

## **An Opportunity to Belong – Contributed by The Mass-ALA DEI Committee**

*Q3 Article, 2024*

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We all want to belong. It is human nature to strive to be a part of a community, something larger than oneself, and the workplace can be a place where individuals can thrive. Last year, Mass-ALA created a DEI (Diversity, Equity and Inclusion) Committee to support inclusion efforts and knowledge industry-wide. This Committee is made up of assisted living leaders who are interested in learning about DEI initiatives and methods. Their intent is to establish goals and to develop resources and a DEI curriculum for Mass-ALA, its employees and business associates. The DEI Committee wants to support assisted living communities so that people of all ages, abilities, religions, backgrounds, cultures, genders, etc., feel not just tolerated but accepted and welcome.

In this spirit, Mass-ALA is offering an \_ to members to participate in a 2-part DEI training with Timothy W. Anderson of [TMW Educational Services](#). The first part of the training will take place as a webinar (free for Mass-ALA members) on October 9, followed by in-person training at the Mass-ALA Annual Conference on October 24. It is an amazing opportunity to work with Timothy, an experienced educator and coach in the DEI and ALR spaces. The first webinar part of the training is free for members.

DEI nationwide has come under scrutiny and been politicized more recently, and many however, DEI practices have been around for decades. The Mass-ALA DEI Committee believes that learning about how other people experience the world and ensuring fair treatment for all is good for us as individuals and for our entire ALR community. We can always be more welcoming, thoughtful, and inclusive of others, and our industry is so very diverse – that there is always room for growth. We appreciate that many of our members have established DEI initiatives in their practices; and we believe you will be more successful and vibrant for making the effort.

The Mass-ALA DEI Committee is committed to continuously raising awareness about the importance of DEI initiatives. We are dedicated to educating assisted living providers on how to foster a more inclusive and welcoming environment for all. We are also actively developing tools and resources to support communities in their own DEI efforts. If you or a colleague are interested in contributing to this vital work, we invite you to volunteer to serve on the Committee. Please email [cbroughton@mass-ala.org](mailto:cbroughton@mass-ala.org) to express your interest. On behalf of Mass-ALA, the DEI Committee encourages you to choose a “champion” or two from your community to attend these enlightening and impactful sessions. They will have

the opportunity to bring back what they learn and implement new practices. Remember, everyone wants to belong, and together, we can make our communities more inclusive and welcoming. This is the essence of our DEI Committee’s mission, and we invite you to join us in this important work.

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### **Check It Out: What’s Going-on in Assisted Living!**

We asked assisted living providers to share how they are already making their communities welcoming and inclusive for all who step through their doors. Whether it’s by celebrating our differences, embracing multi-cultural holidays, or just working every day to make our programs accessible for all. Thank you for sharing the amazing work you are doing!

**Brightview Concord River in Billerica** residents and staff had a fantastic time celebrating Pride in June, Mardis Gras, and learning origami from fellow residents who are Japanese.



**Sunrise Senior Living of Leominster** shared an incredibly touching story [featured in the local news](#) about two residents who decided “life is too short” and got married, proof that

you never know when love may be just around the corner. Congratulations, Jim and Theresa!

**Bridges by EPOCH in Mashpee** residents participated in 'Art Without Boundaries', showcasing their unique talents!



Hebrew Senior Life in Dedham hosted an event to bring together residents across their traditional assisted living, memory care, long-term care, and independent living facilities called SongFest. This collaboration had residents from across all facilities on stage singing songs as a choir, really bringing together their vibrant community.



## 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.***

### [ECP Assisted Living Software](#)

ECP is a leading provider of eMAR, EHR, Billing, and CRM software to over 7,500 senior living communities, group homes, communities for individuals with intellectual and developmental disabilities, and other long-term care settings across all 50 states. ECP's mission is to build world-class software and to partner with senior living and long-term-care operators to make residents, family, and staff happy, and achieve best-in-class clinical, operational, and business outcomes.

