

Terry Fishler has been an enthusiastic and valued member of NADSA for the past 20 years. It is with a real sense of sadness that we announce her passing on Wednesday, January 26th, 2022, at the age of 79. She was embraced by the NADSA members for her special interpersonal relationships, counsel and business acumen. During her 20 years with NADSA she was a presenter at conferences, board member, past chair of the marketing committee and most recently the chair of the public policy committee.



Terry was a professional in the healthcare industry for 45 years. As a former director of provider networks for several managed care corporations, Terry developed expertise in strategic regional and national network development and fiscal management. Terry was first introduced to Adult Day Services in 1999 when she joined SeniorConnections, a Maryland-based company providing Medical Case Management and Medical Adult Day Services. Her Master's Degree in Social work along with her experience in counseling brought her into her initial role as Director of Case Management but it was her vast experience in healthcare administration working with large managed care organizations that quickly moved her into the position of Vice President.

After her role at SeniorConnections, Terry worked with the team at ADS Data Systems on the design of the software application to support business and clinical management requirements for adult day health services. Her focus at ADS Data Systems (later WellSky) was to build and sustain strategic business partnerships with those who had complementary goals.

Terry cherished her relationships with friends and colleagues. She invested in getting to know people beyond just business. Terry was a collaborator and wanted projects to be the best they could be – no matter how many drafts! She was a woman who didn't mince words; you could always count on her for an honest opinion.

Terry lived in Maryland and was the first in her family to go to college. She delighted in time spent with family which includes her daughter, son-in-law, grandson, sisters, nieces and nephews. Her family was very important to her. She had a very special, nurturing relationship with her grandson whom she adored and a very close bond with Checkers, her beloved cat.

Terry's personal interests included driving the back roads of America in her sports car, bird watching (especially the Osprey) and of course golf. She was a true golf enthusiast which led to being creator and Executive Producer of *Golf Road Show* which aired on Comcast Sports Net-Mid-Atlantic.

She was a strong independent woman with diverse experiences who loved seeing women in business, leadership, and executive positions. She cared more about life's experiences than material possessions. She will be greatly missed by all.

Donations can be made to: Terry Fishler Memorial Fund at NADSA.

[**Donate Today**](#)



Quotes from friends & colleagues:

Bill Zagorski, C.E.O. - American Senior Care Centers, Inc. – “We could go on for hours, days, and weeks talking about Terry! Wow, so amazing. So thankful for getting the opportunity to know her...Terry was a model of fortitude and perseverance through whatever came her way. We would text back and forth at 4 a.m. as I run and she asks about my bees and the farm. She was truly an amazing person and I cannot begin to describe how much the world has lost.”

Dr. Helen Gordon – (Terry’s physician) “Even meeting her late in life she was a powerful presence. Her clarity just hours before she died was remarkable.”

Beth Scovill, former President ADS Data Systems (later WellSky) and SeniorConnections – “Terry worked for me in two different businesses but at times I thought I should be working for her! I am so fortunate to have had her as my friend and business colleague all these years. The world has truly lost someone special.”

Sen. Roy Afflerbach (Ret.), NADSA Public Policy Advisor – “Among her many activities, Terry recognized the ultimate value of public policy. She understood public policy decisions affect everything Adult Day providers wish to do to serve our elderly and individuals with disabilities. Consequently, she vigorously sought to impact the making of these decisions and served as a dynamic Chair of the NADSA Public Policy Committee. It was my honor to work with and learn from her.”