



Massachusetts PATRIOT

Massachusetts Life Care Residents' Association (MLCRA) SPRING 2019

The Residents' Advocate-Management's Friend www.mlcra.org

This is an excerpt from Spring 2019 Patriot detailing the meeting activities.

President's Message

MLCRA ANNUAL MEETING TO BE HELD IN SHREWSBURY

MLCRA will hold its 2019 annual meeting at Southgate at Shrewsbury on Wednesday, May 1, 2019. The meeting will bring together MLCRA members from throughout Massachusetts to discuss issues of concern for residents of retirement communities.



Lauren Hale

MLCRA is honored that our keynote speaker will be Robin Lipson, the Acting Secretary of the Massachusetts government's Executive Office of Elder Affairs. The title of her speech is

MLCRA has had good relations with the Executive Office of Elder Affairs for a number of years. We especially appreciated the opportunity to contribute to the Continuing Care Retirement Community Consumer Guide, published by the EOEA in January 2017. The guide was organized by Emily Cooper, Chief Housing Officer in the EOEA. We have invited Ms. Cooper to join us join us at *(cont'd on p. 2)*

ReiMagine Aging: A Movement.

Before being appointed Acting Secretary, Ms. Lipson served as Chief of Staff and Chief Strategy Officer in the Executive Office of Elder Affairs (EOEA). She has been the lead staff person supporting the Governor's Council to Address Aging in Massachusetts, established by Executive Order in April 2017. A goal of the Council is to make the Commonwealth the most age-friendly state for people of all ages.

EOEA Head to Address MLCRA Meeting

Robin Lipson was appointed Acting Secretary of the Executive Office of Elder Affairs (EOEA) in January 2019. Ms. Lipson has served as Chief of Staff for the agency since 2015 and



Robin Lipson

later also took on responsibilities of Chief Strategy Officer. In that role, she helped the agency achieve its mission to promote the independence, empowerment, and well-being of older adults, individuals with disabilities, and their caregivers. With projections over the next 15 years that 1 in 5 Massachusetts residents will be over the age of 65, Ms. Lipson worked on key initiatives to support what people want most *(cont'd on p. 3)*

SAVE THE DATE!

MLCRA ANNUAL MEETING

WEDNESDAY, MAY 1, 2019

Southgate at Shrewsbury

As details develop, they will be posted on the MLCRA website (www.mlcra.org). We will also contact individual communities with information.

President's Message (cont'd from p. 1)

Elissa Sherman

the annual meeting. You can access the CCRC Consumer Guide by going to the MLCRA website (www.mlcr.org) and clicking on the Links page.

Another friend of MLCRA, Elissa Sherman, will make brief remarks at the annual meeting. Ms. Sherman is president of LeadingAge Massachusetts, a statewide organization of not-for-profit providers of housing, health care, and other services for older adults. LeadingAge members include Continuing Care Retirement Communities, skilled nursing facilities, assisted living, rest homes, affordable housing, and other services.

Discussion of two bills, recently introduced in the Massachusetts legislature . . . You can access the text of both bills by going to the MLCRA website and clicking on the link for the Legislation and Advocacy page.

There will also be a discussion of two bills, recently introduced in the Massachusetts legislature, that concern Continuing Care Retirement Communities. One would require CCRCs to give prospective residents a separate document that describes its entrance fee refund policy. The other would establish a commission to study CCRCs. You can access the text of both bills by going to the MLCRA website and clicking on the link for the Legislation and Advocacy page.

Our agenda will also include election of the 2019-2020 MLCRA Board of Directors. A candidate slate will be sent to attendees well in advance of the annual meeting.

MLCRA member communities are invited to send up to five MLCRA members to the annual meeting. MLCRA has sent invitation packets to resident association presidents and MLCRA representatives. The packets include driving directions and valet parking information for Southgate.

Some MLCRA members are already familiar with Southgate. The MLCRA annual meeting was held at Southgate back in 2011. More recently, Southgate hosted a regional meeting in 2016 that brought together MLCRA members from five retirement communities in central Massachusetts.

Registration for the May 1 annual meeting begins at 9:30 a.m. The meeting is scheduled for 10:00 a.m. to 2:30 p.m. ●



Robin Lipson (*cont'd from p. 1*)

—to age with dignity in their community. She has been the lead staff person supporting Governor Charlie Baker's Council to Address Aging in Massachusetts and led the effort that resulted in ***Massachusetts becoming the second state in the nation to commit to being an age-friendly state***. She serves on the Executive Committee of the Massachusetts Healthy Aging Collaborative, the backbone organization supporting much of the age and dementia friendly work at the local level.

Ms. Lipton is a seasoned healthcare executive with 40 years' experience working extensively at the intersection of healthcare strategy, policy, and implementation. She has held leadership roles in the public, not-for-profit, and private sectors, including Deputy Director of the Massachusetts Medicaid Program, later becoming the first-ever Vice President of Strategic Planning for Blue Cross and Blue Shield of Massachusetts. In addition, Ms. Lipson has worked as Managing Director at SBV Consulting (a subsidiary of a cutting edge eldercare company), Vice President for Partnership Development at Rise Health, and as an Executive-in-Residence at AVIA, an

In addition, Ms. Lipson has worked as Managing Director at SBV Consulting (a subsidiary of a cutting edge eldercare company), Vice President for Partnership Development at Rise Health, and as an Executive-in-Residence at AVIA, an innovation accelerator focused on helping providers deliver better care at greater value and lower cost. She has also applied her experience as a private consultant for health care and other not-for-profit organizations on their strategic, planning, organizational, and business development needs. She worked with the Blue Cross Blue Shield of Massachusetts Foundation on *Roadmap to Coverage*, a report widely recognized as an early catalyst for health reform and passage of Massachusetts' first-in-the-nation health care reform law.

Ms. Lipson has a BA degree from Connecticut College and an MBA degree in Health Care Management from Boston University. ●

