



 **WELCOME EVERYONE!**

AGM 2025

Attendee Guide



The New Brunswick
Association of
**NURSING
HOMES**

L'Association des
**FOYERS
DE SOINS**
du Nouveau-Brunswick

MAY 14 - 15 - 2025	Fredericton NB
---------------------------	-----------------------

AGM 2025 WELCOME EVERYONE!

MAY 14-15



PAULINE ROY *President - NBANH*

This past year has been significant for the Nursing Homes Association of New Brunswick as we advance our vision of excellence in Long Term Care across the province. A significant milestone in 2024 was welcoming our new CEO, Richard Losier — a pivotal leadership addition who is helping us drive strategic goals, foster collaboration, and strengthen communication among member homes.

Transparency and engagement remain core values. As we prepare for the development of our new five-year strategic plan, we will continue to consult with members to ensure their voices, concerns, and insights shape our future direction.

Ultimately, everything we do is rooted in one goal: the well-being of our residents. I'm incredibly proud of the dedication shown by our staff, leaders, and partners in championing quality, compassion, and innovation in care.

Thank you for your continued commitment — together, we're making a lasting impact for those who built this province. **Enjoy your AGM.**

RICHARD LOSIER *CEO - NBANH*

On behalf of the leadership team, I extend a warm welcome to Fredericton and a heartfelt thank you to each of you for attending the 2025 NBANH Annual General Meeting. Your presence reinforces the strength of our collective voice and our shared commitment to advancing excellence in long term care.

This Association exists because of your dedication — without you, there is no NBANH. We are truly grateful for your continued engagement and leadership across the province.

We also extend our sincere congratulations to this year's Award recipients. Your outstanding contributions inspire us all.

To our guest speakers, exhibitors, sponsors, and every individual working behind the scenes — thank you. Your efforts, insight, and support help make this event not only possible, but exceptional.

Please take full advantage of the sessions, connections, and moments of reflection throughout the AGM. It's a celebration of the work we do together.

Enjoy the experience!

NICOLE DELAMERE *Executive Assistant*

It's a pleasure to welcome you to the 2025 NBANH AGM, a time to reconnect, reflect, and re-energize as leaders in long-term care. The Planning Committee and I are grateful for the opportunity to host an event that balances learning, collaboration, and community.

This year's agenda features compelling speakers who will address key themes impacting our daily work. These sessions are paired with dedicated spaces for informal conversation and networking, moments that often spark the most meaningful exchanges.

We're also delighted to feature an engaging tradeshow where vendors and sponsors present solutions supporting innovation and care excellence. Be sure to visit each booth, and don't miss your chance to win exciting prizes!

While our work evolves, our focus remains clear: advancing the well-being of the seniors we serve. We continue to shape a stronger future through partnerships, shared knowledge, and collective vision.

Enjoy the conference!



OUR SPONSORS



AGM 2025
AGA 2025

PLATINUM SPONSORS



CAMPUS
NB NURSING HOME LEARNING
D'APPRENTISSAGE FOYER DE
SOINS DU N.B.



Lawtons
DRUGS



Intellicare
FURNITURE



GOLD SPONSORS



Assumption Vie
Assumption Life



ProTM

SILVER SPONSOR

thrive NB

Meeting

WEDNESDAY - MAY 14 - 2025

Agenda

TIME ROOM	ACTIVITY
8:00 am – 4:00 pm Foyer	Registration
	WELCOME EVERYONE <i>*Green cells are for New Brunswick Association of Nursing Home members only.</i>
10:00 am – 1:00 pm Ballroom ABC	Governance Session & President's Luncheon Good Governance by Erin Arsenaault, Resonance Inc. President's Luncheon with Pauline Roy, NBANH President <i>Board members and Administrators Only.</i> <i>Registration required as lunch will be provided. Simultaneous translation available.</i>
10:15 am – 1:00 pm Bobak Room	DON/DOC Education Session CAMPUS <i>Registration required as lunch will be provided.</i>
1:30 pm – 3:00 pm Ballroom ABC	AGM Business Meeting <i>Simultaneous translation available.</i>
3:00 pm- 3:45 pm Ballroom ABC	AGM Business Meeting New Brunswick Continuing Care Safety Association <i>Simultaneous translation available.</i>
3:00 pm-4:30 pm Tradeshow Space	Tradeshow 45 + Exhibitors
3:30 pm – 4:00 pm Bobak Room	Information Session Complete Purchasing Services Inc. <i>Improving efficiency at your Nursing Home with your Complete Purchasing Services</i>
4:30 pm – 6:00 pm	Free Time
6:00 pm- 6:30 pm Bobak Room	Information Session Intellicare Furniture
6:30 pm – 8:00 pm Ballroom ABC	Opening Ceremonies Please join us in celebrating the opening of our Annual General Meeting. We will be honoured to welcome the Honourable Louise Imbeault , lieutenant-governor of New Brunswick, the Honourable Susan Holt , Premier of New Brunswick, along with other distinguished guests. We are proud to present the Sector Awards, followed by a keynote address by Mr. Kelly Lamrock , New Brunswick's Child & Youth Advocate, titled " How It All Broke ", a review of the seniors' care sector. <i>Simultaneous translation available.</i>
8:00 pm – 10:00 pm Tradeshow Space	Exhibitor's Reception Please join us for a reception among our exhibitors. You will have the opportunity to check the many valuable services and products available, as well as network with your colleagues from around the province. <i>Wine and Hors d'oeuvres will be served. Cash bar available.</i>

