



# Chief Operating Officer

LEADERSHIP PROFILE

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The logo for WittKieffer, featuring the name in a bold, italicized, teal, sans-serif font. The background of the slide includes a decorative graphic of white, curved lines on a dark teal gradient background, and a vertical grey bar.

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## The Opportunity

JMD Care Services d/b/a Homewatch CareGivers of Nassau County is a licensed home care services agency and fiscal intermediary for the Consumer Directed Personal Assistance Program located in Hicksville, New York. Homewatch CareGivers began operations in 2013 and was licensed by the Department of Health in 2016. The franchise serves clients across Long Island, New York and the New York Metro Area.

Since the franchise's inception, Homewatch CareGivers has provided thousands of hours of care and is regarded as a high-service home care provider that offers basic in-home or facility support for their clients and families. Clients are provided with personal caregiving and caregiving services, including elder care, dementia care for chronic conditions, hospital discharge care and respite care.

The next Chief Operating Officer (COO) will be a metrics-driven, operationally competent and results-oriented executive who fully embraces Homewatch CareGivers' vision to be the agency of choice for dedicated, high-quality caregivers who are committed to providing superb care and support within their community.

The COO will be responsible for the management and administration of multiple functions and business operations. In addition, the COO will provide subject matter expertise in project management, project scope definition, risk identification, project methodology, resource allocation and other relevant areas.

The COO will lead operational improvement efforts across the functional areas of the home care agency and will review and monitor performance, workflow, compliance and regulatory standards.

Priorities for the new COO include building and leading a high-functioning team that is focused on service excellence, enhancing caregiver engagement, managing daily business operations and providing high-quality and excellent services to clients and families.

The successful candidate will have significant leadership experience and a successful track record in home care, home health, and/or senior living. They will be a visible, engaging executive who leads with unwavering integrity and a true passion for Homewatch CareGivers' clients, families and the dedicated staff that serves them. The ability to lead teams at all levels, listen well and embrace a compassionate and inclusive leadership style will be priorities for the new leader.

## Organization Overview

Homewatch CareGivers®, was founded in 1981 with the goal of providing high-quality, compassionate care to people in their Denver homes. In 1996, the first franchise was sold in Boulder, CO and in 2002, franchises began selling nationally. Now a national organization, the principle of preserving dignity, independence and safety for clients who need assistance in their homes remains true.

With an aging population, a recent AARP study found that 89% of seniors want to remain in their homes as long as possible rather than living in a retirement community or receiving nursing home care. By 2030, 20% of US residents will be over the age of 65 and 70% of those people will require long-term care. Given these numbers, the demand for home care services has increased rapidly in recent years and will continue to grow in the future.

### The Homewatch CareGivers® Vision:

As an integral component of the health care continuum, their vision is to be the premier provider of home care services worldwide.

### The Homewatch CareGivers® Mission:

To provide superior quality home care services which preserve dignity, independence and safety for their clients; to create a compelling employment opportunity for their employees and to be a trusted partner within the health care continuum.

JMD Care Services d/b/a Homewatch CareGivers of Nassau County (HWCNC) launched in 2013 and is a Licensed Home Care Services Agency (LHCSA). Reena Sharma opened HWCNC to provide Long Island and the New York metropolitan area seniors with the assistance they need to remain independent in their homes. In 2016, HWCNC became



a licensed agency and a fiscal intermediary for New York's Consumer Directed Personal Assistance Program (CDPAP) which allows individuals to hire a friend or family member as a caregiver. HWCNC serves as an intermediary for payments and support through this program.

For HWCNC, home care is human. With a strong network of expertise behind their name, HWCNC CareGivers receive extensive training, annual background checks and quality and patient satisfaction assessments to ensure they are delivering care at the highest level. When working with new clients, a complimentary in-home health and safety assessment is performed, and a customized care plan is created. HWCNC also utilizes a 'Perfect Caregiver Matching' process to ensure that the screened, trained and selected CareGiver is someone who will immediately be able to establish a rapport and bond with the client.

HWCNC offers care of all types, for individuals of any age, including children. Care is provided weekly, daily or on a 24-hour basis at home or in a facility setting. HWCNC CareGivers assist with many different types of tasks – including keeping families and loved ones informed. They also keep track of safety issues in the home including fall prevention, emergency preparedness, food safety and medication safety. Additionally, HWCNC CareGivers can track important health metrics like sleep, pain, risk for falls, cognitive abilities and more.

