

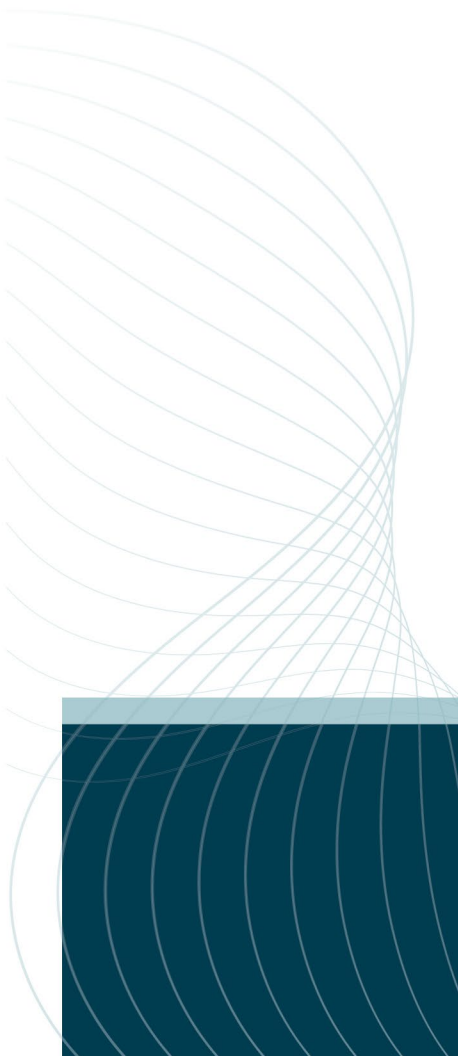
The Osborn

Vice President, Home Care

Leadership Profile

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WittKieffer

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The Opportunity

The Osborn seeks a strategic, growth-oriented, and operationally strong executive to serve as its Vice President, Home Care (Vice President). Reporting to The Osborn's President & Chief Executive Officer, the Vice President will lead a high-end private home care portfolio that serves clients on The Osborn Campus and throughout Westchester County, New York, and Fairfield County, Connecticut. The Vice President is responsible for the overall management, growth, quality, and financial performance of the agency, including oversight of Osborn Home Care's Licensed Home Care Services Agency.

The Osborn is widely recognized for its commitment to exceptional service, innovation, and quality across its continuum of senior care services. Osborn Home Care extends that reputation into the community through highly personalized, concierge-level services tailored to the needs of older adults and their families. This role offers the opportunity to build upon a strong foundation, respected brand, and tenured team while shaping the future growth of a key organizational service line.

The ideal candidate will bring deep private-pay home care expertise, strong business and financial acumen, and a track record of growth and innovation. Success in the role requires deep experience in building and expanding existing referral relationships and market presence. A strong understanding of the New York home care market, including referral patterns, competitive dynamics, regulatory considerations, and key stakeholder relationships, is essential. Identifying opportunities to build census, caregiver engagement, and team professional development are key priorities for the role. The successful leader will understand that exceptional client experiences, engaged caregivers, personalized service, and operational excellence are the foundation for sustainable growth and long-term financial success.

The Vice President will build upon the agency's strong market position by expanding referral networks and professional partnerships throughout Westchester and Fairfield Counties, as well as surrounding markets. The leader will also identify opportunities for service innovation, technology adoption, operational improvement, and strategic growth in alignment with The Osborn's culture, mission, vision, and values.

Working closely with the CEO, CFO, senior leadership team, and Board of Directors, the Vice President will serve as a key leader responsible for advancing strategic priorities and operational performance. Ideal candidates will possess significant leadership experience within high-end private-pay home care. In addition, the new leader will have a strong and visible executive presence and superb relationship-building skills.

Organization Overview

Founded in 1908, The Osborn is a premier not-for-profit senior living organization located on a 56-acre campus in Rye, New York. Recognized as one of the region's leading Life Plan Communities, The Osborn provides a comprehensive continuum of services, including independent living, assisted living, memory care, skilled nursing, rehabilitation, and home care. Guided by its mission to enrich the lives of those it serves through an inspiring and caring community, The Osborn has built a longstanding reputation for excellence, innovation, financial strength, and exceptional resident experiences.

