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FOR IMMEDIATE RELEASE

New Brunswick Long-Term Care Providers Announce a New Alliance to Transform the Sector

April 7, 2025

Fredericton, NB – The three primary associations representing New Brunswick's long-term care providers have formed a strategic alliance to address critical challenges and improve services for seniors and all individuals requiring long-term care.

The New Brunswick Home Support Association (**NBHSA**), the New Brunswick Special Care Home Association (**NBSCHA**), and the New Brunswick Association of Nursing Homes (**NBANH**) today signed a Memorandum of Understanding, establishing the **New Brunswick Long-Term Care Alliance** (the Alliance).

This collaboration aims to create a collective voice to advocate for and collaborate on improved policies and practices across the long-term care continuum.

The Alliance recognizes that we must all find new and innovative ways to address the challenges facing the province and enhance the lives of New Brunswickers. The path being taken by the Alliance is consistent with that belief.

The Alliance has identified several key areas requiring immediate attention, including:

- *Development of a comprehensive provincial long-term care plan*
- *Increased and sustainable funding*
- *Addressing hospital overcapacity*
- *Enhanced public education*
- *System efficiency and effectiveness*

These areas require greater prioritization of long-term care for all those in need, particularly seniors, as the demand for beds and services continues to increase.

Such prioritization would be best addressed through the creation of a separate Department of Seniors and Long-Term Care.

This would enable focused attention on areas that are not only deserving of such importance but also essential to meeting even more significant challenges in the future.

Gilles A. Gauthier - Director of Communications & Media Liaison
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"Long-term care needs greater attention in our province", emphasized Richard Losier, CEO of NBNH.

There are serious challenges facing our sector, including funding and demographic shifts, which require a transformative response. This Alliance will drive meaningful change through collaborative advocacy and working together beyond what we've seen in the past.

We are calling for a seat at the table, beyond consultation and engagement, to work with the Government and all stakeholders to co-design a comprehensive, long-term care plan for the province," says Losier.

"We understand that long-term care is a continuous journey, not a series of disconnected stages," said Tina Learmonth, President of NBHSA.

Tina also added, "This Alliance will speak with one clear voice to ensure that New Brunswickers receive the right care, in the right place, at the right time, with seamless transitions between care levels. There's still work to be done to make this a reality, but we believe that by coming together, our collective voices will be stronger and more impactful."

"We know that many individuals and their families are feeling the strain—whether it's waiting for care, struggling to find the right support, or worrying about what comes next," said Jan Seely, President of NBSCHA.

"Our sector is facing significant challenges, particularly due to limited funding and an increasing number of people requiring care. That's why we've come together to form this Alliance. For the first time in New Brunswick, we're standing together on behalf of all individuals requiring long-term care to build a stronger, more connected system—one that puts people first and ensures no one falls through the cracks. We genuinely believe that by working together, we can create a future where everyone receives the care and dignity they deserve," added Jan Seely.

The Alliance is committed to operating with mutual respect and a shared vision for a stronger, more sustainable long-term care sector. It will achieve its goals through advocacy to the government, system-wide collaboration, and public education.

For further information or to arrange interviews, please contact GILLES using the details below.

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