



NEWS FOR IMMEDIATE RELEASE

Ceca Foundation Welcomes Two Distinguished Leaders to Its Board

Moore and Scott Bring Decades of Expertise to Advance Caregiver Recognition

WASHINGTON, D.C. September 9, 2025 – Ceca Foundation has elected Shawn Scott and Martie Moore to its Board of Directors.

“We are thrilled to welcome Shawn and Martie to our Board,” said Matthew Lawlor, Ceca Co-Founder and Board Chair. “Both bring exceptional leadership experience and a deep commitment to enhancing healthcare delivery. Their dedication to supporting caregivers aligns perfectly with Ceca’s mission to recognize and celebrate those who provide exceptional care.”

Shawn Scott recently retired as Vice President of Business Development with Medline Industries, the leading supplier of medical products to healthcare facilities. He is credited with developing a unique suite of programs that assists long-term care facilities in assessing and improving risk management and cost-efficiency. Over the past 15 years, Scott has served on the boards of numerous industry and advisory groups, including the including the American Health Care Association, the largest long-term and assisted care industry group with over 15,000 institutional members. “Recognizing caregivers is more than a nice gesture – it’s a strategic imperative for retaining talent and delivering exceptional care,” Scott said.

Martie Moore is an accomplished healthcare executive with more than 35 years of experience in research, quality improvement, patient and resident safety, and advancing healthcare delivery systems. She has held senior leadership roles, including Chief Nursing Officer at corporate, system, and Magnet-designated facilities. She is a frequent public speaker and also the co-author of *The Leadership Sandwich*, which explores innovative strategies for leadership in healthcare. “Caregivers are the heart of the healthcare system,” said Moore. “Ceca Foundation’s work uplifts and empowers them, which in turn elevates care for patients and residents.”

Scott and Moore join industry leaders Michael Wylie and Nathan Hamme who were elected to Ceca’s Board in 2024. Mr. Wylie retired from Genesis HealthCare as Vice President of Development in 2022, after a highly successful career building the company into the largest publicly held long-term healthcare provider. He also served as Board Chair of the American Health Care Association, after chairing the Pennsylvania and New Jersey healthcare associations. Mr. Hamme joined shortly after Ceca’s founding, bringing extensive mobile and software technology, social marketing and nonprofit experience. He is a well-known caregiving advocate and currently serves as President and Executive Director of Ceca with designated board responsibilities.

For more information about the Ceca Foundation and its recognition programs, visit www.cec.foundation.org.

About Ceca

Ceca is a 501(c)3 nonprofit, which partners with healthcare communities nationally of all sizes to recognize their exceptional caregivers. Ceca's mission is to improve the human experience in healthcare by providing a highly affordable, turnkey recognition solution tailored to care providers, using its innovative software, network, managed services, and cash awards. Founded by Matthew and Rosemary Lawlor, Ceca has publicly recognized more than 50,000 exceptional acts of care and has awarded over \$550,000 to deserving caregivers. For more information, [watch a brief video](#). To schedule an interview with one of our award recipients, contact Michelle Stewart.

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