

DARCIA TREMBLAY

Darcia Tremblay spent the first 20 years of her career in the advertising and public relations fields — helping to build exposure for Fortune 500 clients like General Motors, LL Bean, Stanley Tools and Swiss Army, and operating her own small marketing firm.

Then, in 2010, Darcia was hired by a company to process Medicaid Long-Term Care applications and she redirected her management and interpersonal skills to a new arena.

She quickly began to realize the real difference she could make in people's lives — often at a most vulnerable and stressful time.

Five years later, Darcia was ready to launch her own company. Silver Lining Solutions was founded in 2016.

She arrived at the name Silver Lining Solutions purposely. It reflects her desire to bring about the hopeful side of a situation that might seem dismal on the surface, but that has a positive end result.

Darcia and her all-women team spend their days guiding residents of long-term care nursing facilities and their families through the complex and cumbersome process of filing Medicaid and MassHealth applications.

As those who have been through this process are aware, these applications are upwards of 29 pages long and require a five-year look back at financials. Darcia says people often don't know they need help until they're in the throes of the situation.

That's where Darcia and the Silver Lining Solutions team comes in. They take their clients' hands and walk them through the overwhelming process with care, compassion and understanding.

Known for her personalized service, Darcia has worked with over 200 nursing homes and successfully processed thousands of Medicaid applications.

While she primarily serves clients throughout Massachusetts, Darcia says she will travel anywhere she is needed and has worked with clients all over New England. There isn't a case she will refuse.

“We will go where the families are to meet with them,” she says.

“We consider ourselves an extension of their family. We aren’t just a voice over the phone.”

Darcia received a total of three nominations for the Diamond Award.

Bill Chiccarelli called her a team builder, strategic thinker and sharp business woman.

Sylvia Caruso, who turned to Darcia while caring for her aging mother, said — “Darcia is someone you want to be around in times of difficulty and success. Her positive attitude and unwillingness to quit set her apart from others.”

Perhaps most gratifying is the nomination from Darcia’s oldest daughter, Dannielle, who wrote — “Darcia expresses gratitude daily for the people in her life. She loves to help women inspire each other. She is kind and positive. There is never a time when Darcia can’t make a bad situation a good one.”

Darcia, who grew up in Salem and now lives in Topsfield, has found a way to balance her professional success with family life.

She and her husband, Tom, a captain on the Salem Fire Department, have three daughters, all in college — Dannielle, Julia and Samantha.

Darcia ran all of her daughters' sports booster programs at Masconomet Regional High School and worked on several school parent groups to advocate for families and young people.

She and her family have volunteered at the Salem Food Pantry to distribute monthly groceries to those less fortunate. She also recently started hosting events at area nursing homes to celebrate the summer with the elderly.

As a new member of the North Shore Chamber, Darcia has become an active participant in the Thrive initiative and a supporter of many Chamber events.

Darcia may deal in complex matters. But her guiding principle has been simple: “Work hard, be kind, be true to who you are and success will follow.” In short, she finds the silver lining.

It’s certainly been a winning formula for Darcia.