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FOR IMMEDIATE RELEASE: A Historic Milestone - LifeSpan Network and HFAM Unite for a Stronger Future

We are thrilled to share an extraordinary announcement that marks a new era for senior care in Maryland and beyond: **LifeSpan Network and HFAM have officially joined forces.** This monumental unification is a transformative moment that will redefine how we serve providers, advocate for policy change, and elevate care for seniors in our communities.

Beginning January 1, 2025, LifeSpan will operate as our state's association.

“Thanks to the leadership of LifeSpan’s President Kevin Heffner and the hard work and dedication of the entire LifeSpan team, LifeSpan is stronger than ever and prepared to lead well into the future,” said Stanley Snow, President of Aurora Health Management. “With Danna Kauffman heading up our legislative and regulatory advocacy efforts, we are positioned to address the multitude of challenges currently facing our industry. The combination with HFAM will make us better and enable us to speak with one strong voice in Annapolis. I’d like to thank Mike Jacobs for working intently to bring these two historic associations together. As the new Maryland affiliate to AHCA/NCAL, we will work diligently on behalf of all of our members and constituents in the long term care industry.”

For decades, LifeSpan and HFAM have been pillars of support for those providing senior care. By coming together, we amplify our strengths and solidify our role as a **united, powerful voice in Annapolis and Washington, D.C.** This is about more than merging resources; it’s about creating a cohesive force that will champion the needs of providers, staff, and, most importantly, the seniors we serve.

We owe a special acknowledgment to Joseph DeMattos for his visionary leadership and unwavering commitment to transformational change in senior care. Joe’s efforts have not only shaped HFAM but have also left an enduring legacy that will drive our shared mission forward. Joe’s leadership leaves a legacy that will continue to inspire and guide us as we embark on this exciting new chapter.

“As the most recent HFAM Board President, I am proud of the accomplishments of HFAM throughout its 76 year history,” said Michael Jacobs of Fundamental. “Our association has enthusiastically represented long term care providers and their patients fighting to make sure their voices are heard in Annapolis and Washington D.C. We believe we can continue that effort in a unified organization under the LifeSpan organization. We are stronger together! I am both professionally and personally grateful for the contributions of our President and CEO, Joseph

DeMattos. His lasting impact on our sector and the state of Maryland will serve as an example for those who follow. He has left our industry better than where we started. I am confident our members will thrive as part of LifeSpan and AHCA/NCAL and look forward to helping lead this new endeavor.”

What This Means for You: A United Voice, Endless Opportunities

As an affiliate of the American Health Care Association and National Center for Assisted Living (AHCA/NCAL), this unification ensures that our combined organizations will deliver unparalleled support and advocacy to all members. LifeSpan offers exceptional benefits to our members, including:

- **Legislative & Regulatory Advocacy:** A stronger voice for critical items impacting your work.
- **Reimbursement Support:** Expertise to navigate complex financial landscapes.
- **Training & Certifications:** Industry-leading education to empower your team.
- **Conferences & Networking:** Opportunities to connect with peers and leaders.
- **News and Policy Updates:** Stay informed on developments affecting senior care.
- **Discounted Products & Services:** Exclusive savings tailored to your operational needs.

This unification also ensures that **HFAM’s trusted leadership and voice will remain integral**, with representation on LifeSpan’s Boards to guide our shared vision forward.

A Call to Action: Join Us in Shaping the Future

We invite you to take an active role in this new era of senior care advocacy. We encourage you to invite all of your staff to get involved by serving on committees, subscribing to our e-newsletters, participating in lobbying activities, and working with leaders like Danna Kauffman and others committed to our collective success.

The future of senior care in Maryland is brighter than ever, and we’re excited to have you with us on this journey. **Together, we are stronger, louder, and more capable than ever of advocating for providers and elevating care for seniors in our great state of Maryland.** The road ahead is filled with possibility, and we can’t wait to walk it with you.

Let’s seize this moment and make 2025 the year we truly transform the landscape of senior care—together.

Warm regards,
Kevin Heffner | President, LifeSpan Network

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