Meeting

THURSDAY - MAY 15 -
2025

Agenda

TIME ROOM	ACTIVITY
7:30 am – 9:00 am Tradeshow Space	Breakfast Buffet
7:45 am – 8:15 am	Wellness Activity Rise to your day with Julia Whalley – owner Sole Collective Meet us in the lobby of the Delta!
7:30 am – 1:15 pm Tradeshow Space	Tradeshow 45 + Exhibitors
9:00 am – 10:15 am Ballroom ABC	Intelligence of the Heart: True performance begins François Lemay <i>French presentation. Simultaneous translation available.</i>
10:15 am – 10:45 am Tradeshow Area	Coffee Break
10:45 am – 12:00 pm Ballroom ABC	“How to use a three-pound Tool” Shelley Delano Parker <i>English presentation. Simultaneous translation available.</i>
12:00 pm – 1:15 pm Tradeshow Space	Lunch Buffet
12:45 pm – 1:15 pm Bobak Room	Education Session Hub International
1:15 pm – 2:30 pm Ballroom ABC	Responding to the needs of an ageing population: Elements to consider Stéphane Robichaud <i>French presentation. Simultaneous translation available.</i>
2:45 pm – 4:00 pm Ballroom ABC	Sustaining a culture of engagement and inclusion Nouman Ashraf <i>English presentation. Simultaneous translation available.</i>
4:00 pm – 4:30 pm Bobak Room	Innovative new Solutions for your incontinence Program presented by Tena Essity
4:30 pm – 6:00 pm	Free Time
6:00 pm – 6:30 pm Foyer	Cocktail Reception <i>Cash Bar.</i>
6:30 pm – 11:00 pm Ballroom ABC	Banquet and Dance We are going to finish this conference with a BANG! We will party to music performed by Big Bad Party Band! Bring your dancing shoes!

Speakers

Talk SERIES

The New Brunswick
Association of
NURSING
HOMES



L'Association des
FOYERS
DE SOINS
du Nouveau-Brunswick

MAY 14 - 15
AGM 2025 MAIN BALLROOM - DELTA FREDERICTON

MAY 14 SPEAKERS



ERIN ARSENAULT *Resonance Inc.*

Erin Arsenault, BSC, M.A., LL.B., is a proactive and results-driven Human Resources professional with over 15 years of progressive management and leadership experience. She holds a law degree, a master's in psychology, and is preparing to earn her PhD in organizational psychology. Erin has received foundational governance training from Governance Professionals of Canada and is currently completing her GPC.D designation. Before joining Resonance, Erin worked for a local health authority, bringing a wealth of HR knowledge and experience to the Resonance team.

KELLY LAMROCK, K.C.

*New Brunswick Child, Youth and Seniors' Advocate
Lecturer, Division of Palliative Care, Department of Family & Community Medicine, University of Toronto*



Mr. Kelly Lamrock has been the New Brunswick Child, Youth and Seniors' Advocate since February 7, 2022. A longtime resident of Fredericton, Kelly Lamrock moved to New Brunswick from Saskatchewan with his family at a young age. He graduated from Fredericton High School in 1988 and received a Bachelor of Arts from St. Thomas University and a law degree from the University of New Brunswick. Following graduation, Mr. Lamrock launched a legal practice focused on administrative and information technology law. He became a regular commentator for CBC New Brunswick television and was awarded Best Canadian Television Commentary by the Radio and Television News Directors Association in 1998.

[Download](#) and discover the full biography of Mr. Kelly Lamrock.

MAY 15 SPEAKER



FRANÇOIS LEMAY *Happy Productions*

François Lemay is a world-renowned author—now translated into several languages—a revolutionary coach and an international speaker. He is a catalyst for change in mindfulness and personal development. His unique vision and authentic approach have touched the hearts of hundreds of thousands around the globe, guiding them toward profound and lasting transformation. As the founder of the Mindfulness Academy, François goes far beyond simply sharing knowledge; he creates transformative experiences.

[Download](#) and discover the full biography of François Lemay.

Speakers Talk SERIES

The New Brunswick
Association of
NURSING
HOMES



L'Association des
FOYERS
DE SOINS
du Nouveau-Brunswick

MAY 15
AGM 2025 MAIN BALLROOM - DELTA FREDERICTON

MAY 15 SPEAKERS



SHELLEY DELANO PARKER *Adjunct-Professor, UNB*

Dr. Shelley Delano Parker, Adjunct Professor at UNB, recently retired from NB Power after 23 years. During her tenure, she worked within the Corporate Health & Safety group and served as Corporate Ombuds. Employing the scientific principles of applied psychology in an industrial context, she developed a distinctive approach to safety. This initiative led to NB Power achieving its lowest number of critical incidents in its 100-year history and being honored with two national gold medal awards: Canada's Safest Employer and the Psychological Safety Award. Additionally, she held the position of APA SIOP Certified Psychometric Test Consultant for Point Lepreau Nuclear Generating Station and Certified Nuclear Power System Operator Testing Consultant.

[Download](#) and discover the full biography of Shelley Delano Parker.



STÉPHANE ROBICHAUD *CEO of the NB Health Council*

Stéphane Robichaud is the Chief Executive Officer of the New Brunswick Health Council (NBHC), where he has led its creation and evolution since 2008. The NBHC has a dual mandate: to engage citizens in improving the quality of health services and to measure, monitor, and report on health system performance. In a provincial health system with no history of public reporting, Mr. Robichaud has successfully implemented public reporting on engagement initiatives. The NBHC is recognized as a credible source of information, thanks to the establishment of generally accepted indicators related to population health and health service quality through stakeholder engagement. The use of this information has grown significantly in the past decade, particularly among community stakeholders.

[Download](#) and discover the full biography of Stéphane Robichaud.



