



Barbara Southall Joins the Massachusetts Assisted Living Association as Director of Education

Mass-ALA is thrilled to welcome Barbara Southall as Director of Education. She has over 20 years of experience in healthcare. Barbara was Director of Quality Assurance, Memory Care, and Life Enrichment for Wingate Living's seven assisted living residences and previously owned seven skilled nursing facilities. She has direct experience in creating curriculums, rolling out new educational trainings, and leading a variety of educational lectures across the spectrum of healthcare. Barbara brings extensive knowledge of EOE regulations and enhancing policies and operational quality at Massachusetts assisted living residences.



Barbara is passionate about teaching and enlightening peers with the newest educational information available. She genuinely enjoys leading special events that will capture attention and promote a positive learning experience. Her background in Memory Care offers an ability to demonstrate compassion with difficult situations, provide empathy when others struggle, and create a clear path of options for peers to eloquently maneuver sensitive situations. Her background in QA assists her in delineating regulations and ensuring compliance with state expectations.

You are welcome to reach out to her at bsouthall@mass-ala.org/781-622-5999 x103 or, meet her in person at our [Assisted Living Networking Night](#) on Tuesday, April 23, 2024, from 5:30 pm – 7:30 pm at the Mission Boathouse in Beverly. Please join us in welcoming Barbara to her new role.

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