



**FOR IMMEDIATE RELEASE**

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## **LifeCircles Program of All-inclusive Care for the Elderly (PACE) Announces New Executive Director**

**Muskegon/Holland/Grand Rapids, MI, May 16, 2022** – LifeCircles PACE, an affiliate of senior living organization Brio Living Services (formerly United Methodist Retirement Communities (UMRC) & Porter Hills), is delighted to announce its selection of Heidi Gras, LMSW to the position of Executive Director. Gras replaces former Executive Director Luke Reynolds, LMSW, who was promoted to Brio Living Services' Chief of Home & Community Based Services in January 2022 after serving LifeCircles PACE from 2014 to 2021.

Gras' career at LifeCircles PACE spans more than a decade, including the last four months as its interim executive director. She earned a master of social work degree from Grand Valley State University and a bachelor of art degree from Hope College.

"The LifeCircles Board of Directors and I are thrilled that Heidi will lead LifeCircles into the next phase of its growth and development," said Michael L. Brecht, president of the LifeCircles board. "For the past decade, Heidi has shown a deep commitment to the mission of LifeCircles, offering innovative, compassionate care that honors the preferences of older adults. Her steady leadership, paired with her passion for health care equity and access will continue to be a positive force for good within LifeCircles and throughout West Michigan."

With day centers in Holland and Muskegon, Michigan, LifeCircles PACE, or Program of All-inclusive Care for the Elderly, serves the psycho-social, medical, and supportive needs of low-income, nursing home-eligible adults, aged 55 and up. Its service area extends throughout Muskegon County and portions of Ottawa and Allegan counties, with a capacity of 525 total PACE participants. LifeCircles PACE is a partnership between Brio Living Services, Trinity Health and Senior Resources.

As a compassionate advocate for the older adults PACE serves, Gras has grown in her role at LifeCircles PACE from social worker to operations and, most recently, health plan management.

"I've always enjoyed taking on tough problems and simplifying them for the best outcomes for our participants and team," said Gras. "I've been fortunate to have a team of supporters who have embraced me and helped me grow. I am excited to continue that work, to invest in our team and cultivate leaders who will shape the future of senior care. What we do, who we do it

for, and how we do it matters. As healthcare continues to shift to value-based care, I am thrilled to take our common sense approach to serving older adults in the community as far and wide as I can.”

To learn more about LifeCircles PACE, visit [lifecircles-pace.org](http://lifecircles-pace.org).

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*LifeCircles PACE, with locations in Muskegon and Holland, Michigan, supports vulnerable individuals and their care partners by providing compassionate, comprehensive, team-based care that honors their health care preferences and their desire to remain living in their home – throughout West Michigan’s Lakeshore. 231.733.8686 (Muskegon) | 616.582.3100 (Holland) | LifeCircles-PACE.org*

*Building on a foundation of over 165 years of combined service to older adults, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve more than 8,000 older adults each year, from 24 locations and service lines, across 22 counties in Michigan’s lower peninsula. Brio Living Services is one of the state’s leading providers of PACE services with five sites statewide, serving more than 1,100 older adults annually across 15 Michigan counties. 734.433.1000 | 616.949.4975 | MyBrio.org*