Today, The Osborn serves older adults throughout the greater New York metropolitan area and is known for its commitment to person-centered care, wellness, lifelong learning, and community engagement. The organization combines the resources and stability of a well-established institution with a forward-looking approach to meeting the evolving needs of older adults.

Osborn Home Care

Osborn Home Care offers its exceptional services and a full range of concierge care to people in their own homes throughout Westchester County in New York and Fairfield County, Connecticut.

Osborn Home Care is the private-pay home care division of The Osborn, extending the organization's longstanding reputation for exceptional service and high-quality care into the homes of older adults throughout Westchester County, New York, and Fairfield County, Connecticut, as well as on The Osborn campus. Founded in 1996, the agency provides personalized, concierge-level care designed to help older adults maintain independence, safety, and quality of life while remaining in the setting of their choice. In 2024, Osborn Home Care delivered more than 600,000 hours of care and continues to be recognized for its client-centered approach, highly engaged workforce, and commitment to service excellence.

Services in Westchester County, NY

At Osborn Home Care, Certified Home Health Aides provide trusted, compassionate care that bridges everyday personal support with basic health monitoring. Trained to deliver care with professionalism and kindness, their aides help clients maintain comfort, safety, and independence at home.

Services may include:

- **Personal Care Assistance:** Support with bathing, dressing, grooming, and toileting, delivered with respect and attention to individual preferences.
- **Vital Signs Monitoring:** Tracking blood pressure, pulse, temperature, and other key health indicators, with timely communication to the care team as needed.
- **Medication Reminders:** Helping clients stay on schedule with prescribed medications, promoting consistency and safety.
- **Light Housekeeping:** Maintaining a clean, organized home environment with help on tasks such as laundry, tidying, and basic cleaning.
- **Conversation and Shared Activities:** Enjoying games, hobbies, or simply meaningful conversation.
- **Appointments and Outings:** Escorting clients to appointments, social events, or walks in the community.
- **Safety and Oversight:** Keeping an eye on overall well-being and offering a calming, reassuring presence.

Skilled Care

When medical needs are part of daily life, The Osborn's licensed nurses and therapists provide expert care with a personal touch. Whether recovering from illness or managing chronic health conditions, contracted skilled nursing and therapy services ensure peace of mind.

- **Wound Care:** Careful monitoring and dressing of wounds to encourage healing.

- Medication Administration: Including injections and complex medication management.
- Chronic Condition Management: Oversight and support for conditions such as diabetes, heart disease, and respiratory issues.
- Post-Surgical Care: Professional nursing support during recovery after surgery or hospitalization.

Therapy Services

- Exercise Programs: Customized routines to build strength, improve range of motion, and restore function.
- Pain Management: Using techniques like gentle stretching, heat and cold therapy, and movement-based solutions.
- Mobility and Balance Training: Guidance on safely using walkers or canes and improving balance to reduce fall risk.
- Coordination Exercises: Helping clients regain confidence in movement and reduce the chance of injury.

Alzheimer's and Dementia Care

At Osborn Home Care, caregivers receive specialized training in person-centered dementia care, including certifications through the Alzheimer's Association and the National Council of Certified Dementia Practitioners (CDP). This advanced training prepares them to support individuals living with Alzheimer's and related memory conditions with compassion, patience, and confidence.

Alzheimer's and dementia care services include:

- Memory Care Activities: Engaging clients in meaningful tasks that encourage cognitive stimulation and memory recall.
- Supportive Redirection: Using calm, compassionate techniques to guide clients through moments of confusion or distress and promote a sense of safety and ease.
- Home Environment Awareness: Promoting comfort and familiarity by creating daily routines and surroundings that support orientation and help prevent wandering, while ensuring the home remains easy to navigate.
- Support for Daily Activities: Providing help with bathing, dressing, meals, and other personal care needs in a calm and familiar setting.

Live-In Care

For individuals who need continuous support, live-in care services offer peace of mind and compassionate, around-the-clock care. A dedicated team of caregivers provide consistent one-on-one attention, safety, and stability throughout the day and night.