HWCNC services include:

- **Elder Care** – Elder care encompasses support to those living with age-related limitations. This support includes elements of companionship, in-home nursing services, grocery shopping, medication reminders and other ways to help seniors remain independent in their homes.
- **Dementia Care** – At-home dementia care starts with specially trained memory care experts who understand the disease and its progression. These experts will work with the client and family to create a care plan tailored to each client.
- **Chronic Condition Care** – Individuals with chronic diseases such as diabetes, ALS and multiple sclerosis may require care assistance to manage the disease. This may range from bathing and hygiene needs to transportation services and medication reminders.
- **Hospital Discharge Care** – HWCNC CareGivers can provide short term care in the home as individuals recover from surgery, injury or even childbirth. This care might include meal preparation, navigating discharge orders and prescription pick up.
- **Respite Care** – Caring for loved ones can be very demanding. Respite care allows these caregivers to take a break or tend to other issues as needed. HWCNC can provide care of any duration so that family members get the relief they need.
- **Transportation Services** – HWCNC CareGivers can assist with the transportation needs of seniors. This can include running errands, transportation to appointments, travel to visit family and any other needs as they arise.
- **Companion Care** – Companion care is a service deigned to improve the lives of seniors living at home. These CareGivers create a connection with seniors by sharing memories, playing cards, assisting with meal preparation and more. This type of care can greatly improve the health and happiness of clients.
- **Personal Care** – Daily activities such as bathing, dressing and housekeeping can be difficult for some individuals to perform without assistance. HWCNC CareGivers can assess needs and create a care plan designed to provide clients with a comfortable and safe home environment.
- **Additional Services** – HWCNC also provides back up care, brain injury care, transitional care, care for children, end of life care, family caregiver support, postpartum care, care in facilities, spinal injury care and veteran care.

## Position Summary

### Reporting Relationships

Reporting to JMD Care Services d/b/a Homewatch CareGivers of Nassau County's franchise owners, all operational areas will report directly to the COO.

### Responsibilities

- Direct the day-to-day operations of a licensed home care services agency and ensure compliance with all pertinent rules, regulations, standards, contracts and guidelines.
- Lead recruitment, onboarding, retention and supervision efforts for caregiver and program staff.
- In partnership with the owners, conceive and implement strategies and operational models that will meet the evolving needs of clients and families in the community.
- Develop and direct effective staff training and development programs for field personnel. Identify areas of opportunity and growth areas for the agency.
- Conduct competency and proficiency reviews on a regular basis.
- Oversee and manage the coordination of home care services for all clients, ensuring the appropriate staff-to-patient ratios are in place.
- Ensure 24-hour coverage/service availability is maintained on an ongoing basis.
- Implement, review and update all policies and procedures to ensure full adherence to relevant regulations and current compliance standards.
- Provide governance on network strategy and development.
- Devise marketing strategies that will foster business development and increase overall agency revenues. Identify contract negotiation opportunities moving forward.
- Own process improvement functions, including defining needs and project plans. Provide regular status updates and reports on progress and outcomes.
- Encourage and support team-building strategies. Partner with the team to develop systems and processes that foster cooperation and coordination of efforts.
- Model leadership behaviors and instill a sense of ownership and high accountability for results.
- Evaluate ongoing performance of team members; prioritize learning, development and mentoring.
- Exhibit professional behavior and communication with staff, clients and supervisors.

## Goals and Objectives

The following goals and objectives have been identified as priorities for this position:

- Build strong relationships and gain the trust and respect of the owners, caregivers, clients and families.
- Advance Homewatch CareGivers of Nassau County's unwavering commitment to superb client and caregiver engagement. Promote the mission, strategies and programs through active community engagement.
- Model a culture of collaboration, transparency and accountability; lead by leveraging the strengths of the team.
- Inspire the staff to embrace innovation, service excellence, performance excellence and optimal outcomes.
- Develop competency-based performance evaluation tools that identify necessary competencies and outline performance standards.
- Utilize coaching, mentoring and performance improvement methodologies to drive optimal outcomes.
- Actively assess current staffing needs; develop recruitment, retention and onboarding strategies and programs to meet the needs of the business. Utilize metrics, technology and KPI's to assess outcomes, monitor results and ensure full compliance.
- Mentor the executive team, staff and caregivers. Build learning and development programs that enhance staff competence and professional development.
- Monitor caregiver staffing levels to adequately meet client's needs.
- Direct and oversee programs and services that meet the needs of clients and their caregivers. Achieve a high level of employee and client satisfaction.
- In partnership with the owners, evaluate and implement strategies that will contribute to the company's financial strength and long-term financial sustainability.
- Identify new programs and expand existing private pay services that will respond to rapidly evolving industry dynamics, changing demographics and evolving community needs.
- Partner with owners to manage budgets and workforce planning.
- Promote and expand the company's brand and marketing presence in the region. Identify opportunities to improve customer relationship management, social media and community outreach efforts.
- In collaboration with the owners, promote a corporate culture that prioritizes recruitment, retention, learning and high accountability. Implement professional development programs that assess individual and organizational competencies and capabilities. Build formal processes for hiring and employee orientation. Recruit staff as needed.
- Develop and maintain strategic relationships with other industry leaders and healthcare providers in the region to explore opportunities for collaboration, alliances and growth of the referral base.
- Serve as a visible and dynamic spokesperson for the company at the local and regional levels, as well as a resource for clients, staff and caregivers.

## Candidate Qualifications

### Education/Certification

- Bachelor's degree in business administration, healthcare administration, management or related field. Master's level prepared candidates are preferred.

### Knowledge and Work Experience

- Experience in a home care, home health or aging services company or organization with exemplary quality, growth and sustained financial strength.
- Strong financial and business acumen with proven track record in managing teams through metrics.
- Knowledge of governmental payors (MLTCs) and private pay models.
- Knowledge of best practices in sales and marketing, including customer relationship management and social media.
- Understanding of current applicable regulatory and compliance standards.

### Personal Characteristics

- An empathetic and visible leader who exhibits an authentic and unwavering commitment to exceptional care, education, caregiver engagement and community service.
- Relates well to people at all levels in the organization and develops strong positive relationships based on trust.
- Excellent interpersonal, communication, judgment and problem-solving skills. Intellectual bandwidth, including high emotional intelligence.
- Creative, energetic and low-ego leader; one who has an entrepreneurial spirit and is willing to apply different thinking to achieve growth.
- Aligned with the company's mission of providing superb service to clients and families.
- Nimble leader; one who enjoys a fast-paced environment.
- High integrity and ethics.
- 'Hands-on' results-oriented leader; prioritizes trouble shooting and problem solving.
- Passion for service excellence.
- Leads in a manner that empowers others; exhibits a commitment to coaching and mentoring staff. Embraces a collaborative, relationship-based and accessible style, yet drives accountability.
- Attention to detail and follow-through.



## The Community

### Nassau County, New York

Nassau County, located on Long Island, is an affluent county located to the East of the greater New York metropolitan area. With a population of over 1.3 million residents, this county is one of the largest in the state of New York. Nassau County has its own police force, fire department and county government.

Education is found in abundance in Nassau County. Boasting 58 public school districts, Nassau County high school students regularly do very well in STEM-based academic competitions. Nassau County is also home to the United States Merchant Marine Academy, State University of New York, as well as impressive life science research organizations such as Hofstra University – Hempstead and the New York Institute of Technology – Old Westbury.



Nassau County is also home to more than 70 parks, preserves, museums and athletic facilities. Eisenhower Park is a 930-acre public space that features entertainment, picnic areas, playgrounds and one of the finest swimming facilities in the country, the Nassau County Aquatic Center. Garvies Point Preserve is another gem located on the North Shore, offering 62 acres of geology, archaeology and other natural history exhibits. This mix of shoreline and woods also offers kids programming, trails and camps.

Residents of Nassau County enjoy great professional sports as well. Home to the New York Islanders, professional hockey fans can enjoy home games in the new UBS Arena that opened in 2021. Belmont Park, in Elmont, is home to the final leg of the Triple Crown – the Belmont Stakes - which is one of the preeminent events in horse racing. Additionally, the PGA US Open golf tournament has been held in Nassau County five times on the many impressive courses in the area.



With close proximity to Manhattan, Nassau County has tremendous economic impact on the area with a number of healthcare, retail, trade, manufacturing, construction and transportation companies headquartered in the county. Northwell Health, the states' largest healthcare provider, as well as Catholic Health Services of Long Island both call Nassau County home.

For more information about Nassau County, please visit <https://www.nassaucountyny.gov/>.

