

# Breakfast *for* **Champions**

**Growth anchored in Caregiver  
Welfare & Experience**

**Monday, May 22, 2023**



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**One Brooklyn Health** – Brookdale University  
Hospital Medical Center Auditorium  
555 Rockaway Pkwy, Brooklyn, NY 11212

# Breakfast for Champions

## *Growth anchored in Caregiver Welfare & Experience*

Daily in NYC, through sun, sleet, snow, and COVID-19, thousands of overlooked and low-paid home care workers with big hearts, passion, and their need to care, board the trains and buses heading into the homes of the most vulnerable and underserved New Yorkers, helping to keep New York City bustling.

***How can we continue to ignore or undervalue their contributions?***

### Agenda

Registration & Breakfast	7:30 – 8:15 am
Welcome	8:00 – 8:15 am
Current Trends in the Staffing Landscape - Kevin Howell, MBA	8:15 – 8:30 am

### Panel Sessions

**Optimizing the Home Care Worker Journey** 8:30 – 9:30 am

**Panelists: Ms. Michelle Pedrosa, Ms. Marina McClure, and Ms. Ramondy Thermidor**

***Agencies that pay attention to the home care worker's well-being are the strong agencies of the future.*** The panelist will unpack the best practices and the importance of engaging caregivers during the recruitment and onboarding process, ensuring that caregivers are supported with the right balance of training and coaching, facilitating compliance activities, and recognizing caregivers for their important service, resulting in better patient outcomes.

**Leveraging Technology to Improve Worker Experience** 9:30 am – 10:30 am

**Panelists: Mr. Tsvi Vilinsky, Dr. Neil Lowe, Ph.D., and Ms. Kerry Townsend-Wright**

***COVID-19 pushed the world into the knowledge age, and more knowledge increases people's expectations for themselves and their well-being.*** The panelists will highlight opportunities for organizations to leverage technology's power to improve their interaction with home care workers, extending this from a pure compliance mindset to an experience enhancement mindset. Studies have shown that engaged and supported employees do more for clients.

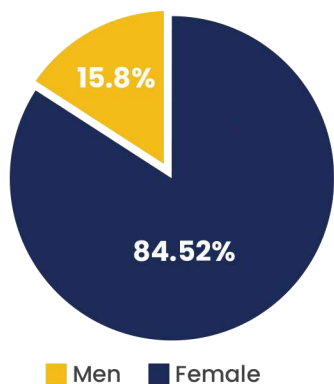
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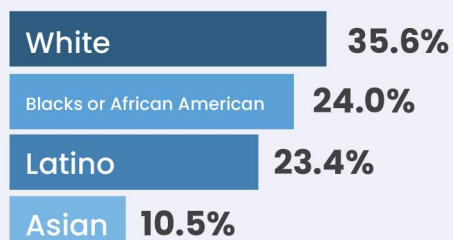
## WHO ARE THESE HOME CARE WORKERS?

Based on data from the Bureau of Labor Statistics in *May 2021*, **there are about 3.37 million** home care workers in the US, and about **480,000 (14.2%)** are residents of New York.

