



2026 SPRING CONFERENCE AND TRADE SHOW

Wednesday, March 25, 2026
DCU Center, Worcester, MA

Join us for our 2026 Spring Conference & Trade Show on Wednesday, March 25th at the DCU Center in Worcester! We are especially thrilled to welcome back Steven Littlehale, MS, RN, GCNS, Chief Innovation Officer at Zimmet Healthcare Services Group, LLC, as our Keynote Speaker! Steven is a nationally recognized leader in post-acute and long-term care analytics, known for transforming complex data into meaningful clinical action. He brings extensive experience working with interdisciplinary teams to align clinical, operational, and financial goals across nursing facilities and other LTPAC settings – making his insights both practical and impactful for today’s leaders. Additional educational sessions will feature representatives from the Executive Office of Health and Human Services, who will share what nursing facility providers need to know about the new consolidated Certified Nursing Assistant (CNA) credential; staff from Mass Senior Care, who will provide a snapshot of nursing facility staffing in Massachusetts; and a Best Practice Provider Panel that will highlight effective workforce development and retention strategies. Attendees will have the opportunity to earn CEUs, engage with peers from across the long term care continuum, and connect with over 50 exhibitors showcasing products and services that support today’s workforce and operational needs.

Morning Session: 9:30am – 11:30am – North Ballroom

Welcome and President’s Perspective

Tara M. Gregorio, President & CEO, Massachusetts Senior Care Association



Keynote Presentation – From Reactive to Predictive: Mastering Quality Measures and Staffing Before They Hit Your Scores

Steven Littlehale, MS, RN, GCNS, Chief Innovation Officer
Zimmet Healthcare Services Group, LLC

Move from reactive fixes to predictive control. Learn how staffing, competency, and emerging analytics intersect with CMS Quality Measures and Five-Star ratings – so you can spot risk early, prevent score drops, and sustain strong performance.

Trade Show & Buffet Lunch: 11:30am – 1:00pm – Pre-Function & South/Center Ballroom

Afternoon Session: 1:00pm – 3:00pm – North Ballroom

The State of the Nursing Workforce: Where We Are, Where We’re Going

Tara M. Gregorio, President & CEO, Massachusetts Senior Care Association

One Credential, Stronger Care: Massachusetts’ New Nurse Aide Certification

Representatives from the Executive Office of Health and Human Services

Best Practices in Action: Successes in Leveraging Career Ladder Opportunities

Nursing Facility Provider Panel



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DAY AT A GLANCE

8:30 AM – 9:30 AM	REGISTRATION & CONTINENTAL BREAKFAST
9:30 AM – 11:30AM	MORNING SESSION (2 CEUS)
11:30 AM – 1:00 PM	TRADE SHOW AND BUFFET LUNCH
1:00 PM – 3:00 PM	AFTERNOON SESSION (2 CEUS)



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

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REGISTRATION FORM

Member Provider/Corporate Office Staff

Registration is on an individual basis

Facility/Company:			
Address:			
City, State, Zip:			
Phone #:		Fax #:	

Please clearly print name, title, and email address of each attendee.

Confirmations will be sent via email.

Email address may be given to our Member Sponsors & Exhibitors for pre and post show mailings.

Name of Attendee(s)	Title	Email Address
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____

CEUs will be available for Administrators and Nurses

(Application for social work continuing education credits has been submitted.)

Member Registration Fee: \$150 per person

Registration fee includes education programs (4 CEUs), continental breakfast, lunch, & trade show.

Non-Member Registration Fee: \$300 per person

Cancellation Policy: Mass Senior Care must be notified in writing no later than 48 hours prior to the start of the seminar for a refund, minus a \$25 processing fee, which will be refunded in the manner in which the payment was made. "No Show" attendees will be billed at the full registration fee. Cancellations should be emailed to info@maseniorcare.org.

Method of Payment: *(Payment must be received prior to attending)*

Credit Card: MasterCard Visa AMEX

Account Number: _____ Exp. Date: _____ CID Code (3 or 4 digit): _____

Name on Card: _____

Billing Address (if different than above): _____

Check for \$_____ enclosed *(Please make check payable to and mail to: Massachusetts Senior Care Association)*

Please complete and return this form to:

Massachusetts Senior Care Association

PO Box 1657, Easton, MA 02334

Phone: 617-558-0202 Fax: 617-558-3546

Email: LNguyen@maseniorcare.org