Live-in care includes:

- 24-Hour Supervision: Ongoing oversight and availability to assist with personal needs, safety, and unexpected situations at any hour.
- Personalized Care Plans: Every client receives a customized plan built around their routines, preferences, and evolving needs.
- Companionship and Connection: Caregivers offer meaningful conversation, shared activities, and emotional support that enrich daily life.
- Comprehensive Daily Support: From personal care and medication reminders to meal preparation, housekeeping, and mobility assistance, caregivers are there to help with it all.

Long-Term Care Insurance

Many of the services provided by Osborn Home Care are covered by long-term care insurance. They assist clients throughout the insurance process by verifying benefits, managing billing and required documentation, and communicating directly with insurance carriers to help ensure clients receive the maximum coverage available under their policies. With experience working across a wide range of insurance providers and plans, the team also helps clients understand their benefits and navigate coverage requirements, minimizing administrative burdens and simplifying the process for clients and their families.

Services in Fairfield County, CT

Companion care services are designed to help clients maintain independence, dignity, and quality of life at home. Caregivers provide respectful assistance with activities of daily living, including bathing, dressing, grooming, toileting, and mobility support, while also fostering companionship through conversation, shared activities, and emotional support. Whether helping with daily routines or serving as a trusted presence, caregivers bring comfort, consistency, and connection to each client interaction.

Many of the services provided by Osborn Home Care are covered by long-term care insurance. The organization assists clients throughout the insurance process by verifying benefits, managing billing and documentation, and communicating directly with insurance carriers to help ensure clients receive the maximum coverage available under their policies. With experience working across a wide range of insurance providers and plans, the team helps clients understand their benefits and navigate coverage requirements, minimizing administrative burdens for clients and their families.

Services may include:

- Bathing and Grooming: Gentle assistance with bathing, showering, and personal hygiene to help clients feel refreshed and confident.
- Dressing: Support with selecting appropriate clothing and assistance with dressing comfortably and safely.
- Toileting and Incontinence Support: Professional, discreet assistance with toileting and continence-related needs.
- Mobility Support: Assistance with walking, transfers, and navigation throughout the home to promote safety and confidence.
- Conversation and Shared Activities: Engagement through games, hobbies, and meaningful conversation.
- Appointments and Outings: Escorting clients to medical appointments, social engagements, and community outings.
- Medication Reminders: Gentle reminders to take medications as prescribed.
- Safety and Oversight: Monitoring overall well-being while providing a reassuring and supportive presence.

Memory Support & Cognitive Care Services

Osborn Home Care companions receive specialized training in person-centered memory support, including certifications through nationally recognized organizations focused on cognitive care. This advanced training prepares caregivers to support individuals living with memory-related conditions with compassion, patience, and confidence.

Services may include:

- Memory Support Activities: Engaging clients in meaningful activities that encourage cognitive stimulation and memory recall.
- Supportive Redirection: Using calm, compassionate techniques to guide clients through moments of confusion or distress while promoting a sense of safety and comfort.

- Home Environment Awareness: Supporting comfort and familiarity through structured routines and surroundings that encourage orientation, reduce the risk of wandering, and promote ease of navigation within the home.
- Support for Daily Activities: Assistance with bathing, dressing, meals, and other personal care needs in a calm and familiar environment.

Live-In Attendant Services

For individuals requiring continuous support, Osborn Home Care's live-in services provide compassionate, around-the-clock assistance. A dedicated team of caregivers delivers consistent one-on-one support, safety, and stability throughout the day and night.

Live-in services may include:

- 24-Hour Supervision: Ongoing oversight and availability to assist with personal needs, safety concerns, and unexpected situations at any hour.
- Personalized Plans: Customized care plans tailored to each client's routines, preferences, and evolving needs.
- Companionship and Connection: Meaningful conversation, shared activities, and emotional support that enhance daily life.
- Comprehensive Daily Support: Assistance with personal care, medication reminders, meal preparation, housekeeping, and mobility needs.

Live-in support provides more than continuous coverage; it offers comfort, continuity, and the reassurance of a trusted caregiver who becomes a familiar and dependable presence in the home.

