



MASSACHUSETTS
SENIOR CARE
ASSOCIATION

MASS SENIOR CARE'S 2021 VIRTUAL SPRING CONFERENCE

Sponsor
Roundtable
Sessions

JOIN ONE OF THE SPONSOR BREAKOUT SESSIONS
HOT TOPICS THAT MATTER TO YOU
11:30AM- 12PM



Premier Sponsor

Roundtable Q & A: Provider Relief Funding and Massachusetts Medicaid Rate Environment and Implications on your Organization

Join CLA's team for a Roundtable Q & A: Provider Relief Funding and Massachusetts Medicaid Rate Environment and Implications on your Organization. The session will focus on discussion surrounding the Department of Health and Human Services' Provider Relief Fund (PRF) and Commonwealth of Massachusetts Medicaid rate environment. Including any recent updates and strategies or key considerations for Long-Term Care Providers. [JOIN CLA'S SESSION.](#)

Census + Network: Making Connections + Cultivating Growth

Join us for a lively Roundtable discussion where we will share strategies for success in the vital arena of census + network development. There will be a heavy focus on how to establish new + rejuvenate prior relationships with both upstream + downstream partners through use of data analytics, communication strategies + best practices. With PDPM, COVID-19 and the ever-changing landscape of healthcare - our first + last points of contact at our organizations are the keys to longevity + sustainability when it comes to securing market share + steady census streams. Join us for a fun + interactive discussion that will give participants tangible takeaways to leverage for success! [JOIN HEALTHPRO HERITAGE'S SESSION.](#)



HEALTHPRO®
HERITAGE

Quality Leader Sponsor

Tax Law Changes – Will it cost you or save you?

With the change in administration and the COVID-19 pandemic a host of legislative changes have come along that could result in tax savings to your organization for both for-profit and tax exempt organizations. The Employee Retention Tax Credit is a must know for your organization. This credit is ongoing throughout 2021 and could potentially bring cash to your organization. While most organizations are focusing on PPP and other stimulus programs, the recently issued guidance on "Qualified Residential Living Facilities" and the impact on the deductibility of interest expenses under section 163(j) has gone under the radar. For some organizations, this method change may be beneficial. Finally, the current news cycle keeps taxes on the minds of many individuals and organizations. While we do not have a crystal ball to know what will happen, we can provide insight into some of the current proposals. [JOIN MARCUM'S SESSION.](#)

MARCUM
ACCOUNTANTS ▲ ADVISORS

Educational Partner