communities break ground and join Mass-ALA as Pre-Providers. *Click on each of them below to find out more about them.*

### New Communities

Bridges by EPOCH Pembroke  
Christopher Heights of Belchertown  
Forestdale Park Senior Living  
The Branches of North Attleboro  
Bridges by EPOCH at Andover  
Bridges by EPOCH at Sudbury  
Wingate Residences at Haverhill

[Read all our membership news here](#)

Martha Chamberlin  
Membership Manager  
E-mail Martha  
781.622.5999 x110

### DO YOU HAVE NEWS TO SHARE?

Mass-ALA members have wonderful news to share, and The Voice is the perfect place to showcase your news and updates! Please contact Manager of Membership **Martha Chamberlin** to share your news next time! We will do our best to include as many member updates as possible.

## NEWS YOU CAN USE

- Mid-Year Argentum Advocacy Update: What You Need to Know
- New U.S. Medicare Cards Prompt Warnings About Phone Scams
- Bill Gates backs \$30 million push for early Alzheimer's diagnostics
- Straight Talk for Seniors®: Congressional Committees Preserve Aging Services Funding for 2019
- Skyping the Doctor? More older adults are embracing telemedicine
- Serving the Dietary and Nutritional Needs of Older Adults

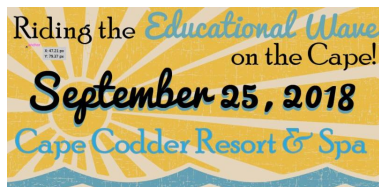


## WEBINAR SERIES

*Have you taken advantage of our webinar series this year?*

So far, we have held 2 webinars, on **Public Relations and Crisis Communications for Assisted Living** and **Preventing Falls in Assisted Living Communities**. Stay tuned for information on our next Webinar topic and if you have any topics you would like to submit for consideration, or would like a copy of the webinar recordings from this year, email us.

## 2018 EVENTS



### RIDING THE EDUCATIONAL WAVE on the Cape!

You asked and we listened. We know it's difficult for many located in the southern part of the state to attend our training's and that's why we are coming to you!

Read more here  
*\*Exhibitor options also available*

[Sign Up](#)



### CONFERENCE & TRADESHOW

**SAVE THE DATE** for our annual conference & tradeshow at the DCU Center! This years show is going to be better than ever and will offer a new interactive and engaging format for exhibitors, exciting keynote speakers and a vibrant agenda.

**Agenda, Registration & Sponsorship/Advertising opportunities (attendee and exhibitor) will be available soon!**



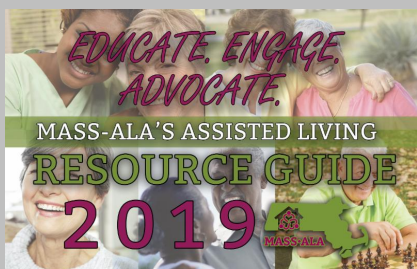
### BOOT CAMP

December 6, 2018  
New Pond Village, Walpole  
**\*LAST ONE OF THE YEAR!\***

Intensive training. Impressive results. New administrators and managers in assisted

living: Get six hours of hands-on training in regulations and policies while networking with colleagues at Mass-ALA's Boot Camp. Bootcamps always sell out, don't miss your chance to attend the last one of the year. [Sign up here](#)

## RESOURCE GUIDE 2019!



Members, it's time to sign up for the 2019 Resource Guide!

If you would like to be included in this year's Resource Guide or to purchase an advertisement, please [go here](#) and follow the directions.

If you would like additional print copies of this year's guide, please

[email us](#) or you can download the digital version [here](#).

- Download a Resource Guide order form [here](#) (communities only)
- Download a Resource Guide advertising form [here](#) (communities & business partners)

### Members - have you update your profile recently?

Make sure you are taking full advantage of your profile.

- **For Communities:** [click here](#) for instructions for instructions on updating your profile
- **For Business Partners:** [click here](#) for instructions on updating your profile (make sure to add a photo and description of your services)

### MASS-ALA HELPLINE



Do you know about our members only Helpline? Have clinical or regulatory questions, contact us, WE CAN HELP!

**SAVE THE DATE for the 2018 Falls Prevention Awareness Day at the State House!** We will have a table at the event and hope to see you there!



- [Read the official flyer here](#)
- To request a copy of our FP Toolkit, [click here](#)

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### THANK YOU to our 2018 Sponsors!

Sponsorship opportunities are available throughout the year, please [download our brochure](#) or contact us for more information.

