

Leadership Profile

Chief Executive Officer

Kutz Senior Living Campus Wilmington, DE



July 2018

The Opportunity

This is an opportunity for an experienced Senior Care executive to provide strategic leadership as the CEO of a successful, financially strong, well-reputed nursing home/assisted living facility located in Wilmington, DE. The Kutz Senior Living Campus is fully independent and therefore requires a CEO who can thrive as an autonomous yet collaborative leader, without the resources or oversight of a large corporation. It is a profitable organization with an excellent reputation, and it operates at or very near capacity.

The Kutz Senior Living Campus features two facilities, Kutz Rehabilitation & Nursing and Lodge Lane Assisted Living, that operate under the Executive leadership of the CEO. The Kutz Senior Living Campus features a very warm and homey atmosphere, solid survey results, capable management team, strong support from the Jewish Federation of Delaware, and clear growth opportunity. The new CEO will succeed a CEO who will be retiring after 24 years. The CEO is expected to work closely with the Board to define future strategic direction for the organization in a time of rapid change and competitive pressures.

The Organization

The Kutz Senior Living Campus was founded in 1902 as the Ladies *Bichor Cholem* Society. Merging in 1920 with the Ladies *Moshev Zekenim*, the combined organization purchased and occupied a former hospital. In 1942 they moved to larger quarters on Washington St., and in 1960 the new 40-bed Milton and Hattie Kutz Home opened in its current location on River Road. In 1997 and again in 2003 major renovation and expansion projects were undertaken, and in 2013 the Lodge Lane Assisted Living facility opened adjoining The Kutz Home. See www.KutzHome.org.

Today, the \$13 million Kutz Senior Living Campus perpetuates the mission of its founders with top-notch clinical and social services delivered in the Jewish tradition. Kutz Senior Living Campus features Kutz Rehabilitation & Nursing, a 91-bed skilled nursing facility, and Lodge Lane Assisted Living, a 51-unit assisted living facility. Both are operating at nearly full census. The staff is highly professional and dedicated to the residents, assuring that they receive the highest quality care possible. The Auxiliary of the Campus is very active raising funds for special needs and projects, and the Board of Directors is committed to the Campus' Mission and highly supportive of the staff.

The Position

The next CEO of Kutz Senior Living Campus must guide the Board through a strategic planning process to define organizational direction for the next several years, and effectively implement the plans arising from this process. He or she must be a highly visible face of the organization before the community at large, and provide true leadership in bringing the organization closer to its full potential. Specific responsibilities include:

Operations:

- Direct the day-to-day functions of the facilities in accordance with current federal and state standards, guidelines, and regulations that govern long term care facilities to assure that the highest degree of quality care can be provided to residents at all times.
- Hire, monitor, supervise and evaluate all Department Heads, Human Resources/Administrative Assistant, Medical Director and Lodge Lane Administrative staff, and provide oversight to all departments regarding departmental function, personnel, and services to residents, holding staff accountable for their actions

- Plan, develop, implement, evaluate, direct and assume administrative authority for facility programs and activities
- Develop, maintain, review, and revise written policies and procedures that govern the operation of the facilities
- Oversee Quality Improvement program
- Assure that all facility personnel, residents, visitors, etc. follow established safety regulations
- Ensure compliance with state and federal regulations, complete the federal and state survey plan of correction
- Authorize the purchase of major equipment/supplies
- Attend local and national conferences, stay informed of current regulations, trends, policies and practices and disseminate relevant information to staff
- Serve as contact person for local, state and federal authorities
- Meet with residents, families and staff whenever needed
- Ensure that resident rights and safety are maintained at all times
- Ensure the confidentiality of all resident care, employee, and Board information and the adherence to HIPAA regulations
- Make routine inspections of the facilities reviewing expectations with staff
- Refer to appropriate legal counsel and insurance companies when necessary

Financial

- Meet with CFO and Department Heads to prepare the Operating Budgets
- Review and interpret monthly financial statements and discuss concerns with CFO and Department Heads
- Prepare a Capital Budget with CFO, Maintenance Director, Building and Grounds and Finance Committee
- Meet with full Board or appropriate committee and present the Audit, monthly financial statements, operating and capital budgets
- Negotiate contracts with vendors and consultants
- Review payroll reports
- Review and sign accounts payable checks

