

## 2019 Spring Conference Presenters

### ❖ MORNING KEYNOTE PRESENTER



**Senator Patricia Jehlen, Senate Chair, Joint Legislative Committee on Elder Affairs.**

Senator Jehlen was elected to the Massachusetts Senate in 2005. She represents Medford, Somerville, and parts of Winchester and Cambridge. She serves as Senate Chair of the Joint Committee on Labor and Workforce Development, Senate Chair of the Joint Committee on Elder Affairs, and as Senate Vice Chair of the Joint Committee on Cannabis Policy. Senator Jehlen also serves on the Joint Committees on Ways and Means, Revenue, and Community Development and Small Businesses, as well as the Senate Committee on Ways and Means.

Among her current priorities are full funding of an updated Foundation Budget, and providing adequate funding for all schools regardless of property wealth. She continues to fight for universal and affordable health care, and jobs with decent wages and benefits. In the area of elder services, she is focused on making sure that seniors of all income levels can find housing and services that meet their needs, whether in the community or in institutions.

### ❖ MORNING BREAKOUT SESSION PRESENTERS



**Michael Bertoncini, Attorney at Law of Jackson Lewis P.C.** Michael is a Principal in the Boston, Massachusetts, office of Jackson Lewis P.C. He practices labor and employment law, with a particular emphasis on labor relations, employment law counseling and litigation, and data privacy and security law. In labor relation matters, he regularly counsels clients on the practice of positive employee relations, negotiates collective bargaining agreements on behalf of organized clients, represents clients in labor arbitrations and National Labor Relations Board proceedings, and counsels clients with respect to rights and

obligations under collective bargaining agreements and applicable labor and employment laws. His privacy and data security practice focuses on advising clients on complying with HIPAA and other state and federal privacy and data security laws. He regularly reviews and develops policies and procedures, written information security plans and integrated compliance programs to assist clients in meeting their obligations under privacy and data security laws



**Ira Yellen, Founder & CEO of Aging in Place Essential Toolkit.** As baby boomer, the experience of screening care giving options for his family was frustrating. He saw the need to create an easy-to-use interactive website called the Aging in Place Essential Toolkit. It provides a roadmap and support system for family caregivers who want to provide the best for their loved ones. For over 30 years Ira has been advising home care agencies and associations on internet strategies to help family caregivers find support and solutions for their specific care giving needs. He has had an advertising and public relations agency with experience in public relations, marketing, advertising, and internet strategies in the health

care industry, and has counseled and provided professional services to health care organizations (hospitals, cancer centers, community health centers, and state agencies) on integrated marketing strategies, on-line

marketing and branding, and client acquisition. Ira was Co-chair, Patient Experience, St. Francis Hospital and Medical Center, Hartford, CT.



**Lynn Vidler, Director of Home and Community Based Programs at the Executive Office of Elder Affairs (EOEA).** In her current position, Lynn oversees and administers 6 Home Care programs that provide case management, assessment, advocacy, care planning, informal and formal care coordination, and intervention recommendations administered by all 26 ASAPs across the Commonwealth. The Home Care programs serve over 60, 000 elders annually, maintaining a portfolio of 49 available home care services. For over 30 years Lynn has dedicated her professional and personal life to advancing elder related issues and quality in-home care. At the heart and center of all her work is the belief that an individual has a right to be understood and choose their care. We, together, are charged with the task and hope of supporting those who are in need of care to ensure an elder's voice is heard and respected.

#### ❖ LUNCHEON KEYNOTE PRESENTER



**Veronica Nuzzolo, Project Coordinator at the Institute of Health and Recovery.** Veronica Nuzzolo, Ph.D., CADC is the Project Coordinator for POWER (Promoting Older Women's Engagement in Recovery) at the Institute for Health and Recovery in Cambridge MA. Dr. Nuzzolo's work focuses on clinical and educational research associated with identifying risks and intervention methods for substance use and opioid use disorders and treatment outcomes. She has worked in direct treatment, teaching, and curriculum development of substance and opioid use disorder related training materials and resources. Areas of expertise include researching psychological complications associated with trauma incurred during active disease that can impede treatment progress, opioid dependence, and the social perception of addiction as a disease.

