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Dear Members,

Yesterday, Attorney General Andrea Joy Campbell announced the release of [new final consumer protection regulations for Assisted Living Residences \(ALRs\)](#).

These regulations will take effect on **July 17, 2026**.

We are pleased to inform you that every advocacy priority we addressed with the Attorney General's Office (AGO) in response to these draft regulations was changed to language that addressed our concerns. We testified at the hearing on the regulations, submitted a ten page letter with feedback and suggested changes, and had several meetings with the AGO to discuss the impact the draft regulations would have on assisted living. We are grateful that they listened and were so thoughtful in striking a better balance in the final regulations.

Mass-ALA is currently reviewing the final regulations and will provide members with additional analysis in the coming weeks. We will have a training on the new regulations this summer to help members understand the new requirements and their potential operational impact.

Please see the full press release from the Attorney General's office below.

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## **AG Campbell Announces Final Regulations For Assisted Living Residences**

### **New Regulations Strengthen Consumer Protections and Accountability for Elder Care Providers**

#### **For immediate release:**

6/22/2026 Office of the Attorney General

**Boston** — Massachusetts Attorney General Andrea Joy Campbell today announced [new consumer protection regulations for Assisted Living Residences](#) (ALRs) to protect residents from unfair and deceptive acts and practices, including misrepresentation of available services, improper fees, and unlawful evictions. The regulations are the first of their kind under the state's consumer protection law. They were developed by the Attorney General's Office (AGO) and are **informed** by community concerns, including those voiced by community partners, elder law attorneys, and members of AG Campbell's Elder Justice Council.

"I am proud to announce the AGO's first-ever regulations for assisted living residences, which will strengthen accountability and protect older adults from unfair and deceptive practices under the state's consumer protection law," said **AG Campbell**. "Older adults built the communities we live in today and deserve to live with respect, dignity, and real protections. I am grateful to everyone who offered feedback on these regulations and collaborated with my office throughout this process."

In 2024, the AGO launched a public process to gather input on challenges facing assisted living residents. That feedback, as well as concerns reported to the AGO through

consumer complaints and feedback received during subsequent public comment periods, directly informed the development of the regulations announced today.

The new regulations focus on key areas of consumer protection, including financial protections and billing transparency, protection against misrepresentation of services, contractual and eviction protections, and complaint and reporting mechanisms.

Among other rules, the regulations state that:

- ALRs should have straightforward service agreements that clearly disclose the cost of services provided in the residence, as well as guidelines for when those costs may increase.
- Residents should have transparent information about what may happen if they cannot afford to remain in the ALR, or if they require advanced care that the ALR cannot provide.
- ALRs should provide clear information about the availability of nursing care at the residence.
- Residents in ALRs have the same rights as other tenants, including protections related to fees, eviction, and other tenancy matters.

The regulations will become effective upon publication in the Massachusetts Register on July 17, 2026.

Assisted living residences serve older adults who can live independently in a home-like setting, but may need assistance with daily activities such as housekeeping, bathing, or medication assistance. According to the Massachusetts Executive Office of Aging & Independence (AGE) more than **17,000** people currently live in the **over 270** certified ALRs in Massachusetts.

Chapter **93A**, the consumer protection statute, authorizes the Attorney General to promulgate regulations to protect consumers. These regulations can require that facilities make certain disclosures about their contractual terms, and they also can declare certain acts and practices to be unlawful.

These new consumer protection regulations complement the recent proposed amendments to regulations pertaining to **Assisted Living Residences** by the Executive Office of Aging & Independence (AGE).

The promulgation of these regulations was led by Assistant Attorney General Andrew Musgrave, Director Mary Freeley and Deputy Director Valerie Frias, all of the AGO's **Elder Justice Unit**, with assistance from Assistant Attorney General Thomas Furlong of the AGO's Elder Justice Unit and Division Chief Anne Landry, Deputy Division Chief Lisa Sears, and Policy Coordinator Nia Johnson of the AGO's Policy & Government Affairs Division.

AG Campbell created the **Elder Justice Unit** in August 2023 to protect and promote the safety and well-being of older adults through enforcement actions, legislative advocacy, and community engagement and education.

***Statements of Support:***

**Secretary Robin Lipson, Executive Office of Aging & Independence:** "Older adults and their families deserve clear information and confidence that assisted living residences are providing safe, high-quality care. These regulations represent an important step toward greater transparency and accountability across Massachusetts. We appreciate Attorney General Campbell's leadership on this effort and look forward to continuing our partnership to strengthen protections for residents while preserving the independence, dignity, and choice that are central to the assisted living model."

**Former Senator Richard T. Moore, Vice Chair of the Leadership Council of the National Consumer Voice for Quality Long-Term Care:** "Having worked with the assisted living industry for many years, I have seen firsthand both the tremendous value these residences provide and the importance of strong consumer protections. The Attorney General's new regulations strike an appropriate balance by supporting quality assisted living while ensuring that residents and their families receive the transparency, fairness, and protections they deserve. I commend Attorney General Campbell and her

team for listening to consumers, advocates, providers, and families and for advancing regulations that will strengthen confidence in assisted living across the Commonwealth.”

**Massachusetts Chapter of the National Academy of Elder Law Attorneys:** “The Massachusetts Chapter of the National Academy of Elder Law Attorneys (MassNAELA) commends Attorney General Campbell and her office for issuing these important new regulations governing assisted living residences. Elder law attorneys know firsthand how much transparency, fairness, and accountability matter when choosing housing options as residents age. These regulations will give older adults and their families clear and reliable information as they make housing decisions. MassNAELA looks forward to supporting implementation of these protections, and when needed, utilizing these regulations to ensure vulnerable residents receive the dignity, fairness, and respect they deserve.”

**Dignity Alliance Massachusetts:** “For too long, thousands of older adults and residents with disabilities across Massachusetts have moved into assisted living residences under complex contracts that lacked the clear, enforceable consumer protections standard in almost every other sector. Today, that is being changed. By promulgating these historic Chapter 93A regulations, Attorney General Campbell is bringing long-overdue financial transparency, explicit structural accountability, and absolute clarity to the assisted living landscape.”

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*If you have any questions, please contact us at [Mass-ALA@mass-ala.org](mailto:Mass-ALA@mass-ala.org).*

*This update is solely for general informational purposes. It is not intended to replace a full review of the cited regulations or guidance.*

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