Governmental

- Have full knowledge of state and federal regulations regarding Compliance, Medicare, Medicaid and OSHA
- Keep current with new regulations, survey guidance and interpretations and disseminate relevant information to staff
- Represent the facility to governmental agencies such as the Division of Long Term Care Residents Protection, Attorney General's office, Department of Labor, and Law Enforcement

Board of Directors

- Serve as liaison to the Board of Directors
- Make written and oral reports /recommendations to the Board on operations, finance, and any other relevant issues

- Coordinate and attend all meetings, prepare and present reports, disseminate minutes and implement recommendations as necessary
- Serve on all Board committees, and coordinate committee meetings and activities
- Follow up on tasks assigned by the Board of Directors or any committee

Development/Fund Raising

- Prepare and present the Allocation request to the Jewish Federation of Delaware
- Determine alternate sources of funding and pursue with Board approval
- Serve as liaison to the Auxiliary- provide support for all functions, present the Auxiliary with the current needs of the facility and request Auxiliary funding
- Serve as facility coordinator for the Create a Jewish Legacy program

Community and Public Relations

- Participate in community religious and secular events promoting the Kutz Senior Living Campus, such as synagogue, Jewish agency and Jewish Federation events
- Public speaking upon request
- Ensure a positive image of the facility by way of articles in the Jewish Voice, the Auxiliary newsletter and the Annual report

Special Projects Management

- Responsible for the oversight and coordination of special projects such as construction, renovation, etc.

The Candidate

The next CEO of The Kutz Senior Living Campus must have broad experience and a compassionate understanding of the needs of Seniors. He or she must have the capability for resourceful and creative leadership of an independent organization, where there is no corporate parent to rely on for policies, procedures, or resources. The right candidate will possess:

- Graduate education, including a current Nursing Home Administrator's license
- Several years' credible leadership experience, ideally in senior care
- Clear commitment to supporting quality of care and elders' quality of life
- Strong people skills with a warm and engaging, outgoing personality that develops personal relationships naturally
- Experience in/familiarity with strategic planning, proactive financial management, fund raising, grant writing, board development, and community engagement
- Experience managing staff in a way that demands and provides accountability
- Understanding and support of Jewish values, lifestyle, culture, and customs
- Personal characteristics such as adaptability, resourcefulness, initiative, accessibility, visibility, diplomacy, and open-mindedness
- Great respect for residents and their families

Overall, the next CEO will be relied upon to elevate the brand of Kutz Senior Living Campus before the community at large.

Critical Success Factors

Success of the CEO after one year will be determined by:

- Development of a clear and consensual strategic plan
- Plans/actions to optimize on the recent rebranding of Kutz Senior Living Campus
- Maintenance of high census, strong financial performance, and high marks on surveys
- Elevation of the Kutz Senior Living Campus profile in the community, including board development and recruitment
- Integration of Kutz's Jewish heritage with the largely non-Jewish workforce and clientele

The Community

The Wilmington, DE community offers a wide range of cultural, educational, professional, dining, and recreational attractions. It features low cost of living, no sales tax, attractive neighborhoods, and easy access to Philadelphia, Baltimore, New York City, Washington DC, and the New Jersey and Delaware beaches.

For More Information

We welcome recommendations, nominations, and confidential inquiries. Interested parties should send a resume and cover letter to KutzCEO2247@ZurickDavis.com. For additional information, please contact **Janet Clifford** (janet.clifford@ZurickDavis.com) or **Jeffrey Zegas** (jeff.zegas@ZurickDavis.com) at 781.938.1975. All contact with **ZurickDavis** will remain confidential.

*Kutz Senior Living Campus promotes meaningful interactions and activities in a safe, warm, and resident-centered environment that welcomes all faiths and cultures, while celebrating Jewish traditions and values.
Kutz Senior Living Campus is an Equal Opportunity Employer*