Position Summary

The Vice President, Home Care, provides strategic and operational leadership for all home care services across New York and Connecticut, including oversight of Osborn Home Care's Licensed Home Care Services Agency. The Vice President is responsible for the overall performance of the home care business, including growth, financial management, operations, workforce leadership, quality outcomes, client satisfaction, regulatory compliance, and Board engagement.

Reporting Relationships

Reporting to the President and CEO, direct reports of the Vice President, Home Care include:

- Operations Manager
- Director of Patient Services
- RN Campus Supervisor
- Director of Business Development
- Care Coordination Manager
- Operations Support Supervisor

Responsibilities

The successful Vice President, Home Care candidate will:

Executive Leadership & Business Development

- Provide overall leadership for The Osborn's New York and Connecticut home care operations.
- Develop and implement business development strategies that increase referrals, client census, and market share.
- Strengthen relationships with referral sources and community partners. Attend and represent The Osborn and Osborn Home Care at various community functions and meetings.
- Identify emerging market opportunities and recommend new programs and service offerings.
- Monitor market trends and represent the organization professionally in the communities that Osborn serves.

Administrative & Operational Leadership

- Implement and develop annual operating plans for both the New York and Connecticut home care operations.
- Monitor financial performance.
- Optimize operational efficiency, utilizing standard performance metrics and KPI's.
- Evaluate EMR/scheduling and operational systems.
- Assess current staffing patterns and identify potential areas of opportunity.
- Partner with HR Leadership to develop recruitment strategies that will provide 24-hour, on-call services.
- Track overtime utilization within home care services to ensure that all personnel are effectively and fully utilized.
- Analyze work processes and offer suggested improvements, as needed.
- Recommend policies, systems, and procedures that will optimize the provision of services.
- Build programs that will foster recruitment, retention, onboarding, training, and staff development for caregivers and staff (in conjunction with The Osborn's Human Resources Leaders).
- Assist with the development of Quality Improvement Programs and attend Quality Improvement Program meetings as required.
- Work closely with The Osborn Home Care and The Osborn Board of Directors and report on the Company's activities.

- Partner with The Osborn's financial leaders to ensure that all billing is accurate and timely.
- Negotiate and manage contracts with outside nursing agencies.

Compliance

- Ensure that both the NY and CT operations are compliant with State, Federal, and applicable third-party requirements, as well as The Osborn's quality standards for resident care.
- Review hours and ensure that all staff are compensated properly. Monitor documentation for all services provided and confirm that proper state documentation is submitted.
- Establish and communicate all compliance standards to caregivers and staff.
- Make sure that all patient admissions meet established admission criteria.

Resident & Client Care

- Benchmark and monitor quality outcomes and client satisfaction through regular contact with residents/clients and their families. Provide regular client satisfaction surveys through a third-party administrator.
- Provide clinical consultation through teaching, supervising, conferencing, and documentation review.
- Coordinate activities with nurses, aides, and outside agencies to ensure that relevant assessments and care needs are being met.
- Exhibit problem-solving and conflict resolution in daily work with residents and clients.

Strategy

- Participate in the development and review of the annual business plans, operating and capital budgets, and all strategic planning activities.
- Foster and develop long-term growth strategies that align with the mission of The Osborn.

Goals and Objectives

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

Strategic Leadership, Growth & Market Expansion

- Build and implement strategies that will drive the continued growth of the private-pay home care business, building on the organization's strong market position.
- Expand existing referral relationships, community partnerships, and professional networks throughout Westchester County, Fairfield County, and surrounding areas.
- Lead service innovation, technology adoption, and operational efficiency efforts, including AI and other emerging tools.
- Maintain a strong external presence through industry associations, conferences, and professional organizations to enhance brand visibility, generate referrals, and stay informed of industry best practices.
- Balance Osborn Home Care's continued growth while maintaining its reputation for providing high-touch, concierge-level service.

Quality, Workforce Excellence & Person-Centered Care

- Maintain and enhance Osborn Home Care's reputation for delivering highly personalized, concierge-level care to clients and their families.
- Continuously monitor client satisfaction, service quality, and caregiver performance to ensure that The Osborn is best in class.
- Match client and caregivers, staff training, and service coordination to maintain exceptional outcomes and satisfaction scores.

