



CITY OF MELROSE
HEALTH, EDUCATION & WELFARE COMMITTEE
AGENDA • FEBRUARY 14, 2022

Web-based remote meeting
, Melrose, MA 02176

Remote meeting

7:00 PM

The public should take notice that the Melrose City Council may, on certain occasions, have a quorum in attendance due to standing committees of the City Council consisting of both voting and non-voting members. Members attending this duly posted meeting are participating and deliberating only in conjunction with the business of the standing committee.

I. CALL TO ORDER

Jack Eccles	Chair
Manjula Karamcheti	Vice Chair
Shawn M. MacMaster	
Robb Stewart	
Ryan Williams	
Christopher Cinella	President, ex officio

Motion: statement of remote meeting information

Pursuant to An Act Extending Certain COVID-19 Measures signed by Governor Baker on June 16, 2021 that extended the remote meeting provisions of his March 12th Executive Order Suspending Certain Provisions of the Open-Meeting Law this meeting of the Health, Education & Welfare Committee will be conducted via remote participation. We will post a comprehensive record of these proceedings as soon as possible after the meeting on the City of Melrose website and on MMTV/ mmtv3.org. The public can find online access instructions to view this meeting at www.cityofmelrose.org/remote-meetings

II. PUBLIC COMMENT

III. ORDERS

1. **ORDER-2022-68** : Reappointment of Paula Weiner, 25 Clinton Road, to the Commission on Disability for a three-year term; said term to expire on the last day of February 2025 (Item # 9617)

Offered by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

IV. ADJOURNMENT

Resume of Paula Weiner

EMPLOYMENT

Next Step Healthcare

F/K/A Golden Living Centers

40 Martin Street

Melrose, MA 02176

Area Director of Admissions, Sales & Marketing

Cluster Director of Community Relations

April 2013-Present

Cultivate prospects and develop referral relationships with key referral sources, including hospitals, home healthcare providers, protective and elder service partners, senior assisted and independent living communities, local officials and community members. Develop regional and facility specific sales and marketing plans to ensure revenue growth and positive public relations. Identify opportunities and implement creative marketing events within the community to ensure name recognition and appropriate education of services available. Meet, educate, tour, pre-screen consumers. Ensure compliance and completion of all necessary clinical and financial documentation. Liaisons for care providers to promote continuum of care. Create and share best sales and marketing practices for 16 facilities. Coach and train cluster tour and admission support teams to promote and maintain highest level of customer service. Secure managed care, elder service, home care and hospice provider contracts to drive business directly from community case management teams.

Assist Executive Director with QAPI, Cost Control, financial projections, and implementation of facility level programs. Secure volunteers and services from community to revitalize activities department with addition of support for participation in therapeutic activities and promote quality of life. Maintain regular attendance at public events, chamber networking events, health fairs, local senior centers, and monthly Hospital to SNF Collaborative meetings. Draft and publish advertisements, flyers, press and photo releases. Utilize PCC; CRM; Medicare and MCD systems

*Consistent conversion ratio of 90%.

*Maintaining census over and above budgeted expectation (PCF +2/M&M + 5)

*Obtaining direct community admissions over and above regional goals (+3)

*Successful conversion of short-term residents to long-term for census stability

* Achieved 32% revenue growth via community admissions

* Awarded National Admissions/Marketing Director of the year of over 400 facilities

* Inducted in the Golden Living Hall of Fame

* Achieved All Star Marketing Award with recognition from President

* Achieved 100% Occupancy Golden Achievement Award

Law Offices of CG Fallon PC

State Representative 36th District

15 Ferry Street

Malden, MA 02148

Legal Assistant/Community Relations

April 1991-April 2013

Research, draft and prepare filings, briefs, civil complaints, discovery, probate, estate and guardianship filings. Draft wills, trusts, purchase and sale agreements, state licensing and corporate compliance documentation. Conduct interviews with clients, counsel and medical professionals for purposes of mediation or pre-litigation settlement. Calculate and present cost analysis and valuation for negotiation for motor vehicle, personal injury, workers compensation, medical malpractice, disability claims and union disputes. Prepare conveyance and trust documentation in compliance with MCL standards. Assist drafting and mitigation of union contracts. Supervise and train office staff, secure work study and internship programs. Create positive and open line of communication. Promote new business opportunities, attend political and community sponsored events. Secure and publish press and photo release.

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Paula M. Weiner

Cambridge Health Alliance
103 Garland Streetp
Everett, MA 02149

Wkend/Overnight
Telecommunications Lead
August 2011-May 2013

Perform routine, emergency and special communications using EPIC and PC based data program to support all Cambridge Health Alliance hospitals, health centers, and administrative offices. Handle time sensitive communications to physicians, patients, and community care partners to ensure patient satisfaction, service standards and compliance requirements have been attained.

The Lordan Companies
22 A Street
Burlington, MA 01803

Director of Sales, Finance & Marketing
June 1985-April 1991

Hired, trained and supervised successful real estate sales and finance team for real estate developer for condominium conversion and new development projects. Conduct market research for prospective developments, analyze barriers, determine financial viability, estimate variables, barriers and projected outcomes. Assist partners with preparation of conversion documentation, purchase and sale agreements, enable communication with local lenders, tenant associations and community leaders. Develop marketing plans; model room criteria, sales scripts and sales presentations for prospective buyers, investor workshops, and public informational forums.

* Awarded Team Sales Award for successful conversion to close - 400 units within 1 year

* Sales Team generated \$3.2 Million Profit Revenue within Tri State during first five years

Education

1984-1991 Suffolk University – Evening Program Business Management/Psychology
1981-1984 Fisher College – Evening Associates Business Management/Paralegal Certification
1981 Malden High School

Affiliations

Hallmark Health Board Member Community Health Partnership; Cambridge Health Alliance Collab Member; MA/NH Alzheimer's Association Advocate; Little Hearts Foundation Mentor; Malden YMCA Volunteer Engagement Speaker; City of Melrose Basketball Coach and Volunteer; District 12 Little League Board Member; Challenged Youth Summer Program Fundraising Volunteer; Lurie Center for Autism Support Volunteer; Triangle Volunteer liaison; Council on Aging Volunteer; Member Melrose and Malden Chambers of Commerce