NOUMAN ASHRAF

*Rotman School of Management, University of Toronto
Associate Professor, Teaching Stream, Organizational Behavior and Human Resource Management*

Nouman Ashraf is an Assistant Professor in the Teaching Stream within the Organizational Behavior and Human Resources Management area at the Rotman School of Management. He possesses a broad range of professional, academic, and research interests, with a specialized focus on enabling innovative and inclusive practices within organizational life. For the past decade and a half, he has held progressively senior roles at the University of Toronto. He is a recognized thought leader in governance and has taught thousands of directors in the national Rotman program on Not-for-Profit Governance in partnership with the Institute for Corporate Directors since its inception in 2027.

[Download](#) and discover the full biography of Nouman Ashraf.

**SPECIAL
EDITION**

News - Nouvelles

**ÉDITION
SPÉCIALE**

MAY 14-15 2025

NBANH - AFSNB

14-15 MAI 2025

EXTRA! EXTRA!

LOOK INSIDE YOUR REGISTRATION BAG FOR YOUR BINGO CARD

FILL YOUR

Bingo

CARD TO WIN!

CHAT WITH EVERY EXHIBITOR TO EARN YOUR DABS
COLLECT ALL 45 AND YOU'RE IN THE DRAW TO WIN
A CHROMEBOOK LAPTOP!

ANYONE CAN WIN!

***** WIN AN ASUS CHROMEBOOK LAPTOP *****

BIG BAD PARTY BAND

05

15

25



AGM-AGA 2025

EXHIBITORS SALON



AGM 2025
AGA 2025



WEDNESDAY, MAY 14TH, 2025
3:00 PM – 4:30 PM: EXHIBITS OPEN

8:00 PM – 10:00 PM:
EXHIBITOR RECEPTION

EXHIBIT HOURS

THURSDAY, MAY 15TH, 2025
7:30 AM – 1:30 PM: EXHIBITS OPEN

FOOD WILL BE SERVED
IN THE TRADESHOW AREA.

MEET OUR SPONSORS AND EXHIBITORS!
BE SURE TO VISIT EVERY BOOTH.

THE MORE YOU NETWORK,
THE GREATER YOUR CHANCES OF WINNING
A PRIZE!

BOOTH #	COMPANY NAME
1	Crestline Coach
2	Cardinal Health
3	Complete Purchasing Services Inc.
4	GoEasyCare
5	Alloray
6	Marsh Canada
7	StaffScheduleCare
8	Gordon Food Service
9 & 10	DLCANA
11	Homewood Health Santé
12	Hub International
13	Assumption Life Assomption Vie
14	Associated Health Systems
15	Plan A
16	SGP Purchasing
17	Panasonic Canada Inc.
18	Essity
19	Alzheimer Society of New Brunswick
20	Office Interiors
21	Medline Canada, Corporation
22	Music Care by Room 217

BOOTH #	COMPANY NAME
23	Home Depot
24 & 25	Chandler
26	Embeckta
27	Surge Learning Inc.
28	Lawton's Drugs
29	Lawton's Drugs
30 & 31	Lawton's Drugs
32	First Aid Medic
32	First Aid Medic
33	First Quality Products LLC
34	Person Centred Universe
35	SPA-LTC
36	Quality Sound Alarm/ASCOM
37	Vison Loss Rehabilitation NB
38	Cornerstone Medical
39	CARF Canada
40	Staples Professional
42 & 43	Intellicare Furniture
41	Nursing Home Without Walls
44	Joerns Healthcare
45	Campus

SPRING 2025

WWW.NBANH.COM

PLATINUM SPONSORS

CAMPUS

Platinum Sponsor



The NB Nursing Home Learning Campus is a professional development hub for nursing home staff across New Brunswick. It offers interactive online courses, webinars, and resources on clinical excellence, leadership, and quality improvement. Powered by iTacit and Beacon Clinical Group—both NB-based leaders in long-term care training and digital solutions—the platform supports real-world workforce needs. Beacon provides expert-led education programs, while iTacit offers innovative tools to streamline operations, boost communication, and ensure compliance. Together, they help nursing homes strengthen staff capacity and improve resident care through accessible, sector-specific learning opportunities.

COMPLETE PURCHASING SERVICES INC.

Platinum Sponsor



As a member of Complete Purchasing Services, you gain more than access to quality products—you gain a trusted partner committed to supporting your team and the people you care for. Our COMPLETE program helps members save time and money by delivering the right products and services at the right price. In addition to purchasing power, we offer tools, resources, and expert support to streamline operations, improve workflow efficiency, and simplify day-to-day management. Whether you're focused on cost savings, quality, or staff support, we're here to help you succeed. Learn more at www.ecps.ca Success Stories.

HUB INTERNATIONAL

Platinum Sponsor



HUB International Atlantic is a leading full-service global insurance broker providing business insurance, employee benefits, personal insurance, and risk management services. When you partner with us, you're at the center of a vast network of experts dedicated to helping you prepare for the unexpected. We put you in control, with advice on how to confidently navigate change, and strategies tailored to support and engage your people. Learn more at hubemployeebenefits.ca.

PLATINUM SPONSORS

INTELLICARE FURNITURE

Platinum Sponsor

Intellicare Furniture is a Canadian manufacturer of durable, design-forward furniture for healthcare settings such as long-term care homes, hospitals, and assisted living facilities. Since 1999, the Mississauga-based company has supplied over 4,000 facilities across North America with products focused on safety, comfort, and infection control. Tailored for healthcare environments, Intellicare's commitment to quality and service ensures every piece supports both care providers and residents. Learn more at www.intellicarefurniture.com.



LAWTONS DRUGS

Platinum Sponsor

For over 40 years, Lawtons Drugs has delivered trusted pharmacy services to diverse care settings, including long-term care, assisted and independent living, addiction and mental health facilities, and special care homes. With dedicated fulfillment centers across Atlantic Canada, we offer customized, safety-focused solutions that support resident health. Backed by Sobeys Inc., our strength lies in the local commitment of our pharmacy teams. We value our long-standing partnerships and continually evolve to meet the needs of our facility partners. Lawtons Drugs is proud to be an (NBA) Corporate Member.



