

We Hear You! – Results from the Mass-ALA Membership Surveys

Thank you to everyone who contributed last fall to Mass-ALA's *Assisted Living Provider Member Survey* and our *Business Partner Member Survey*. Your responses provide valuable feedback that not only helps us understand your satisfaction with Mass-ALA's programs and services, but also provides opportunities for us to implement changes to better meet your needs.

We were happy to see high levels of satisfaction from our assisted living providers, who make up most of the members in our network. We pledge to continue to provide and look for ways to improve your most valued benefits, including regulatory and EOEA compliance assistance, advocacy and public policy, and educational training and webinars. And we pledge to work on the areas you've identified as needing improvement, such as broadening the reach of our regulatory compliance *Helpline* to aide more members and adjusting our Nurses and Clinical Coordinators annual training to be a more valuable benefit to communities.

Already in 2024, we've hosted our first *Assisted Living Advocacy Day* since 2016, and the first part of our refreshed 3-part Nurses and Clinical Coordinators training series. We are looking for opportunities, such as through our *Member Connections* meetings, to better connect members to important benefits that could impact the success of their communities. And we're actively collaborating with our Committees and other stakeholders on some of the biggest issues you reported that impact assisted living communities today: staffing vacancies, recruitment, and maintaining compliance with EOEA.

Sometimes, membership surveys serve more purposes than just getting general feedback on membership satisfaction. They also provide an opportunity to gain valuable data on growing needs and trends across our sector. In this membership survey, we posed two questions to providers related to workforce development, asking (1) what types of educational benefits they provide to their workforce, and (2) what types of

educational benefits they would find *most valuable* in Mass-ALA providing to members. We are pleased to share our findings with you and look forward to using them in the planning of future initiatives:

- Many communities that responded to our survey currently provide tuition reimbursement, online education through a learning management platform, or in-house training (training provided by the company/community's staff due to their expertise in the subject matter) as educational benefits to their employees.
- Some communities also provide educational scholarships, classes on professional/career growth, identify career pathways for staff, offer leadership development reimbursement, or offer specialized degree/certification reimbursement.

For our business partners, we were pleased to see your satisfaction in membership overall and high satisfaction with certain benefits. We'll continue to optimize and improve these key benefits, such as the online searchable directory of business partners, our print *Business Partner Directory*, our networking events, and assisted living news and alerts, so you can continue to receive high-value benefits as part of your annual membership fee.

The survey did identify areas where we can improve the programs and services provided to business partner members. We hear your concerns about being able to reach the clients you want to meet without there being an additional cost. Getting the time and attention of communities that would benefit from your products and services can be difficult and often costly. We know this is the biggest concern for our business partners, and we're working on solutions that would benefit both businesses and potential consumers.

To that end, last year we started our *Assisted Living Networking Nights (which are free for members)* with the dual purpose of bringing together professionals for a fun night of networking, and helping communities connect with our business partners that would provide value to them. As we continue to expand our *Networking Nights* with more

events planned in 2024, we'll also consider new opportunities to provide additional networking and marketing opportunities for our business partner members. Again, we're so thankful to those of you who provided valuable data through our membership surveys. We are excited to keep using this information throughout the year to continually enhance your membership and add more value to your benefits. If you were not able to participate in your membership survey last year, there will be an opportunity to participate soon. We will relaunch both surveys in the fall of 2024 via email, so keep an eye out for more details around that time. For any questions about our 2023 membership surveys or your benefits, please contact me at cbroughton@mass-ala.org or 781.622.5999 x110.

Decatur House celebrated Valentine's Day and St. Patrick's Day in style, and enjoyed a wonderful dinner provided by the hard-working students of a local technical high school. And they would like to share their new blog posting, "[Tips for Visiting Elderly Relatives](#)" [here](#).



The Village at Willows Crossings celebrated Black History Month by learning about Harriet Tubman. They also celebrated Mardi Gras, and threw a staff member a baby shower!



Bridges by EPOCH in Mashpee had a lot of fun celebrating spring events with some St. Patrick's Day and beach-themed crafts.



Chestnut Knoll at Glenmeadow had a lot going on recently, with a new partnership with the Square One preschool and a presentation from Baystate President and CEO on the future of medical care. One resident also was featured on Mass Appeal to inspire others to be healthy!



Goddard House in Brookline has been keeping busy celebrating Mardi Gras, visiting an exhibit at the Museum of Fine Arts, and seeing a show at the American Repertory Theater.



Welcome New Members

Welcome to our newest business partners! Our business partners provide a wide range of services and products to help assisted living communities in areas such as care management and operational support, payroll and HR solutions, and commercial cleaning services.

[Patriach Healthcare](#)

[re:fab](#)

[Smith Integrated Care Services](#)

[Unemployment Tax Management Co. \(UTMC\)](#)

Please join me in welcoming our newest business partners!

Member Spotlights

Assisted Living Provider Spotlight: CareOne at Sharon

CareOne at Sharon is committed to delivering the highest quality of life for residents through connection, compassion and personalized care. Our community is designed to ensure maximum safety and independence.

CareOne is proud to bring its Harmony Village program to the CareOne at Sharon dementia unit offering round-the-clock certified nursing care, on-staff dementia specialists, and innovative care approaches. Our daily services and activities support the physical and mental health of our residents as well as provide social satisfaction. We give each resident the freedom of choice, consistent social interaction, and the tools they need to maintain their highest level of independence and live their best lives.

Visit CareOne at Sharon here <https://www.care-one.com/locations/careone-at-sharon/>.

Business Partner Spotlight: Provital

[Provital](#) is your trusted partner in graceful aging. We understand that aging is a unique and beautiful journey, and we're here to guide your family and loved one every step of the way. Whether your loved one prefers to age in-place in their home or are considering a transition to a senior living community, we're here to assist.

Our team provides reliable and affordable home care services across Massachusetts, ensuring comfort and peace of mind for your family and loved ones. When it's time to explore senior living communities, our dedicated Senior Advisors will help you find the perfect fit. Our expertise doesn't stop there. We offer comprehensive consulting services to navigate transitions, from home to various community-based options, including independent living, assisted living, memory care, and more. With Provital, aging is a fulfilling journey. Let's embark on this adventure together. For more information please visit our website <https://www.provitalservices.com/>.

Mass ALA's Job Board

Don't forget about this free member benefit to help you attract great candidates to your community! Make sure to share your job postings on our **Job Board**. Once you have logged in, 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, ext. 110. All jobs that are posted on our Job Board can be viewed by all job seekers by simply going to our website and clicking on Career Search at the top of the home page on our website, mass-ala.org.



Christina Broughton
Manager of Member Engagement and Business Development
781.622.5999 x110
CBroughton@mass-ala.org