### [Excelled Care](#)

Excelled Care's mission is to provide live-in and hourly personal care, companionship, and homemaker services for seniors and other

### [LastMinute Health](#)

LastMinute is dedicated to providing the best and safest possible care by optimizing workforce management through innovative technology. Leveraging AI and predictive analytics, our software automates healthcare staffing and integrates seamlessly with existing solutions.

### [Louis & Clark Pharmacy](#)

We offer streamlined medication management solutions for assisted living, memory care, independent living and group homes. MediBubble is our exclusive prescription solution that safely manages medications for easy handling and medication adherence. Our pharmacy professionals understand the special needs of senior living communities and caregivers. We provide forward-thinking prescription services specially designed for the communities we serve.

### [New England Hospice](#)

We are a family-owned hospice agency. For nearly 20 years, New England Hospice has been serving patients and families across Massachusetts facing serious illnesses and providing support to those who have lost loved ones. We maintain that hospice is about life and the quality of time we have left. New England Hospice provides 9-14 hours a week of

additional care- more than twice the national average! Our team is available 24/7 in order to meet the needs of our patients and families whenever necessary.

### [Senior Assessment Assistance, Inc.](#)

We will conduct a thorough, in-person assessment to determine the appropriate level of care and obtain the data necessary to maximize the overall health and well-being of your new resident. Twenty-eight years of nursing experience, eighteen years in senior living.

### [Stefura Associates](#)

Stefura Associates is an award-winning, woman-owned full-service interior design firm founded in 1995 by Marcy Stefura. We have a diverse portfolio with a focus on design for communities, including those for Senior Living. Our team's breadth of knowledge and experience fuel our creativity and allow us to bring a fresh perspective to each project. A collaborative, client-centered design process is the hallmark of our practice. We explore each client's vision, using it as a framework to develop innovative solutions for the unique challenges presented. The results are well-planned, visually engaging environments that integrate seamlessly with the architectural context. Consistently, clients return to Stefura Associates for subsequent projects, testament to our design and project management capabilities.

## **Member Spotlights**

### **Assisted Living Provider Spotlight: Clifton Assisted Living Community**

Imagine living in a beautiful New England country inn, nestled in a charming coastal setting. At Clifton, residents discover a carefree senior lifestyle that provides a wonderful new feeling of comfort and security. At the "Inn" we have no "typical" apartments—each one is different, and prices do vary according to apartment size, location and specific amenities.

Located on 19 acres overlooking scenic Mount Hope Bay, the Clifton Healthcare Campus represents the next generation of health delivery service. Family owned and operated, the Clifton organization has over 60 years of experience providing the highest quality of healthcare services to your community, which is also our community.

Learn more about Clifton Assisted Living Community at <https://www.cliftonrehab.com/>.

### **Business Partner Spotlight: Cadent**

Boost your sales leads and reach occupancy targets with [Cadent's](#) proven digital marketing strategies and website solutions, tailored for senior living residences.



Located in Newton, MA, with 30 years of experience, Cadent specializes in delivering comprehensive digital solutions, including: AI & search engine optimization (SEO), content & email marketing, social media management, website development, and brand-focused design. [Contact us to request a comprehensive, complimentary report](#) that evaluates the SEO and overall performance of your website.

### **Mass ALA's Training and Webinar Recording Library**

**Don't forget about this great benefit to help you and your staff get important training on topics critical to the success of your community.** [You can access the full catalog of recorded trainings and webinars here.](#) Please note that many, though not all, of Mass-ALA trainings and webinars are recorded and available for later viewing. Topics covered include Conducting an Effective Resident Satisfaction Survey, Hoarding Behavior, Infection Control 2024, Landlord/Tenant Law, and more!

If you need assistance accessing the recording library, give me a call at 781-622-5999, ext. 110. All upcoming, live trainings and webinars are listed on our Events page on [mass-ala.org](http://mass-ala.org).

### **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](http://mass-ala.org).

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