LAWTONS HOME HEALTHCARE

EQUIPMENT DIVISION

Platinum Sponsor

Lawtons Home HealthCare Equipment Division offers a full range of medical equipment, furnishings, and technical services to hospitals, long-term care homes, and healthcare facilities across Atlantic Canada. Our products include patient handling systems, ceiling and floor lifts, bathing and hygiene solutions, beds and therapeutic surfaces, manual transfer aids, and institutional furniture. We are committed to delivering quality solutions that support safety, comfort, and care efficiency. For more information about our equipment and services, please get in touch with Victor Roy, Medical Equipment Specialist, at 506-377-5335 or via email at victor.roy@sobeys.com.



GOLD SPONSORS



ASSUMPTION LIFE

Gold Sponsor

Protect your employees and their families from life's uncertainties with Assumption Life's flexible Group Life Insurance solutions—designed to support your most valuable asset: your people. Through a network of skilled representatives and trusted partners, Assumption Life provides a full range of products, including group benefits, life insurance, and wealth management. As a proud local partner, Assumption Life is dedicated to delivering exceptional service and tailored solutions to meet your organization's needs. They have proudly supported the New Brunswick Association of Nursing Homes (NBANH) as a Corporate Member since 2013.



HOME DEPOT PRO

Gold Sponsor

The Home Depot Canada is the country's leading home improvement retailer, with 182 stores across ten provinces and over 27,000 associates. Each store carries up to 40,000 products tailored to local communities. Serving DIYers and professionals in construction and maintenance, we offer specialized services to support job site success. Committed to excellent customer service, our leadership team upholds strong company values, ensuring a positive shopping experience and long-term value for customers, associates, and stakeholders across Canada.



MARSH CANADA LIMITED

Gold Sponsor

Marsh is a global leader in insurance broking and risk management, operating in over 130 countries. We help clients across all industries identify, assess, and manage the full spectrum of risks they face. In today's complex world, Marsh provides innovative, customized solutions that enhance risk management for organizations of all sizes. Our services include risk consulting, insurance broking, alternative risk financing, and insurance program management. With deep industry expertise and global reach, we deliver value through every client interaction. Marsh is a wholly owned subsidiary of Marsh & McLennan Companies.

SILVER SPONSOR

THRIVENB

Silver Sponsor

ThriveNB partners with your HR and recruitment teams to support new employees and their families from the moment of hire through successful integration into life in New Brunswick. Our customized, hands-on program helps newcomers settle, build meaningful connections, and feel at home, enhancing both retention and employee satisfaction. By anchoring new hires to the region, we ensure they thrive in their roles and within their new community.



<p>LOOK INSIDE YOUR REGISTRATION BAG FOR YOUR BINGO CARD.</p>	<p>FILL YOUR Bingo CARD TO WIN!</p>	<p>CHAT WITH EVERY EXHIBITOR TO EARN YOUR DABS - COLLECT ALL 45 AND YOU'RE IN THE DRAW TO WIN A LAPTOP!</p>
---	--	---

CORPORATE MEMBER

ABATEMENT TECHNOLOGIES

Corporate Member

Abatement Technologies is a trusted manufacturer of HEPA-based air filtration and containment systems for healthcare and long-term care facilities. We offer rapid-deployment patient isolation units and SHIELD WALL™, a modular system for controlling airborne contaminants during construction. These systems, available for purchase or rental through our partner TWS Canada, support infection control. New in 2024, ATL Filtration provides high-performance filters and expert consultations to meet facility-specific needs. We're committed to clean air, expert support, and dependable service.



Ready for tomorrow.

Keep it moving with employee benefits from HUB.

When you partner with us, you're at the center of a vast network of experts dedicated to helping you prepare for the unexpected.

We put you in control, with advice on how to confidently navigate change, and strategies tailored to support and engage your people.

hubemployeebenefits.ca



Risk & Insurance | Employee Benefits | Retirement & Private Wealth

CORPORATE MEMBER



ADAPT HEALTHCARE Corporate Member

Adapt Healthcare is a trusted Canadian provider of specialized medical equipment and mobility solutions, serving long-term care, assisted living, and home care environments. With a strong commitment to safety, dignity, and independence, they offer a wide range of products including lift systems, seating, bathing equipment, and custom solutions tailored to individual needs. Backed by expert service and personalized support, Adapt Healthcare helps caregivers deliver better, safer care while enhancing quality of life for users across Canada.



ALLORAY Corporate Member

Alloray is a national floorcovering company specializing in commercial flooring solutions for the long-term care sector. Since 1971, we've built over 50 years of trusted partnerships, offering durable products and expert guidance tailored to healthcare environments. Our team understands the unique demands of long-term care and delivers flooring solutions that prioritize safety, hygiene, and long-term performance. With a strong focus on client satisfaction, Alloray proudly supports facilities in creating safe and functional spaces.



ASSOCIATED HEALTH SYSTEMS INC. Corporate Member

For over 25 years, Associated Health Systems has supported healthcare facilities across Canada with innovative fall management solutions that improve safety, care quality, and operational efficiency. Our advanced products help reduce falls, prevent injuries, and support cost-saving goals through greater standardization. We also promote Multi-Sensory Therapy to create safe, engaging environments for individuals with special needs. This client-centred approach fosters autonomy, addresses perceptual needs, and enhances quality of life, especially for those with limited verbal communication.