Workforce Leadership & Employee Engagement

- Encourage a culture of engagement, communication, accountability, and teamwork where caregivers and staff feel valued, supported, and heard.
- Grow future leaders and promote a servant leadership culture focused on mentorship, professional growth, and organizational excellence.
- Strengthen recruitment, retention, onboarding, training, recognition, and employee development efforts to ensure team members have the tools and support needed to succeed.

Financial & Operational Leadership

- Drive sustainable revenue growth, market expansion, operational performance, and financial stewardship in accordance with excellent quality and service excellence.
- Support budgeting, forecasting, and strategic financial decision-making.
- Utilize financial data to identify trends, improve performance, and inform business decisions.

Candidate Qualifications

Education/Certification

- Master's degree in healthcare administration, business administration, social work, public health, or a related field preferred.

Knowledge and Work Experience

- Proven leadership, supervisory, and management experience, with at least 5 years of progressive experience in home care.
- Comprehensive knowledge of New York and Connecticut Department of Health regulations, accreditation standards, and applicable local requirements.
- Experience managing complex staffing and workforce challenges while maintaining quality, compliance, and service excellence.
- Strong financial, operational, and analytical expertise, with the ability to drive organizational performance and achieve strategic objectives.
- Exceptional customer service orientation with the ability to effectively serve older adults, families, referral partners, and other stakeholders with professionalism, empathy, and responsiveness.
- Skilled at building high-performing teams, developing talent, and fostering a mission-driven culture of excellence.
- Demonstrated track record of growing home care operations through business development, referral partnerships, census growth, market expansion, and strong financial performance.

Leadership Skills and Competencies

- Exhibits high energy, integrity, sound judgment, and strong interpersonal skills, with the ability to inspire, motivate, and engage others.
- Operates as a collaborative team player with a hands-on leadership style and a willingness to work across functions to achieve organizational goals and mission objectives.
- Builds effective relationships and communicates successfully with staff, caregivers, residents, clients, and families.
- Excellent written, verbal, and presentation skills.
- Maintains the highest levels of professionalism, personal integrity, and confidentiality.
- Strong analytical and problem-solving skills, including the ability to:
 - Make timely, informed decisions.
 - Assess operational challenges, evaluate their impact, prioritize issues, and deploy appropriate resources and corrective actions to achieve effective solutions.
 - Identify trends, interpret performance data, anticipate changes, and implement proactive strategies to improve outcomes.

The Community



Rye, New York

Situated along the Long Island Sound in Westchester County, Rye is one of the region's most desirable coastal communities and part of the greater New York metropolitan area. Located approximately 25 miles northeast of Manhattan, Rye offers convenient access to New York City while maintaining the charm, safety, and quality of life of a close-knit suburban community. With a population of approximately 16,500 residents, Rye is known for its highly regarded schools, beautiful waterfront, historic character, and vibrant civic engagement.

Quality of Life: Rye offers an exceptional quality of life, combining scenic shoreline views, walkable neighborhoods, abundant recreational opportunities, and a strong sense of community. Residents enjoy access to beaches, parks, country clubs, nature preserves, and the historic Playland amusement park, one of the nation's oldest operating amusement parks.

Access and Connectivity: Rye provides easy access to the economic, cultural, and professional opportunities of New York City while benefiting from the amenities and resources of Westchester County. The community is well connected through major highways, Metro-North commuter rail service, and nearby regional and international airports.

Healthcare and Professional Community: Located within one of the nation's most robust healthcare and business corridors, Rye offers proximity to leading health systems, academic institutions, and professional service organizations throughout Westchester County, Connecticut, and the greater New York metropolitan area.

Further information on Rye may be found at:

www.ryeny.gov and www.visitwestchesterny.com

Procedure for Candidacy

Please direct all nominations and applications to Lisa DeSimone Arthur and Stephanie Ikediobi, preferably via e-mail, at sikediobi@wittkiewer.com or through the WittKiewer Candidate Portal by [clicking here](#). Candidates can also find this portal via the WittKiewer website at www.wittkiewer.com by selecting the "Become a Candidate" button.

Expected Salary Range: \$200,000 – \$250,000, plus eligibility for an annual bonus.

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.

The Osborn 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.

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from The Osborn documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

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