

Membership: Leverage the Power of Association Cost-Savings

Q2, June 2025

Being a member of the Massachusetts Assisted Living Association (Mass-ALA) means you have access to tangible cost-savings opportunities for your assisted living community. One of the most powerful resources available to members is access to [Mass-ALA Business Partners](#), who specialize in working with assisted living providers and who understand the unique needs of your communities.

When operating costs and economic pressures rise, it's more important than ever for businesses to assess their purchasing practices and ensure they are optimizing their spending. Mass-ALA's network of assisted living partners and vendors is a great place to start.

Mass-ALA's Business Partner Directory is both a [digital](#) and [print](#) resource that features a wide array of businesses and service providers dedicated to supporting the assisted living industry. These include, but are not limited to:

- Accounting/Tax/Financial Services
- Advertising, Marketing, Promotional Items
- Architecture/Construction/Design
- Consulting
- Cosmetology
- Education/Trainers/Dementia Ed
- Dining and Hospitality
- Emergency/E-Call Systems
- Entertainment
- Estate Sales/Junk Removal/Move Managers
- Group Purchasing/Procurement
- Health/Hospice Care/ Nursing Care/Specialized Care
- Home Health Care
- Insurance

- Painting/Renovation/Landscaping
- Pest Control
- Pharmacies
- Supplies (medical/non-medical)
- Staffing
- Technology/Systems
- Utility Auditing

The Business Partner Directory isn't just a contact list—it's a roadmap to help your community form strategic partnerships that can enhance quality of life for residents while improving operational efficiency.

Members of Mass-ALA benefit by:

1. Savings Opportunities – Considering Mass-ALA partners or vendors can lead to significant cost savings in areas where communities are already spending, such as food services, care supplies, insurance, software, and maintenance supplies.
2. Assisted Living-Focused Vendors – Many Mass-ALA business partners already work with assisted living providers in our state. They understand the unique regulatory environment of assisted living in Massachusetts and stay informed on what's impacting assisted living by receiving Mass-ALA emails and participating in our events. This can help reduce risk and save you valuable time when researching new vendors or partners.
3. Easy, Targeted Search Tools – Members can [search the directory online](#) by business name, service category, zip code, or geographic region. Our virtual Business Partner Directory makes it easy to identify partners that align with your needs and budget.


For example, you could save money for your community by switching to a Mass-ALA Business Partner offering bulk purchasing discounts on supplies. You could improve resident engagement by partnering with a listed entertainment provider specializing in senior-friendly programming. Or maybe you will find a consultant to improve your digital marketing strategies to better attract new residents and staff.

By working with our Business Partners, members not only gain financial and operational benefits—they also help sustain a collaborative, mission-driven network that uplifts the

entire assisted living sector in Massachusetts. These partnerships promote shared goals, foster innovation, and ensure that services evolve to meet the growing needs of residents and staff alike.

Explore the Mass-ALA Business Partner Directory today and discover the power of partnerships built on trust, value, and industry insight. Start saving time, money, and effort—while boosting the quality of services your community provides.

 [Find a Business Partner here.](#)

 Need help or want a printed copy? Call us at 781.622.5999 x110 or email cbroughton@mass-ala.org.

Thank you,

Christina Broughton

Manager of Member Engagement and Business Development

Check It Out: What's Going-on in Assisted Living!

We asked assisted living providers to share how they are celebrating the warm weather and welcoming spring to New England!

The Saab Residence in Lowell shared photos from their lovely Mother's Day brunch. They had a lot of fun serving up some 'mom'osas and hosting an iced coffee bar.



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.

[Anodyne Medical Services Corp](#)

For over 50 years, Anodyne has been a trusted leader in home care and staffing solutions. We're more than just a service provider—we're your neighbor, your partner, and your support system. Our staffing approach is simple: we take the time to understand and meet the unique needs of every client.

[Brown & Brown Insurance Services, Inc.](#)

Business doesn't stand still, and neither do we. Our strength is in our people. With deep

local connections and the resources of a global leader, we take an agile, forward-thinking approach to risk. Whether our customers are expanding, evolving or facing new challenges, we build solutions that help protect what they value most.