Canada Medcart Corporate Member



Canada Medcart provides the lightest, most ergonomic medication carts for Long-Term Care and Retirement Homes, designed to maximize caregiver comfort, safety, and efficiency. Features include lightweight aluminum frames, low working heights, a Side-by-Side design with waist-high narcotics drawers, and an optional Power Assist for effortless mobility. Proudly Canadian-owned and based in Toronto, our carts are built for Canadian packaging, ensuring fast delivery and responsive service.

Canada Medcart is committed to making an LTC nurse's life a little easier.

CHANDLER Corporate Member



Chandler supports Atlantic Canadian businesses with the products and services they need—when they need them. From office furniture and sanitation supplies to safety equipment and business solutions, Chandler offers an unmatched selection and dedicated sales support to help you succeed. Cornerstone Medical Inc. specializes in safe patient handling and dignified bathing solutions. Ask about Silenția Privacy Screens, leaders in infection-control barriers that combine discretion, hygiene, and visibility. On-site consultations are available.



Local insight, *global* reach, one firm

- ✔ Diverse capabilities
- ✔ Strength and stability
- ✔ Service in stewardship



Scan the QR code
to learn more

© 2025 Manulife Investment Management. All rights reserved. Manulife, Manulife Investment Management, Stylized M Design, and Manulife Investment Management & Stylized M Design are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license.



Possibility happens here

Powering possibility for 150 years, Marsh is a proud sponsor of the New Brunswick Association of Nursing Homes.

marsh.ca

A business of Marsh McLennan

Copyright © 2021 Marsh Canada Limited. 661753371

CORPORATE MEMBER

**Proud sponsor
of the 2023 AGM**

***Fière partenaire
de l'AGA 2023***

Proud to be one of Atlantic
Canada's Top Employers for 2023!

*Fier d'être l'un des meilleurs
employeurs au Canada
Atlantique en 2023!*

www.assumption.ca
www.assomption.ca



**From our PRO
team to yours**



See you at AGM 2025

CLEAR POWER SOLUTIONS

Corporate Member



Clear Power Solutions Inc., based in Saint John, New Brunswick, is a Canadian leader in renewable energy and backup power systems. Serving healthcare, commercial, and residential sectors, they specialize in solar energy solutions, including on-grid and off-grid packages, solar panels, batteries, inverters, and charge controllers. Their offerings also encompass custom battery packs and telecommunications services. Clear Power Solutions is committed to quality and sustainability and ensures reliable energy solutions tailored to diverse needs.



CORNERSTONE MEDICAL

Corporate Member

We specialize in distributing safe patient-handling equipment, dignified bathing and showering solutions, as well as Silentia Privacy Screens—the market leader in privacy and transparent infection-control barriers. Contact us for more information or to schedule an on-site consultation.



CRESTLINE COACH LTD.

Corporate Member

Celebrating 50 years in 2025, Crestline is a trusted partner to healthcare facilities nationwide, having delivered over 4,000 high-quality, wheelchair-accessible vehicles since 1975. Backed by ambulance manufacturing expertise, we understand care environments and offer solutions that support safe, inclusive mobility. As a proud NBANH Corporate Member since 2013, our team guides you through every step of the selection and purchase process, ensuring long-term value. crestlinebuses.com.



DLCANA INC.

Corporate Member

DLCANA Inc. is a Canadian distributor of advanced mobility and patient care solutions. We offer trusted products from Physio Trace (slings), Etac (mobility aids), and Confort Medic/LPA Medical (bathtubs, chairs, and more). Our mission is to enhance independence and quality of life through innovative equipment. As a proud NBANH Corporate Member since 2019, DLCANA supports care settings across Canada with solutions in patient handling, hygiene, and fall prevention, empowering individuals, families, and caregivers daily.

ESSITY

Corporate Member



Essity is a global hygiene and health company supporting Canadians with high-quality, locally assembled products. Over 75% of TENA absorbent products sold in Canada are made in Drummondville, Quebec. We offer complete Incontinence, Wound Care, Orthopedics, and Compression Therapy solutions with trusted brands like TENA, Hypafix, HydroFera Blue, Cutimed Sorbact, and JOBST. Our dedicated Account Managers and Clinical Specialists provide personalized support to ensure the best outcomes for your facility and residents.

CORPORATE MEMBER

FIRST AID MEDIC

Corporate Member



First Aid Medic is a New Brunswick-based company offering onsite accredited training and healthcare consulting services, including First Aid, BLS/CPR, fire extinguisher training, WHMIS, and N95 mask fit testing. All programs are available in both official languages. Our team consists of active registered healthcare professionals who bring real-world expertise to every session. We are committed to excellence, professionalism, and integrity, with community service at the core of our mission and values.

FIRST ONSITE

Corporate Member



First Onsite is a leading North American disaster recovery and property restoration company, offering 24/7 emergency response services across Canada and the U.S. Specializing in fire, water, storm, and mould damage, they serve healthcare, commercial, educational, and residential sectors. With over 90 locations and 2,300+ professionals, First Onsite delivers fast, expert remediation and reconstruction to minimize downtime and restore operations. Their scalable solutions ensure continuity when it matters most.



FIRST QUALITY PRODUCTS INC

Corporate Member

First Quality® – Over 30 Years of Trusted Care

Since 1989, First Quality® has delivered high-quality healthcare products for adults and children, offering a variety of sizes and absorbencies to meet individual needs. With manufacturing in the U.S. and Canada, we focus on comfort, absorbency, and skin health. Our eNurse™ team, launched in 2012, offers free, confidential support to help healthcare professionals and caregivers find the right product. Built on values like safety, integrity, and customer focus, we're proud to be a leading name in absorbent hygiene solutions.