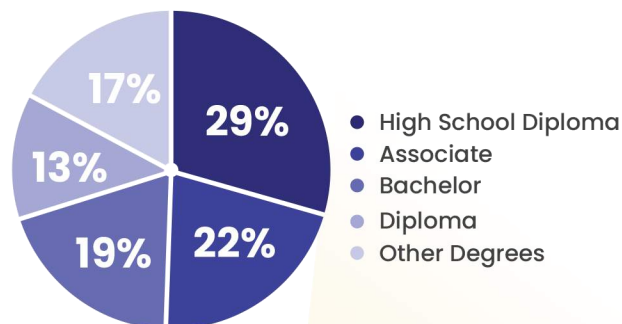
### Workers Gender Distribution



### Workers Race Distribution

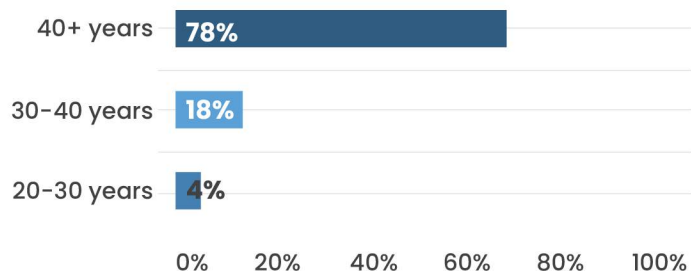


### Workers Education Distribution



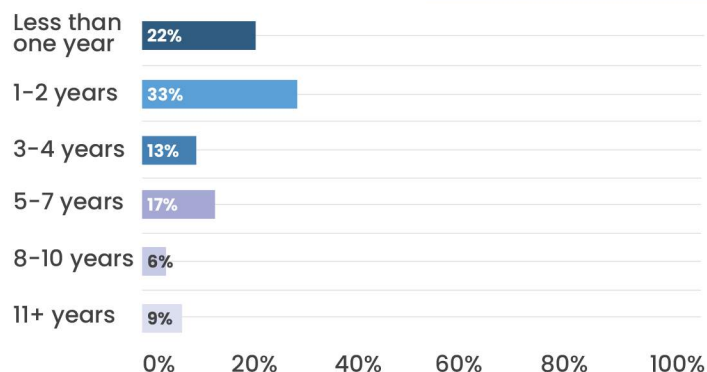
### Workers Age Distribution

The average age of home health cares is 40+ years old



### Workers Years Stay In A Job Distribution

The average number of years that home health care stay in a job



**Join the CareStar Movement, Celebrate our home care workers**



# Speaker Biographies



**Kevin Howell, MBA**

Chief Executive Officer, Anchor Group

MODERATOR

CEO of the Anchor Group with over 25+ years of experience in strategy, business development, and international business. He has an MBA from the Simon School–University of Rochester and is the author of “All You Can Eat – Financial Knowhow to Build Fit Business.”



**Ramondy Thermidor, MBA**

SPEAKER

A healthcare leader with over 20 years of experience is now the Senior Corporate Director for the Workforce Health and Safety Division for New York Presbyterian. She has a BA in Psychology from Brooklyn College and her MBA from Metropolitan College of New York.



**Tsvi Vilinsky**

SPEAKER

The EVP of Sales & Business Development at Bolt Healthcare with about a decade of experience in the healthcare technology industry. He is a graduate of Brooklyn College.



**Marina McClure**

SPEAKER

A 20+ year veteran in the medical field. She is the VP of Business Development and Provider Relations at NY Best Medical Care. She is known to have the ability to bring all the many pieces together for a smooth and successful organization.



**Michelle C. Pedrosa**

SPEAKER

The Associate HR Director & Workforce Planning with CABS Health Network. A bilingual HR professional with 15 years of strategic global human resource planning & management skills through her tenure with Pearson English, a division of Pearson Education.



**Dr. Neil Lowe Ph.D. LL.D**

SPEAKER

Managing Director and Chief Industry Advisor at GCH Global Advisors. He holds a Ph.D. from Brown University and worked for over 12 years and was the head of the Tech & Applications Group for the financial services industry in New York City.



**Kerry Townsend-Wright**

SPEAKER

A 25 year homecare professional with an MSW from Adelphi University, & now the HR Personnel and Compliance Manager at JASACare. Through a partnership with SUNY Albany and Stanford University, she was trained in Chronic Disease, Diabetes, Pain, & Positive thinking for HIV Clients' Self-Management.

## ABOUT THE ANCHOR GROUP

Anchor Group NA Corp (“Anchor Group”) is a premier emerging Fortune 1000 health services technology provider and advisory firm dedicated to solidifying the intersections of building unmatched talent, providing cutting-edge technology, and implementing structured and proven delivery platforms for mid-to-large health services companies facing off against the client and communities.



### UPCOMING EVENTS

- CareStar Awards Nomination
- Post-Acute Care Mixer
- CareStar Awards Gala
- End-of-Summer Health leaders Boat Ride

**May 31, 2023**

**June 28, 2023**

**August 3, 2023**

**September 27, 2023**

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