

Mass-ALA Membership News



**"March is the Month of Expectation.
The things we do not know -
The Persons of prognostication
Are coming now."**

Emily Dickinson

March truly is a month of expectations. We are expecting Spring and we get a few days of beautiful, warm sunny weather and we start expecting this all month. Then reality hits us and the temperatures drop to 20 and the wind howls. We start to see crocuses and daffodils starting to push up through the ground only to see them stop and say, "oh no, not yet."

This year, I think the one expectation all of us have been looking forward to and are actually seeing happen, is the expectation that with everyone starting to be fully vaccinated that we will be able to take a deep breath and see somewhat of a return to normalcy. In conversations I have had with several members they have had very positive things to say about the vaccine and how residents' spirits have improved. After a year of such difficult news, it is great to have something to smile and feel good about.

Upcoming Virtual Trainings and Webinar

Our next webinar is scheduled for March 31, 2021 10:00 – 11:00 a.m. The subject is Provider Relief and will be a discussion about the Department of Health and Human Services' Provider Relief Fund (PRF) strategies for compliance with funding requirements. To register click here - <https://massala.site-ym.com/events/EventDetails.aspx?id=1494822&group=>

Our next Boot Camp Training is scheduled for April 8, 2021. To register for this intensive and essential, through training please click on this link <https://massala.site-ym.com/events/EventDetails.aspx?id=1472707&group=>

Our always popular Nurses & Clinical Coordinators Training is being held on April 14, 2021. For more information, please click on this link <https://massala.site-ym.com/events/EventDetails.aspx?id=1486540&group=>

Important COVID-19 Updates

This pandemic has changed how the assisted living industry conducts business and Mass-ALA is continuing to work closely with the state departments of EOE, DPH and EOHHS to advocate on behalf of ALL assisted living communities in our state. We have also worked to provide you with priority access for PPE supplies including timely updates on where these supplies can be obtained. All of the information we have developed and sent to our members can be found [here](#).

Assisted Living Communities' Updates

Our fun, informative Regional Connection meetings, are continuing for 2021. We just held the first of these regional discussion groups this month for ALR communities in Metro Boston and the North Shore. We discussed several different topics, such as vaccinations and what comes next, questions regarding reopening plus several more.

Save the Date - The next Regional Connection virtual meeting is scheduled for May 25, from 9:15-10:30 a.m. It will include ALR members from the South Shore and Cape and Islands regions. We will be sending out more information and you can sign up [here](#).



Reminder – If you have not already, please remember to pay your 2021 membership dues. We have extended the deadline to March 31, 2021 for you to pay without penalty. For the fastest and easiest way to renew your membership, please go to the Members Only page on our website, www.mass-ala.org and log-on to your account. On the “Manage Your Profile” page you can click on the invoices icon and pay your dues by credit card. If you need your username or password, or would like another copy of your invoice, please call the Mass-ALA office at 781-622-5999 X100.

If you have already paid your dues, THANK YOU. We are looking forward to another year of working with and supporting you.

Business Partners News

Joe Fish, owner of Mass-ALA Business Partner company, **Joe Fish Fitness for Seniors**, let me know that they started a new live zoom Falls Prevention program that is getting a great response. This program will allow them to offer classes to their groups and also to individual apartments that may have residents that don't usually attend exercise activities. Joe told me that he feels this will help your residents to stay active, add a social aspect to their day and maybe encourage them to join the group class. For more information you can contact Joe at joe@jfishfitness.com or 978-944-5015.

2Sisters Senior Living Advisors a long-term Mass-ALA Business Partner is celebrating their **tenth anniversary!** For 10 years they have been providing guidance and information to families that need to make the best senior care decisions. [Click here](#) to read more about 2Sisters and their wonderful story.

We are pleased to share that Mass-ALA Business Partner, **Cutler Associates**, recently finished a project for Paul Casale of Welch Senior Living, called Duxbury House that got a national architecture and design award from Senior Housing News. Duxbury House was the National award winner in the category “Stand Alone Memory Care”. Congratulations to everyone at Cutler Associates, this is a wonderful honor, congratulations! To see this beautiful new residence [click here](#) and then from the pull-down menu choose the topic Stand Alone Memory Care. To learn more about Cutler Associates please go to <https://cutlerdb.com/>

New Members

Two new Business Partners recently joined us:

- ❖ **Hillyard, Inc.** was founded they are a leading manufacturer and distributor of cleaning and hygiene solutions. They help their customers realize clean, safe, and healthy facilities at the lowest total cost and they have the cleaning expertise and know-how to make a difference. www.hillyard.com
- ❖ **Winbrook PROMOS** – provides their customers with the PPE supplies that they need. They provide one-to-one service from product consideration through delivery. <https://fliphtml5.com/plfhf/tlvc>

We also welcomed a new assisted living residence this quarter:

- ❖ **The Woodlands Assisted Living Inn @ Edgewood** – is an active and unique community designed to empower members to be the architects of their own well-being. The Woodlands Inn adds warm and inviting Assisted Living and Memory Support households to the Edgewood campus where each resident member is encouraged to live a healthy, purposeful life maintaining their highest level of independence and autonomy. <https://edgewoodrc.com/>

And we would like to welcome our newest Pre-Provider community to Mass-ALA:

- ❖ Whitney Place at Medway, part of the Salmon Health and Retirement family joined us this past quarter. We are excited to see what promises to be another beautiful member of the Salmon Health and Retirement family when they complete construction in 2022.

Welcome to our new members! We are excited to have you as a part of the Mass-ALA community!

Mass-ALA has a Helpline and a Career Center

I wanted to remind you of two important **member benefits**:

- The first benefit is the Mass-ALA HelpLine, to help you with those questions that pop-up about regulations or procedures at your community. You can reach the HelpLine by calling Mass-ALA at 781-622-5999 x103 and talking with our Director of Education, Laurie Cashman, or via email at lcashman@mass-ala.org, or please reach out to me at mchamberlin@mass-ala.org. Each month the HelpLine is covered by an experienced and knowledgeable volunteer from a member community. These volunteers are also nurses and can answer questions of a more clinical nature. We pass your question along to them and they will reach out to you within a day to answer your question.
- The second member benefit is our Career Center which can be found [here](#) page of our website. If you would like to post a job, please log in to the members only portal, login, click on the Career Center link at the top of the page and follow the directions to post a job at your community. If you need assistance with logging in or posting your job give me a call at 781-622-5999, x110. All jobs that are posted in our Career Center can be viewed by all job seekers visiting our website.