GOEASycARE

Corporate Member

GoEasyCare simplifies healthcare workforce management with a complete platform for scheduling, HR, and payroll. Whether for a single site or a large network, our enterprise-ready tools meet the unique needs of healthcare organizations. Integrated modules—HRIS, Onboarding, Scheduling, Time & Attendance, and Payroll—streamline daily operations. Features like automated shift filling, smart scheduling, and AI-powered insights help save time, reduce overtime, improve engagement, and boost retention. GoEasyCare – Easy. Complete. Built exclusively for healthcare.



GORDON FOOD SERVICES

Corporate Member

For over 120 years, Gordon Food Services (GFS) has supported foodservice operations of all sizes—from independent restaurants to healthcare facilities and universities. We deliver quality products, fresh ingredients, and operational supplies with a focus on service, value, and reliability. Every delivery is backed by our commitment to helping your business thrive.

GFS also offers tools to support your success, including easy online ordering, menu inspiration, and expert guidance from chefs and dietitians.

We make foodservice management easier—so you can focus on what matters most.



**Staff Learning
Policy Professional
Quality & Risk Mgmt**

Made Easy

Learn More:

 sales@surgelearning.ca

 **1 844 843 4670 ext. 18**

 www.surgelearning.ca



**Proud Sponsor
See you at AGM 2025**



CORPORATE MEMBER



**Improve efficiency
at your Nursing Home**
with Complete Purchasing Services



**Proud Partner of the New Brunswick Association
of Nursing Homes**

At Complete Purchasing Services, we are dedicated to supporting the highest standards of care in New Brunswick's nursing homes. We ensure you have access to the best tools, resources, and purchasing options to stay on budget and reduce time spent on administrative tasks.

Focus on What Matters Most – Your Residents and Staff

Contact Sophie Arseneau:
1.506.961.2679 | arseneau-sophie@avendra.com

**Proud Sponsor
See you at AGM 2025**



Intellicare
FURNITURE

JOERNS HEALTHCARE

Corporate Member

Joerns Healthcare is a trusted provider of electric adjustable beds, patient lifts, and therapeutic support surfaces designed for healthcare environments. Our mission is to simplify clinical operations by enhancing efficiency, reducing costs, and standardizing care. Through evidence-based technologies, therapies, and services, Joerns supports improved outcomes for both caregivers and patients. With a strong focus on quality, innovation, and reliability, we help healthcare facilities deliver safer, more effective care every day. Joerns—advancing care through smarter solutions.



LGI HEALTH CARE SOLUTIONS

Corporate Member

For over 40 years, LGI Healthcare Solutions has distinguished itself through a rich and diversified solutions portfolio. We help improve the performance of healthcare facilities and the experience of their staff and patients. We serve thousands of facilities across Canada, the United States, Australia, the United Kingdom, and France.



MEDLINE CANADA, CORPORATION

Corporate Member

Medline Canada – Together Improving Care™

Medline is a global leader in high-quality medical products and services. With deep expertise across the continuum of care and a responsive supply chain, we help enhance patient care, improve outcomes, and manage costs. Guided by our CARES values, Medline Canada is committed to the well-being of customers, employees, and communities. With 1,200 employees, including Sinclair Dental, and over 2 million sq. ft. of warehouse space, we proudly support healthcare across Canada.



MPT-INTL

Corporate Member

Founded in 1991, MPT-Intl is renowned for its Multi-Position Adjustable Tables, designed to provide comfort, ease, and dignity for individuals with reduced mobility. Guided by core values—honesty, integrity, respect, and a strong sense of family—our team is committed to delivering high-quality service with professionalism and care. MPT products are trusted in healthcare environments for their durability and user-centered design.

We are proud to serve New Brunswick through our official dealer, Lawtons Home HealthCare.



NATIONAL SEATING AND MOBILITY

Corporate Member

National Seating & Mobility (NSM) is North America's leading provider of personalized mobility and accessibility solutions. With over 30 years of experience, NSM specializes in Complex Rehab Technology, offering customized wheelchairs, home and vehicle modifications, and full maintenance services.

Their mission is to empower individuals through innovative, client-focused solutions that support independence and quality of life. NSM serves communities across

Canada and the U.S., including locations in Fredericton and Moncton, New Brunswick.

CORPORATE MEMBER

Panasonic

PANASONIC CANADA INC.
Corporate Member

For over 100 years, Panasonic has been a global technology leader, delivering innovative solutions that improve lives and strengthen communities. Our exclusive Nurse Call System is a scalable, cost-effective communication and alarm management solution designed specifically for nursing homes, assisted living, and healthcare facilities. It helps improve resident satisfaction, enhance caregiver response times, reduce staff fatigue, and support better outcomes. With a strong focus on efficiency and quality care, Panasonic remains a trusted partner in advancing healthcare technology.

PERSON CENTERED UNIVERSE

Corporate Member

Person Centred Universe (PCU), based in New Brunswick, is dedicated to enhancing the quality of life for people living with dementia and their caregivers. Rooted in compassion and dignity, PCU offers education, coaching, and consulting to long-term care homes, health organizations, and communities. Services include staff training, dementia journey coaching, care mapping, and strategic planning. Their One Page Profiles and Redefining Dementia podcast help personalize care and share knowledge.



PLAN A

Corporate Member

Plan A is Canada's only long-term care staffing strategy, delivering compassionate and reliable workforce solutions to care homes across the country. Our innovative staffing model helps ensure residents receive the quality care they deserve while supporting facilities in overcoming staffing challenges. With a strong focus on excellence and sustainability, Plan A partners with long-term care homes to strengthen the healthcare system. Plan A—staffing strategy that cares.



