

MARY KATE ROLF

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Mary Kate Rolf has established a reputation as a visionary leader in the design and management of innovative care and services for the aging population. Her transformational career experience encompasses 20+ years of achievements in the expansion, consolidation, integration, and diversification of home and community-based health services.

Currently, Kate serves as the President and CEO of Nascentia Health, Inc. a leading aging services health care system. She was recruited by Nascentia to transform an underperforming home and palliative care services organization and develop a successful growth strategy. Since that time, she has redefined the 125-year old organization as a leader in upstate New York's aging services, Nascentia currently has contracts with over 1200 provider organizations across all 48 counties in the areas served. Kate accomplished this by leading a visionary rebranding campaign, restructuring 9 entities under a 501c3 parent organization, creating an interdependent post-acute, long-term care health system, and integrating with another competing home-care organization.

Prior to joining Nascentia, Kate served in roles of increasing leadership and scope during her 10-year tenure with Faxton St. Luke's Healthcare. In her last role as Executive Director of Home and Community Services, she oversaw the Home and Palliative Care Agency, the Managed Long-Term Care Plan, and the Durable Medical Equipment and Home Infusion Company. As the Executive Director, she spearheaded the consolidation of the home and community-based post-acute agencies to operate as a service line, which improved care while simultaneously delivering a substantial operational savings. While at Faxton, she also served as the Executive Director of the Visiting Nurses Association of Utica and Oneida County and as the Chief Operating Officer for the Senior Health Network where she transitioned the organization from a demonstration program through the Department of Health to a permanent certified entity.

As a subject matter expert in the forefront of the aging care and services industry, Kate lends her expertise to several healthcare boards and consortiums. She was placed on the National Advisory Committee on Rural Health & Human Services by the Secretary of Health & Human Services. She serves on the (National) Leading Age's Board of Directors. Her other notable board roles include Chair, Visiting Nurse Association of America Board of Directors; as well as board membership roles with the Centerstate CEO Board of Directors; and the American College of Healthcare Executives CEO Circle.

In addition, Kate offers an impressive educational background: MS in Health Services Administration combined with a Master of Business Administration in Technology Management. This education provides her with a unique ability to build top-performing organizations whose mission and goals align with evolving trends, priorities, and guidelines across the full continuum of care services. Kate is also a Fellow of the American College of Healthcare Executives.

Her passion and drive to improve the home care, palliative care and long-term care systems, especially those that are community based, stem from her personal life experiences. At a young age, Kate observed the comfort her family and parents experienced receiving care within their own home prior to their passing. She believes the center of care should be in the home and community, and she has made it her career mission to make this happen. Her ability to visualize unique solutions, reshape organizations to meet the needs of the community, and to be successful in this rapidly evolving environment makes her a truly exceptional healthcare industry leader.