



For Immediate Release

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NANCY E. MOORE HONORED WITH 2022 LIFETIME ACHIEVEMENT AWARD FROM MASSACHUSETTS ASSISTED LIVING ASSOCIATION

July 15, 2022 – With more than four decades of dedicated service to Massachusetts older adults, Nancy E. Moore will be presented with the Lifetime Achievement Award by the [Massachusetts Assisted Living Association](#) (Mass-ALA) at the organization's annual Excellence Awards Dinner on July 26.

"Throughout her career, Nancy has connected the experiences and insights of staff on the front lines of assisted living care delivery to the executive level, enhancing the lives of older adults and their families in the Commonwealth. In her role of governance with Mass-ALA, she made sure diverse voices across the continuing care landscape were heard and united as we've set our agenda on behalf of the older adults we serve," said Brian Doherty, President and CEO of Mass-ALA. "Nancy is so deserving of our Lifetime Achievement Award, and I'm thrilled she is being recognized for her hard work and dedication to the Massachusetts assisted living community."

Nancy has served in Executive Leadership roles for multiple major assisted living providers, managing large operating budgets and guiding hundreds of staff members. In 2002, she started her own consulting company, Atlantic Retirement Group, where she helped guide providers in developing and managing senior house communities. In her career, Nancy has been involved in 40 start-up communities. Since 2011, Nancy has been supporting older adults as Executive Director of Assisted Living and Adult Day Programs at Beth Israel Lahey Health Continuing Care.

"We are so fortunate to have Nancy, with her unwavering commitment to residents and staff, at the helm of The Herrick House," says Jennifer Gizmunt, President of Continuing Care for Beth Israel Lahey Health. "Nancy has led and empowered her team to deliver the best possible care and experience for every resident every day. Nancy's relentless pursuit of excellence is apparent in all that she does, and her approach has had a tremendously positive impact on the lives of countless residents, families and colleagues throughout her tenure."

Nancy has also worked closely with Mass-ALA for almost two decades. In 2009, she became the Board of Directors Vice Chair. Two years later she ascended to the Chair role and held the position until 2016. She served as Vice Chair for five more years and remains on the Board today, as well as serving on the MA-SALC Foundation board. During her tenure, Nancy helped Mass-ALA strengthen its relationship with state agencies, navigate complex legislative priorities, and succeed financially.

In addition to serving on the Board, Nancy has helped support Mass-ALA through committee service, spending five years on the Mass-ALA Public Policy Committee and three years on the Resident Care Committee. Nancy also previously served on the Board of Mass Aging (now Leading Age).

About Mass-ALA

The Massachusetts Assisted Living Association ([Mass-ALA](#)) is a not-for-profit association dedicated to professionally operated assisted living residences that provide housing and services for individuals with varied needs and income levels. Mass-ALA serves as the voice of assisted living, providing information and education, and advocating on behalf of our members and the seniors they serve. Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy, and encourages independence and freedom of choice.

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