

Envisioning and Advancing Together: Mass-ALA Annual Conference 2024

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The Massachusetts Assisted Living Association is thrilled to host its 2024 Annual Conference and Tradeshow, with this year's theme "Envisioning & Advancing Together." This anticipated event is set to take place on October 24, 2024, from 8:00 a.m. to 4:30 p.m. Not only are we going to a fantastic location this year at the Newton Marriott, but we are excited to offer new and improved educational content at this year's conference to the benefit of our attendees! This year we'll have three opportunities in the day for attendees to choose an educational workshop to attend, meaning more workshop options and more diversity of CEUs! We will also be hosting a New Executive Director Meetup, for new leaders to get to know each other, meet Mass-ALA staff, and get some resources they may find valuable to their new role.

The conference will commence with a riveting keynote address by Matt Thornhill, a renowned futurist and expert in senior living development. His presentation, titled "Seeing What's Next in Assisted Living and How to Get There," will provide a deep dive into the pivotal trends and challenges that assisted living operators are facing today. Thornhill will explore pressing issues such as how to work with the baby boomer generation in a generational overview of how to interact with them as adult children and future residents. Thornhill will also address causes of and responses to staffing shortages, and the rapidly evolving competitive landscape. His insights will be not only thought-provoking but also practical, equipping attendees with the knowledge to navigate the future with strategic foresight and confidence.

After the keynote, attendees will have the opportunity to immerse themselves in a variety of breakout sessions that cover a wide spectrum of exciting topics related to assisted living. Timothy W. Anderson will lead a session on exploring the diverse backgrounds of residents, shedding light on the unique needs and perspectives in regard to Diversity, Equality, & Inclusion (DEI) within assisted living communities. Jackie Nelson will offer a hands-on session titled "Putting Your Best Face Forward," designed to enhance photography skills and professional presentation. Dr. Daniel Seichepine will present on "Alzheimer's Disease as a Mid-Life Condition," underscoring the importance of early diagnosis and intervention. Kenny Rounds will address the critical issue of futureproofing assisted living communities through the integration of advanced AI technologies and robust cybersecurity measures.

Another highlight of the day will be the inspirational afternoon keynote by Dr. Michael Cadore, President of Magnus Solutions and former NFL player. His talk on effective leadership in the assisted living profession is expected to motivate and energize attendees, providing them with actionable strategies to lead with impact and vision. Throughout the day, participants will also have the chance to explore the

bustling exhibitor hall, featuring over 50 exhibitor tables and the chance for attendees to win some great prizes. These exhibitors will showcase a diverse array of services and products specifically designed for assisted living communities throughout Massachusetts. From innovative community solutions to state-of-the-art facility management tools, the exhibitor hall will be a hub of ideas and resources aimed at enhancing the quality of care and operational excellence.

The afternoon sessions will continue to educate participants with topics such as the reduction of polypharmacy and the management of chronic health symptoms using cannabis, presented by Veronica Santarelli. Anne M. Cabral will tackle the pressing issue of stress management for assisted living professionals in her session “De-Stressing: Taking the Stress Out of Stress,” offering practical techniques to combat burnout. Seth Wilson and Alisha L. Crowley will introduce participants to cutting-edge artificial intelligence tools and applications, providing a glimpse into the future of assisted living technology. Laurie Gunter Mantz will lead a session on “In Dementia Words Matter,” focusing on the importance of language in reducing the stigma associated with dementia.

The conference will come to a close with a compelling final round of breakout sessions. Officer Eric Rosenbaum will discuss strategies for defending against AI-related threats in assisted living environments, a topic of increasing relevance in today’s digital age. Susan Stempek and Jennifer Gizmunt will explore innovative care models in their session “Hospital at Home for Assisted Living Residents,” highlighting the benefits of integrating hospital-level care within assisted living settings. Meredith Griffiths and Lance Chapman will present “Opening Minds through Art,” a session that emphasizes the therapeutic and creative potential of art for dementia care. Chris Wasel will conclude the conference with a presentation on the latest technological advancements and their impact on physician engagement and care delivery.

This year’s Mass-ALA Annual Conference is not just an event; it’s a comprehensive experience designed to empower assisted living professionals to envision and advance together. We encourage you to register a group of your colleagues to experience the Mass-ALA 2024 Conference & Tradeshow. This special discount is only available to our members. Register here or forward this to a colleague to take advantage of the group discount. Show appreciation for your team by inviting your colleagues who would benefit from this exciting day, filled with timely education and networking opportunities. Don’t miss this once-a-year opportunity to connect with peers, learn and explore the latest innovations shaping the future of assisted living. Register today and join us in shaping the future of assisted living in Massachusetts.

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