#### ❖ AFTERNOON BREAKOUT SESSION PRESENTERS



**Jeremy W. Meisinger, Associate at the Law Firm of Foley Hoag, LLC.** Jeremy is an associate in the firm's Administrative Law Department. He counsels public and private-sector clients on a variety of regulatory questions, in such contexts as healthcare, energy, real estate and development, and data privacy. He also advises clients under investigation by federal and state regulatory agencies. Jeremy has substantial experience in helping emerging and established companies to develop privacy policies and comply with federal rules regarding the privacy of health information. Jeremy represents clients in federal and state courts, and before federal and state administrative agencies. He also maintains an active pro bono practice, representing victims of domestic abuse and other crimes.



**Ross Margulies, Associate at the Law Firm of Foley Hoag, LLC.** Ross helps innovative healthcare and life sciences companies to advance their strategic business goals in a heavily regulated industry undergoing rapid change and disruption. His clients include community health centers, healthcare startups, biopharmaceutical manufacturers, long-term care providers, pharmaceutical benefit managers, pharmacies, large health systems, insurers and technology companies. Ross has a special expertise in helping his clients navigate complex issues related to the Medicaid program at both the State and Federal levels. Ross' practice emphasizes strategic counseling on regulatory and administrative processes and reimbursement matters. His focus includes coverage and reimbursement issues before the Centers for Medicare and Medicaid Services (CMS); legal, regulatory and strategic advice to health care companies; and compliance advice and analysis related to State and Federal fraud and abuse laws. Ross has also developed

specific capabilities in counseling clients on the multiple changes to health care laws that occurred as part of the enactment of the Affordable Care Act in 2010, and subsequent amendments to the law.



**Christine Tardiff, COO of Elder Services of Mystic Valley.** Christine is the Chief Operating Officer/VP of Clinical Services at Elder Services of the Merrimack Valley, an agency providing programs and services to meet the diverse and changing lives of elders, adults with disabilities, families, and caregivers. Previously, she served on the leadership team at Lawrence General Hospital in Lawrence, Massachusetts as the Director of Nursing Systems and Practice. Christine's leadership portfolio includes hospital administration, quality, and patient safety, including Joint Commission and National Quality Assurance Committee surveys and interprofessional clinical

leadership. Christine has experience integrating the work of community based organizations with that of complex health systems, leading initiatives such as the Community Hospital Acceleration, Revitalization, and Transformation (CHART) grant programs with two community hospitals and managing contracts with five senior care organizations (SCOs) and other managed care entities. She is also leading the Long Term Services and Support Community Partner (LTSS CP) initiative, which includes managing contracts with eleven ACO/MCO organizations involved in the MassHealth restructuring initiative.



**Mary De Roo, Director of Health Care Operations at the Lowell Hospital.** Mary, RN, BSN, MSM, joined Lowell General Physician Hospital Organization (LGPHO) in May 2018 as the Director of Healthcare Operations. Prior to joining LPHO, Mary held the position of Director of Home and Community Programs at the Executive Office of Elder Affairs. In this role Mary managed the operation, compliance, quality review, and contract of the Massachusetts Home Care program administered throughout the Commonwealth through contracts with 26 Aging Service Access Points for 55,000+ consumers and \$500 million of purchased services. She was the state operating

representative for the 1915c Home and Community Based Frail Elder Waiver for 14,000+ nursing facility eligible community consumers. She developed Program Instructions to ensure case management assessments are comprehensive, consumer focused, and are coordinated with MassHealth services and regulations. Prior to joining Elder Affairs, Mary held the position of Director of Home Care at Elder Services of the Merrimack Valley (ESMV). During her time at ESMV, she lead a number of large scale initiatives including; the development of the Medical Advocacy Program, Consumer Directed Program, Patient Centered Medical Homes, and the Community Care Transition Program. Through these initiatives, Mary expanded the collaboration and coordination amongst area hospitals and community and state agencies to work together to assist elders and disabled adults in the enjoyment of life in the community setting.



**Helen Adeosun, EdM, Co-Founder and CEO of CareAcademy.** Helen is passionate about caregiving and the impact that the right caregiver can have on families. As an educator and workplace trainer, she has had a career in driving outcomes for adult learners and finding meaningful ways for them to engage in learning. She has worked with Teach for America, Boston Public Schools, and Pearson Education as well as several companies focused on caregiving issues. CareAcademy was born out of her first-hand knowledge and experience as a caregiver, and she hopes that CareAcademy is a place to learn and share continuously. She holds a B.A. from the

University of Notre Dame in Politics and Arabic Studies, an EdM. from Harvard University in Education Policy and Management.