SGP PURCHASING PARTNER NETWORK

Corporate Member

SGP Purchasing Network is a proudly Canadian-owned group purchasing organization serving the Healthcare and Senior Living sector. We offer contracts covering 90% of daily operational needs, including PPE, food, furniture, equipment, beds, clinical and office supplies. SGP negotiates long-term agreements to protect partners from rising costs while securing national brand-name products and innovative services. Our solutions enhance quality of life for residents and home care clients. Ask us about support for your new long-term care builds.



STAFFSCHEDULECARE
Corporate Member

StaffScheduleCare is North America's fastest-growing, fully integrated Workforce and Human Capital Management (HCM) solution built for the healthcare sector. With over 30 years of experience, we help facilities stay compliant with scheduling regulations and streamline operations. Our platform includes an Employee Self-Service (ESS) tool that boosts engagement, communication, and satisfaction.

At StaffScheduleCare, our goal is simple: Customers for Life.
One platform for compliance, efficiency, and workforce empowerment.

Our Team is Your Team
PLAN A
Senior Care Staffing & Recruitment

**From the
ThriveNB team
to yours**



See you at AGM 2025

CORPORATE MEMBER



Proudly supporting the
New Brunswick Association
of Nursing Homes

www.mawer.com
+1 (800) 889-6248

MAWER
Be Boring. Make Money.®



STONEBRIDGE FINANCIAL CORPORATION
Corporate Member

Rishi Gehi has spent 12 years at Stonebridge Financial crafting financing solutions for long-term care homes. Stonebridge, founded over 25 years ago, has funded 8,500 beds nationwide, supporting both for-profit and non-profit homes with construction and term financing. Projects include long-term, special, and community care—many in New Brunswick and Atlantic Canada. Rishi holds a BBA from Schulich, a Master's in Finance from Queen's University, and is a Chartered Financial Analyst (CFA).



SURGE LEARNING

Corporate Member

Surge Learning is a trusted provider of Learning Management and Compliance Solutions, serving over 2,000 healthcare facilities across Canada. Our easy-to-use platform helps organizations streamline training, ensure compliance, and strengthen quality and risk management. Core solutions include our Learning Management System (LMS), Policy Professional for policy management, and tools for quality and risk oversight. With over 500,000 users and a 98% retention rate, Surge Learning empowers healthcare teams with the tools they need to succeed.



SYSCO CANADA

Corporate Member

Your Coast-to-Coast Healthcare & Senior Living Support Team.

Sysco is the global leader in selling, marketing, and distributing food products to the senior living, acute care, hospitality, and retail operations sectors across Canada. With 89 dedicated healthcare associates from coast to coast, along with 9 Registered Dietitians, we have all the resources necessary to help our customers succeed!

From our team to yours
See you at AGM 2025



CAMPUS

NB NURSING HOME LEARNING
D'APPRENTISSAGE FOYER DE
SOINS DU N.B.

Booth # 45



Sobey's
National Pharmacy

Lawtons
DRUGS

Canada's Trusted
Pharmacy Partner in
Continuing Care

Sobey's
Pharmacy

Pharmacy
at Safeway

THRIFTY
FOODS
Pharmacy

FOODLAND
Pharmacy

FRESHCO
Pharmacy

Lawtons
DRUGS

ASSOCIATE MEMBER

CARF CANADA

Associate Member

Founded in 1966, CARF is dedicated to promoting quality, value, and optimal outcomes through a consultative accreditation process and continuous improvement services. With a strong person-centered approach, CARF is an ideal fit for Aging Services providers such as long-term care homes, supportive living, home and community services, and more. Accreditation with CARF leads to stronger quality practices, greater engagement from individuals served, improved staff cohesion, and enhanced community recognition. Empowering organizations to improve lives through meaningful standards and person-focused care.



SPA-LTC

Associate Member

The Strengthening a Palliative Approach in Long-Term Care (SPA-LTC) program is actively enhancing palliative care in New Brunswick's long-term care homes. Led by Dr. Pamela Durepos at the University of New Brunswick, this initiative equips staff with evidence-based tools and training to improve end-of-life care. The program's implementation has resulted in increased family satisfaction and a 55% reduction in emergency department visits during residents' final year of life. SPA-LTC continues to foster compassionate, resident-centered care across the province.



VISION LOSS REHABILITATION NEW BRUNSWICK

Associate Member

Vision Loss Rehabilitation New Brunswick proudly operates on the unsundered and unceded traditional territories of the Wolastoqey (Wolastoqiyik), Peskotomuhkatiyik, and Mi'kmaq Peoples, as recognized in the Peace and Friendship Treaties. We are dedicated to promoting accessibility, equity, and inclusion for individuals with vision loss across the province. Our work honours the Indigenous peoples of this land as we continue to provide vital rehabilitation services and support that empower individuals to live independently and with dignity.



LOOK INSIDE YOUR REGISTRATION BAG FOR YOUR BINGO CARD

FILL YOUR

Bingo

CARD TO WIN!

CHAT WITH EVERY EXHIBITOR TO EARN YOUR DABS
COLLECT ALL 45 AND YOU'RE IN THE DRAW TO WIN
A CHROMEBOOK LAPTOP!

EXHIBITORS

ALZHEIMER SOCIETY OF NB

Alzheimer Society of New Brunswick –

Help for Today. Hope for Tomorrow.

Since 1987, the Alzheimer Society of New Brunswick has been the province's leading not-for-profit health organization dedicated to improving life for those affected by Alzheimer's and other dementias. We provide support, education, awareness, and advocacy to alleviate the impact of dementia. Active across New Brunswick, we offer Help for Today through programs and services, and Hope for Tomorrow by funding research toward a cause and a cure.



CARDINAL HEALTH

Empowering you to deliver care with confidence, Cardinal Health is your essential partner in building a more sustainable and resilient Canadian healthcare system. We manufacture and distribute a wide range of trusted, high-quality products across the continuum of care. Our long-term care solutions support safe, effective, and compassionate care for your residents. From medical supplies to equipment and furniture, we provide more than products—we deliver clinical programs, insights, and dedicated service. With Cardinal Health, you can focus on what matters most: your residents.



