



Dear Members,

Following last week's Assisted Living Advisory Council (ALAC) meeting, we want to share a couple of important updates:

- As a reminder, the Attorney General's assisted living consumer protection [regulations](#) were recently promulgated and will become effective on July 17th.
- AGE will not be penalizing ALRs for not providing AGE with the required 30-day notice (651 CMR 12.04(13)(b)) of Alterations, including changes to documents to comply with the AGO regulations. AGE understands that this requirement is untenable with the current timeline. AGE asks that ALRs submit the updated documents as soon as practicable.

To help you navigate these rapid changes, please join us for our upcoming webinar on August 17th, [Navigating the New Consumer Protection Regulations: Considerations for ALRs](#). We will walk through the specific impacts on your operations and what you need to know.

The banner features a green and purple background with a white house icon and the text 'MASS-ALA Massachusetts Assisted Living Association' in the top right. Social media icons for Facebook, LinkedIn, and Instagram are in the top left. The main title 'WEBINAR: Navigating the New Consumer Protection Regulations: Considerations for ALRs' is in large, bold, purple font. Below the title are two headshots: Heather Berchem, Partner at Harris Beach Murtha, and Kevin Buono, Partner at Morrison Mahoney. The date and time 'Monday, August 17, 2026 1:00 - 3:00pm' are displayed in large black font.

If you have any questions, please contact us at 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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