

## Calling All LTC Advocates: Are You Prepared to Answer the Call to Action?

In advance of the 131st legislative session, MHCA is pleased to present a webinar to arm participants with the tools and knowledge necessary to communicate effectively with legislators. Knowing how intimidating the legislative process can seem, this program is designed to increase your knowledge of the political process and encourage MHCA member involvement in public policy development. You are the subject matter experts within the long term care industry and your voice is valuable! Participants will receive an overview of MHCA's legislative agenda and the structure of the Maine Legislature. The panel will discuss how you can voice their opinion and build relationships with policy makers.

### Learning Objectives

- Participants will gain understanding of Maine's legislative process.
- Participants will learn how to build relationships with policy makers.
- Participants will learn how to become more involved in the political process.
- Participants will gain information about how to testify before the legislature.
- Participants will learn how to conduct a facility tour with policy makers.

### Presenters

**Michelle Belhumeur** is the Chief Operating Officer for Continuum Health Services in Lewiston. She oversees daily operations for the following communities: Clover Health Care, Gorham House, Sentry Hill, and Durgin Pines. She has been employed by Continuum for 23 years. For 22 years, she was employed by Gorham House initially as their Director of Social Services and then in 2006 became Executive Director. Prior to working for Continuum, she worked for over 25 years as a Licensed Social Worker and gained experience in a number of settings including hospitals, home health, rehabilitation, and long term care. Michelle began working with elders at the age of 15, serving in various roles through her high school and college years.

### PROGRAM DETAILS

**Date**

January 25, 2023

**Venue**

Web-Based (via ZOOM)

**Time**

10:00 AM – 11:30 AM

**Contact Hours**

1.5

**Cost***FREE – Only open to MHCA members***Job Code**

W23011

**Certificate**

After the program is complete, and proof of attendance verified, a Certificate will be issued to all eligible participants.

\*This program is approved for CEUs by the Maine Nursing Home Administrators Licensure Board

**Ben Hawkins** has a history of communications, public relations, and workforce development. Previously, Ben was the marketing specialist for Eastern Maine Development Corporation, program coordinator for the Northeastern Workforce Development Board, and business outreach coordinator for Representative Jim Himes. He graduated magna cum laude from the University of Connecticut with a double major in history and human rights.

**Mary Jane Richards** has over thirty years of experience in working with older people and people with developmental challenges. She currently serves as the Chief Executive Officer for North Country Associates, Maine's largest provider of Long Term Care Services. North Country Associates owns and manages 21, Long Term Care, Residential Care and ICF/IID facilities in Maine and a Rest Home on Cape Cod, Massachusetts. Mary Jane has been a Licensed Nursing Home Administrator since 1992. She is currently on the Board of Directors for the Maine Council on Aging. She is a former member and Chairperson for the Nursing Home Administrator's Licensing Board, and a former Chairperson and member for the Board of Directors for the Maine Health Care Association.

**Sara Sylvester** has more than 30 years of experience in Long Term Care. She began her career as Registered Nurse and quickly worked her way up to become a Director of Nursing Services. Staying in Long Term Care, Sara went on to acquire her Multi-level Administrator License, which led to a career as an Executive Director for multiple buildings throughout Maine. Sara was a long time member of the Maine Health Care Association, having served four years as Chairwoman. In her current role, Sara is focusing on her passion related to health education – specifically Certified Nursing Assistant (CNA) training. Sara has taught at local adult education institutions throughout her career and now shares her expertise with the NCA family of facilities.

**Michael Tyler** served in various financial positions with Northeast Health/Penobscot Bay Medical Center in Rockport, Maine prior to joining Sandy River Health System in 1987. During the time that Michael was President of Sandy River Health System, he was instrumental in leading the growth and operations of Sandy River's healthcare portfolio from its initial two facilities to eleven facilities and managing over 1600 employees. He continues to play an advisory role to Genesis HealthCare who now operates the Sandy River facilities. Michael has served as Chairman of the Maine Health Care Association and continues to serve as a Board member. He has also served on the transition teams of two newly elected governors in Maine. He brings a refreshing common-sense approach to his work and his contributions to the State of Maine.