EMBECTA

Embecta is a global diabetes care company with nearly 100 years of expertise in insulin delivery. We are dedicated to empowering people with diabetes to live their best lives through innovative solutions, meaningful partnerships, and the commitment of approximately 2,000 passionate employees worldwide. Our legacy drives us to continuously improve care and expand access to life-enhancing technologies. For more information, visit embecta.com or follow us on LinkedIn, Facebook, and Instagram to stay connected with our mission and innovations.



HOMEWOOD HEALTH

The need for strong Employee and Family Assistance Programs (EFAP) is greater than ever. According to the Mental Health Commission of Canada, 28.4% of workers aged 15 to 75 report high work-related stress—a major concern despite slight improvement since 2005. Chronic stress can lead to mental health challenges, injuries, conflict, and more. Homewood Health offers multilingual, 24/7 EFAP and crisis management services for employees, spouses, and dependents. With timely, confidential support, Homewood helps build healthier workplaces and stronger families.



MUSIC CARE BY ROOM 217

MUSIC CARE by Room 217 is changing the culture of care by making music a primary approach to health and well-being.

We empower both formal and informal caregivers to integrate care into their practice using MUSIC CARE by Room 217 tools, strategies, education, and standards—all part of our inclusive approach.



OFFICE INTERIORS

Office Interiors – Love the Way You Work

Since 1991, Office Interiors has helped clients across Atlantic Canada create productive work environments with innovative furniture, technology solutions, and design consultations. Our wide range of products—including Nurse Call systems, phone systems, and copiers—sets us apart. We offer flexible, adaptable solutions that empower staff and support workplace engagement and innovation. Guided by a commitment to customer experience and community support, our vision is to inspire others to love the way they work, just as we do.



NURSING HOMES WITHOUT WALLS

The Nursing Home Without Walls program is offered by select nursing homes across the province to support older adults living in the community by providing access to services that help them age in place.



QUALITY SOUND ALARM

Quality Sound Alarm has over 40 years of experience providing monitoring, security, PA systems, caregiver alert, patient wandering prevention, and communication solutions to facilities across Atlantic Canada. Their expert team delivers reliable, customized systems tailored to your property's specific needs, ensuring safety and operational efficiency. Available 24/7, they offer ongoing support and expert advice to help you maintain a secure and responsive environment. Contact Quality Sound Alarm at 506-452-0161 or qsa@nb.aibn.com to find the right solution for your facility.



STAPLES PROFESSIONAL

Staples Professional™ is Canada's leading B2B supplier, offering office supplies, tech, furniture, facility solutions, and services. Serving businesses with 20+ employees, it delivers customized programs and dedicated account management. Headquartered in Mississauga, it operates 10 distribution centres, 170+ delivery vehicles, and employs 1,500+ associates. Partnered with Staples Inc. (U.S.), it offers a customizable ordering system, top customer care, next-day delivery, and a dedicated sales team to support businesses of all sizes across North America..



THANK YOU TO ALL OUR EXHIBITORS



Our Board of Directors

Board of Directors

Region 1 – Linda Shannon, Gilberte Nowlan

Region 2 – Yolande Jay, Marion Long (Secretary)

Region 3 – Geri Geldart, Dirk Bishops

Region 4 – Amélie Deschênes, Manon Bujold

Region 5 – Diane Léger, Chris Kingston (Vice President)

Region 6 – Bruno Holmes, Pauline Roy (President)

Region 7 – Josée Legresley, Lise McCaie

Treasurer: Ron LeBlanc

Thank you, France L. Marquis and Harry Eagles, for your outstanding service and invaluable contributions to our Board of Directors.

Our trusted team



Richard Losier

Chief Executive Officer (CEO)



Justin Wies

Chief Operating Officer (COO)
Legal Counsel



Gilles A. Gauthier

Director of Communication
& Media Liaison



Melanie McCashion

Wellness Coordinator



Nicole Delamere

Executive Assistant



Tom Mann

Negotiation consultant
(interim)



Michael Keating

Legal Counsel (interim)

You Are Not Alone.

At the New Brunswick Association of Nursing Homes, we are here for you. We are listening, learning, and acting on what matters most to you.

We will continue to seek to understand your needs, to show compassion in every conversation, and to ask the difficult questions on your behalf. We will bring your voice to government, advocate for real solutions, and never stop working to ensure you and those you care for are supported, valued, and heard.

Within our nursing homes, life is honoured every day—with dignity, with care, and with love that comes straight from the heart. These are not just places of care, but homes filled with stories, memories, and human connection. Every resident matters. Every moment matters.

We are with you—always.



Vous n'êtes pas seul.

À l'Association des foyers de soins du Nouveau-Brunswick, nous sommes là pour vous. Nous écoutons, nous apprenons et nous agissons sur ce qui compte vraiment pour vous. Nous continuerons de chercher à comprendre vos besoins, à faire preuve de compassion dans chaque échange, et à poser les questions difficiles au nom de notre secteur.

Nous porterons votre voix auprès du gouvernement, nous défendrons des solutions concrètes, et nous ne cesserons jamais de travailler pour que vous, ainsi que les personnes dont vous prenez soin, soyez soutenus, valorisés et entendus.

Dans nos foyers de soins, la vie est célébrée chaque jour — avec dignité, bienveillance et un amour sincère qui vient du cœur. Ces lieux ne sont pas que des établissements de soins : ce sont des maisons pleines d'histoires, de souvenirs et de liens humains. Chaque résident compte. Chaque moment compte.

Nous sommes à vos côtés — pour toujours.