



Lisa Newcomb:

Expert on senior living issues;
Empire State Association of Assisted
Living (ESAAL) in NYS

Lisa Newcomb is the Executive Director of [ESAAL](#), a not-for-profit organization dedicated to strengthening New York State's assisted living network and promoting the best interests of providers and residents. ESAAL represents more

than 300 licensed Assisted Living Residences, Adult Homes and Enriched Housing Programs throughout New York State – which are home to more than 30,000 seniors.

Lisa also serves as an appointee on the Adult Care Facility/Assisted Living Residence Task Force created as part of the 2004 Assisted Living Reform Act. She also participates in numerous other Department of Health workgroups and committees designed to address assisted living and home care topics.

Lisa can provide insight and commentary on the following topics:

- How assisting living communities went above and beyond to care for their residents during the COVID-19 pandemic.
- The difference between nursing homes and assisted living communities – assisted living experienced 1/10th the infection rate that nursing homes did during for COVID-19.
- Plans underway to begin outdoor visitation at assisted living communities – once it's allowed by NY Department of Health.
- The current biggest “ask” from the elderly residents and their families’ – when will the in-facility hair salon be opening!
- The long-term impact COVID-19 has on assisted living facilities, and the future of the industry.
- What consumers should look for and ask about when seeking an assisted living residence for their mom/dad.

To arrange for an interview with Lisa Newcomb, please contact:

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