[Caring Transitions](#)

We're your total solution for senior relocation, downsizing, and liquidation needs. We give families peace of mind by creating a customized plan that manages all aspects of a transition.

[DAS Heath](#)

DAS Health is a Senior Care focused Managed IT + Cybersecurity + Technology Consulting Company with over 20+ years in the healthcare space with New England based certified technicians for projects.

[Ignite CEUs](#)

At IGNITE™, we offer Not-Your-Average CEUs—innovative, engaging, and restorative courses designed specifically for healthcare professionals who want to reclaim their energy, reconnect with their purpose, and build a sustainable, fulfilling career. Our unique courses emphasize wellness, energy, community, communication, and authenticity—helping you recharge, stay engaged, and find fulfillment in your work. These aren't just classes; they're a path to transformation.

[Letourneau's Compounding Pharmacy and Home Medical Equipment](#)

Letourneau's Compounding Pharmacy & Home Medical Equipment located in Andover provides immunization clinic services and comprehensive HME sales and support to Assisted Living Facilities throughout Massachusetts. Focusing on Covid & Flu Clinics and HME categories like medical lift recliner chairs, power mobility chairs & scooters, and adjustable hospital beds, Letourneau's Pharmacy aims to be a trusted resource for your residents' wellbeing, comfort and safety.

[Lotus Field Healthcare Agency, LLC](#)

At Lotus Field Health Care Agency, we provide high quality home care services to our communities that enable our loved ones to stay in the comfort of their homes. We do this by hiring qualified caregivers who will work with you and your team of providers to develop and manage a personalized home health plan that's most convenient for you.

[Merchant Cost Consulting](#)

Are credit card processing fees eating into your profits? We eliminate hidden fees, reduce inflated rates, and negotiate directly with your existing processor—saving you money without switching providers.

[MVP Recruitment, LLC](#)

MVP Recruitment is a full service executive recruitment and talent management firm dedicated to supporting the healthcare industry. By utilizing proven methods to source and select impactful candidates, MVP consistently produces top-tier talent that will lead organizations to achieving their goals.

[Soterya](#)

Soterya is developing Korus, a robotic bed intended to help people with limited mobility and their caretakers manage re-positioning in bed.

MEMBER SPOTLIGHTS

Assisted Living Provider Spotlight:

Evans Park at Newton Corner

Congratulations on your recent renovation!

The structure that comprises Evans Park at Newton Corner, a Benchmark assisted living and memory care community, has played an important role in this area's history for over 120 years. Dating back to when it was first built as "the most beautiful apartment complex in the city," and later, used as a library, it is an unmistakable icon and, one that Benchmark has recently reinvented to serve generations for years to come.

Historically, Evans Park's floor plan has been comprised of many dated separate spaces that haven't allowed for optimal resident interaction or connection with greater Newton Corner. The newly renovated and now open concept community seamlessly blends historical charm with modern touches. A standout feature is the new solarium which opens into an outdoor patio, offering easy access to the many activities of surrounding Newton Corner. This multifunction space offers a place to enjoy programs, watch television, read a book and more year-round while enjoying the sun and city views.



Business Partner Member Spotlight: National Auditing Services Consulting (NASC)

National Auditing Services Consulting (NASC) has a unique Utility Cost Recovery/Reduction service. NASC works directly with your local electric and gas companies to uncover common billing/coding and/or meter-reading errors that result in Assisted Living communities overpaying for these services. Refunds are secured (as credits to the invoices) in greater than 65% of the accounts analyzed!

The investment of time required for the client is measured in minutes, and it's a shared-savings model: If there's NO REFUND(s) and/or verifiable Reductions from this exercise, there's NO FEE. Compelling industry testimonials. NASC has been in business since 1990, earning an A+ Rating with *The Better Business Bureau*. Email Michael Macchi for info: mmacchi@nascaudits.com or call him directly at 917-836-1536. www.nascaudits.com For many, this process may have the highest ROI of any initiative engaged in a fiscal year when factoring time/effort invested to the measurable impact on the bottom line.

Christina Broughton

Manager of Member Engagement and Business Development

781.622.5999 x110