



For Immediate Release
January 23, 2012

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State's Largest Long Term Care Group Elects Naomi Prendergast Chair

NEWTON - The Massachusetts Senior Care Association (Mass Senior Care), the state's largest long term care provider association, has elected **Naomi Prendergast** Chair of its Board of Directors, effective January 1, 2012. Prendergast is President and CEO of D'Youville Life and Wellness Community in Lowell.

As Chair of the Board of Directors, Prendergast will represent the common interests of Mass Senior Care's nearly 500 member facilities, including legislative and regulatory concerns, and will advocate for the long term care profession with state officials, the legislature and elder care advocacy groups.



"We are very fortunate to have someone of Naomi Prendergast's personal and professional caliber at the helm of our organization," said Abraham E. Morse, President of Mass Senior Care. "With her many years of experience and extensive knowledge of long term care, Naomi is uniquely qualified to lead our organization during this time of unprecedented change."

A licensed nursing home administrator with over 25 years of health care experience, Naomi Prendergast joined D'Youville Life and Wellness Community in January 2004. Her diverse background in long term care includes working with free standing skilled nursing facilities, hospital-based transitional care units, and assisted living residences in not-for-profit, privately owned, and corporate arenas. With experience in marketing, emergency medical services and acute care management in addition to her leadership in long term care, Prendergast will be a vital voice in the ongoing conversation on health care reform.

Prendergast holds her Master in Public Health degree from Boston University and also serves on the Board of Directors of the Visiting Nurse Association of Lowell and on the UMASS Lowell Nursing Advisory Board.

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William Bogdanovich, President and CEO of Broad Reach Healthcare, was elected as Vice-Chair and **Dennis Sargent**, Administrator at Woodbriar of Wilmington Rehab & S.N. Center, was elected the Clerk of Mass Senior Care's Board of Directors. **Richard Blinn**, President of Genesis HealthCare's Northeast Region, will continue serving as the Treasurer.

The Massachusetts Senior Care Association represents a diverse set of organizations that deliver a broad spectrum of services to meet the needs of older adults and people with disabilities. Our members include more than 500 nursing and rehabilitation facilities, assisted living residences, residential care facilities and continuing care retirement communities. Forming a crucial link in the continuum of care, Mass Senior Care facilities provide housing, health care and support services to more than 120,000 people a year; employ more than 50,000 staff members; and contribute more than \$3 billion annually to the Massachusetts economy.

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