



2026 LEADERSHIP CONFERENCE

May 18 - 20, 2026

Beauport Hotel
55 Commercial Street
Gloucester, MA

*Join Us for MSCA's 2026 Leadership Conference:
Inside Long-Term Care Success
A Conversation with Mark Parkinson & David Gifford, MD, MPH*



Mark Parkinson
*Former President and CEO
American Health Care Association/
National Center for Assisted Living
(AHCA/NCAL)*



David Gifford, MD, MPH
*Former AHCA Chief Medical Officer,
American Health Care Association/
National Center for Assisted Living
(AHCA/NCAL)*



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2026 Leadership Conference *Inside Long-Term Care Success: A Conversation with Mark Parkinson & David Gifford*

Pull up a chair for an insightful fireside style chat with former AHCA President & CEO, Mark Parkinson, and former AHCA Chief Medical Officer, David Gifford, MD, MPH, as they discuss the ideas behind their book, *Long Term Care Success: How Senior Living Communities Thrive Clinically and Financially*. Grounded in real stories from the field, this session will highlight how senior care leaders are navigating today’s challenges while improving both clinical and financial outcomes. Expect an honest, practical conversation about leadership, culture, and resilience – along with takeaways you can apply right away in your own organization!

• 2026 LEADERSHIP CONFERENCE SCHEDULE •

Monday, May 18

1:30 pm - 2:00 pm	Attendee Check-in
2:00 - 4:30 pm	Board of Directors Meeting
6:00 - 7:00 pm	Cocktail Reception
7:00 – 9:00 pm	Dinner



Tuesday, May 19

8:00 - 9:30 am	Breakfast
9:30 - 12:30 pm	Morning Program – Fireside Chat <i>Featuring Mark Parkinson, former President & CEO, AHCA/NCAL, David Gifford, MD, MPH, former Chief Medical Officer, AHCA/NCAL, and Tara Gregorio, President & CEO, Mass Senior Care Association</i>
12:30 - 1:30 pm	Lunch
1:30 - 4:00 pm	Afternoon Program – Leadership & Strategy

Wednesday, May 20

Breakfast – 8:00am
Mass Senior Care Quality Partners – Network Annual Meeting
Conference Concludes

Room reservations can be made through the Beauport Hotel, by calling **(978) 282-0008** and requesting to book in the **Mass Senior Care Group Block, Group Code MASC26**.
Please note: the deadline for room reservations is **Monday, May 4, 2026**.



2026 Leadership Conference
May 18 – 20, 2026
Member Attendee Registration Form

Registration Fee: \$350 per person

Attendee Name: _____

Attendee Title: _____

Organization Name: _____

Address: _____

Telephone: _____

Email: _____

Allergies/Dietary Restrictions: _____

If you would like to register additional attendees from your member organization, please include their name and email address below. Additional attendee registration is \$350 per person. A maximum of two additional guests is allowed.

Attendee Name(s): _____

Attendee Title(s): _____

Email(s): _____

Allergies/Dietary Restrictions: _____

Total amount due: _____

Please email completed form to:
Caitlin (Hughes) Markt, chughes@maseniorcare.org

If you wish to pay by credit card, please call Dinelia Diaz at 617-558-0202x236.

To pay by check, please mail payment to:
Massachusetts Senior Care Association
PO Box 1657
Easton, MA 02334-1657

CEUs: 5.5

The Massachusetts Senior Care Association has qualified for "deemed status #NH-09015-007" from the Board of Registration of Nursing Home Administrators for Administrators. This program also meets continuing education requirements for Nurses in Massachusetts. All paid attendees will receive a certificate of attendance.

If you have any questions, please contact
Caitlin (Hughes) Markt at (617) 558-0202 ext. 238

Massachusetts Senior Care Association
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