## Procedure for Candidacy

Please direct all nominations and resumes to Lisa DeSimone Arthur and Courtney MacKinnon via e-mail to [courtneym@wittkiewer.com](mailto:courtneym@wittkiewer.com).

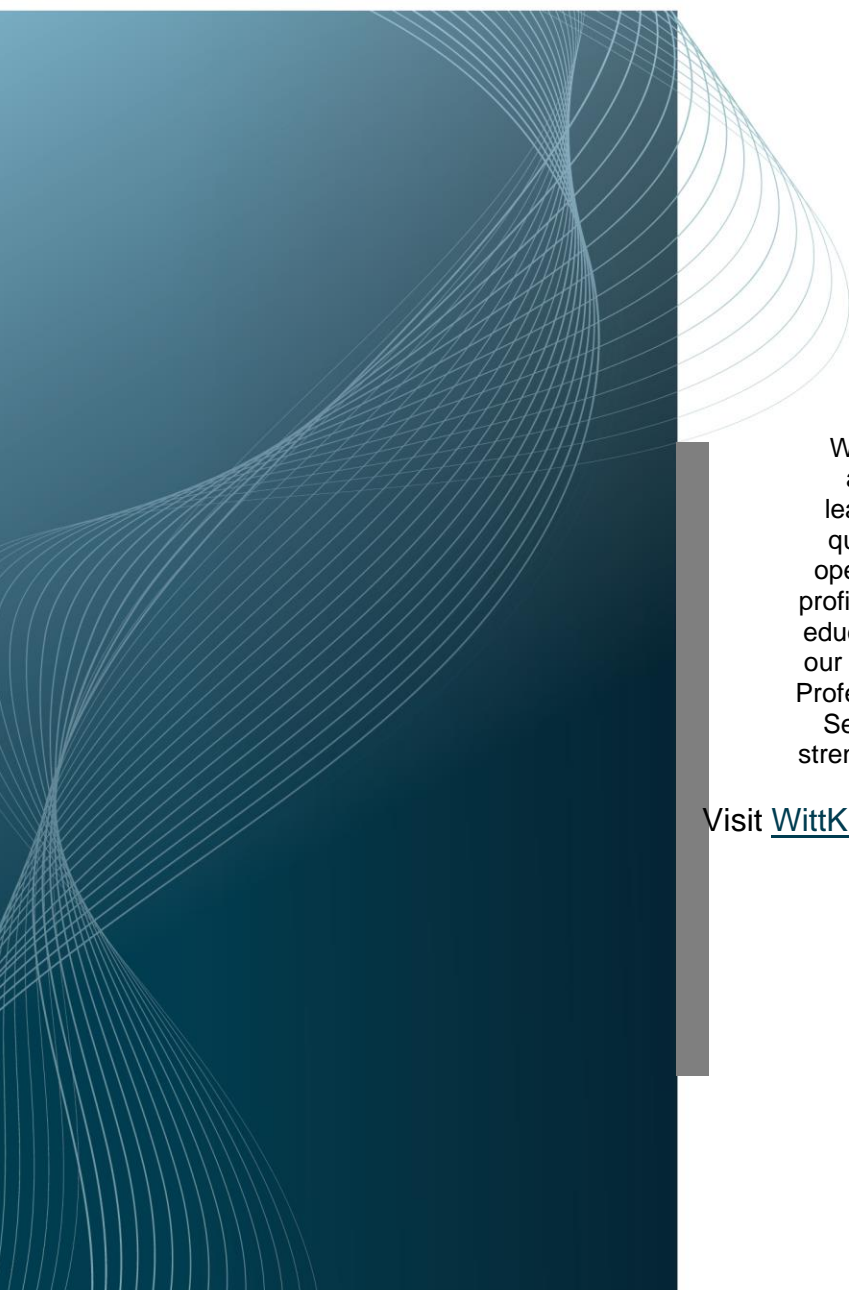
*JMD Care Services d/b/a Homewatch CareGivers of Nassau County values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.*

*Expected Salary Range: \$175,000-\$200,000*

The salary range for this role may vary above or below the posted range. Compensation takes into account several factors including, but not limited to, a candidate's experience, education, skills, licensure and certifications, department equity, training and organizational needs. Base pay is just one piece of the total rewards program offered by JMD Care Services d/b/a Homewatch CareGivers of Nassau County. Eligible roles also qualify for a comprehensive benefits package and an annual bonus incentive.

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