ROSE MADDEN-BAER, DNP, RN, MHSA, CPHQ, CHCE

Rose Madden-Baer is the Vice president of Clinical Operations Strategy and Development for Visiting Nurse Service of New York (VNSNY). Rose has practiced as both a nurse and nursing leader in a variety of home health and “community-based” settings for more than 30 years. Rose is board certified as a public health/community health clinical specialist. Rose received her Doctorate of Nursing Practice and holds certifications as a Professional in Healthcare Quality, as a Home care and Hospice Executive, as a certified OASIS specialist and as a Population Health Care Coordinator through a post-graduate program at Duke University. Rose’s responsibilities includes creation of clinical operations improvement strategies and development of new evidence based programs including the development, implementation and evaluation of a Behavioral health evidence based program at VNSNY as part of her doctoral work.

Innovative contributions and accomplishments in management and program area that have significantly improved the nominee’s agency and its ability to serve the community:

- A visionary leader in health care, Dr. Rose Madden-Baer, Vice President, Clinical Operations Strategy and Development at the Visiting Nurse Service of New York, has developed and disseminated evidence based models of care that have informed community based service delivery at our organization and at the national level. As VNSNY’s clinical nursing leader charged with developing new models of care, Rose has initiated systems of care that translate patient characteristics into clinical program development, federal and state funding modification, and cross continuum partnerships.
- In groundbreaking work that was also part of her doctoral research in nursing practice conferred by Duke University School of Nursing in 2012, Rose utilized predictive analytics to develop VNSNY's Behavioral Health (BH) program directed at the needs of home bound Medicare beneficiaries. Employing an epidemiological analysis to VNSNY's Medicare census, Rose succeeded in isolating characteristics and symptoms that are predictive of undiagnosed mental health problems. Further, she studied untapped opportunities within the Medicare home health benefit to open up a funding stream for interventions.
- Rose worked with other VNSNY leaders to mobilize teams of nurses and other clinicians and home health aides in community surveillance and the provision of public and BH services to residents in the aftermath of super-storm Sandy. This team was recognized by ringing the closing bell of the New York Stock Exchange in December 2013, and its nurses were honored as a 2013 ADVANCE for Nurses Best Nursing Team in the Northeast. Additionally, in an application spearheaded by Rose, the American Red Cross awarded VNSNY an 18-month grant for $1 million to continue health, wellness and BH services to victims of this natural disaster.
- Rose has also contributed much to VNAA as an organization, by speaking at conferences and via webinars about her innovative approach to population health management in nursing and by applying for grants with both VNAA and New York University. Her BH program has been recognized by VNAA as an "Innovative Home Health Best Practice" and is published on the VNAA website as an exemplar of home health care best practices.
- Rose has worked closely with VNAA’s Vice President of Quality and Innovation and has served on several VNAA councils, including its Quality Task Force and Best Practices Workgroup. In addition, making reference to evidence based screening and interventions prescribed in her BH program, Rose contributed a chapter on depression screening to VNAA’s Policies and Procedures Manual.
- Rose’s research has gained nationwide acceptance through her work to disseminate it through participation in national coalitions, podium presentations, and publication in mainstream media (including The Huffington Post) and academic journals and textbooks, including the Journal of Nursing Care Quality (January, 2013) and as an exemplar in the textbook The Doctor of Nursing Practice Scholarly Project: A Framework for Success (2013).
- The Behavioral Health (BH) model that Dr. Rose Madden-Baer developed at VNSNY has served approximately 5,300 home-bound patients since its inception in September 2010. Patient outcomes have demonstrated statistically and clinically significant reductions in depression and...
other psychiatric symptoms. Patient outcomes such as demonstrated “behaviors” and activities of daily living (ADLs) have improved at a statistically significant level when evaluated in both 2011 and 2012. In addition, hospital recidivism and emergent care encounter outcomes demonstrated considerably lower rates compared to existing national benchmarks.

- Rose has consulted for several home health agencies throughout 2012 and 2013 for assistance and guidance in program replication in six states. Three agencies have already adopted the model. As requested, Rose has presented at national and regional conferences for the National Association for Home Care, VNAA, the Home Care Associations of New York and New Hampshire, as well as at a “Northeast Summit” for state home care associations. She also presented at the 2013 International Home Care Nursing Conference.

- Rose’s innovative accomplishments have brought public recognition to VNSNY and to the vital importance of home health care on a national level. Most recently, she has been formally appointed as a “consultant associate” faculty professor at Duke University School of Nursing – and is being awarded their Distinguished Alumna Award in April 2014. Last year the Nurse.com (formerly Spectrum) Excellence Awards program honored Rose as a finalist in their Advancing & Leading the Profession category throughout the NY/NJ region. In 2012, Rose was a finalist in the Innovation category of the New York Times Tribute to Nurses, and under her leadership, VNSNY’s BH program won top honors as ADVANCE for Nurses Best Nursing Team across their eight-state Northeast region -- and among the 10 best nursing teams nationally;

- Rose received the 2014 VNAA Innovative Leader of the Year Award.

- Rose continues to build new care models for VNSNY. She has implemented several population health models (including 2 bundle payment models of care) utilizing population care coordinators trained by Duke University School of Nursing.