

## **Director of Home Services**

### **General Statement of Duties:**

An exempt executive leadership position responsible for planning, directing, and supervising Home Health, Hospice, and Home and Community-Based Services (HCBS) programs. This role provides strategic, operational, and financial leadership with a strong emphasis on business development, community relations, customer service excellence, and serving as a change agent to improve performance, ensure sustainability, and drive program profitability while maintaining high-quality, compliant patient care.

### **Supervision Received:**

Reports to the Chief Operating Officer.

### **Supervision Exercised:**

Directly and indirectly supervises and manages Home Health, Hospice, and HCBS leadership, clinical, and support staff.

## **Essential Functions**

### **1. Program Leadership, Quality, and Compliance**

- Has overall responsibility for the quality, safety, and effectiveness of Home Health, Hospice, and HCBS patient care provided by the agency.
- Ensures integration of all applicable Conditions of Participation, state and federal regulations, and accreditation standards into daily operations.
- Participates in and contributes to the Performance Improvement and Quality Assurance Committee, including policy development, quality metric review, and corrective action planning.
- Acts as a liaison between Home Services programs, Agency Leadership, and the Board of Directors, providing regular reports on quality, outcomes, growth, and financial performance.
- Continuously evaluates programs for effectiveness, compliance, and alignment with agency mission, strategic plan, and community needs.

### **2. Business Development and Community Relations**

- Leads business development initiatives to grow census, expand market share, and diversify referral sources across Home Health, Hospice, and HCBS.

- Establishes and maintains strong relationships with hospitals, clinics, physicians, skilled nursing facilities, community organizations, payers, and other referral partners.
- Conducts regular outreach activities, in-person meetings, and market assessments to identify growth opportunities and unmet community needs.
- Recommends and develops new programs, service lines, or service enhancements based on market demand, financial feasibility, and strategic priorities.
- Represents the organization professionally in the community to strengthen brand awareness, trust, and referral confidence.

### **3. Operational Excellence and Customer Service**

- Oversees day-to-day operations of Home Health, Hospice, and HCBS programs to ensure efficient, patient-centered, and financially sound service delivery.
- Promotes a culture of exceptional customer service focused on patient, family, referral source, and staff satisfaction.
- Implements systems and workflows that improve access, responsiveness, care coordination, and overall patient and family experience.
- Ensures the clinical manager or designee is available during all operating hours and that staffing levels support service demand and quality expectations.
- Ensures timely onboarding, competency validation, annual education, and ongoing professional development for all staff.

### **4. Financial Management and Profitability**

- Develops, recommends, and manages departmental budgets with accountability for revenue growth, expense control, and overall financial performance.
- Monitors key financial indicators including census, case mix, productivity, margins, billing, and collections.
- Reviews and approves revenues and expenditures, identifying trends, variances, and opportunities for improvement.
- Works collaboratively with finance and billing teams to ensure accurate billing, timely collections, and optimization of reimbursement.

- Evaluates program viability and implements corrective actions, restructuring, or service redesign as necessary to improve financial outcomes.

## **5. Change Leadership**

- Serves as a change agent to lead turnaround efforts for underperforming programs, driving improvements in efficiency, quality, staff engagement, and profitability.
- Assesses organizational, operational, and cultural barriers to success and implements data-driven improvement strategies.
- Leads teams through change by setting clear expectations, fostering accountability, and communicating vision and progress.
- Encourages innovation, continuous improvement, and adaptability to respond to regulatory, market, and reimbursement changes.

*This description of responsibilities is intended to provide only basic guidelines for meeting each responsibility. Additional responsibilities may be added, as appropriate.*

### **Education:**

Bachelor's degree in a health-related area, business administration, or related field required. Master's degree in a health-related area, business administration, or related field preferred, not required. Licensed RN in the State of Colorado highly preferred (RN required to be on-call rotation).

### **Experience:**

Two years' experience in health care administration required, five preferred. Experience in a home care setting preferred. Two years of experience in project and personnel management required, five years preferred.

### **Key Accountabilities:**

- Lead a culture of representative to Agency mission, values and belief statement. Provide input to executive and leadership team decisions. Participate in management team development, and cross functional teams and efforts.
- Coach and develop direct reports to deliver on their Key Accountabilities, using

north stars to prioritize work. Assure each team member has clarity of their role in accomplishing north star goals. Disseminate and support agency communications. Lead departmental communications.

- Assure resources of the team managed are used for intended purpose and in compliance with federal/state regulations. Participate in tracking and communicating team outcomes.
- Mentor and support team staff. Create department wide systems that build accountability and alignment and that allow staff to contribute, add value, engage, and find fulfillment in work.
- Provide insight and evaluation of department programs, opportunities and challenges. Participate in and create opportunities for business development. Execute north stars and support teams in executing programmatic plans.

### **Requirements:**

1. If car is used, must provide proof of adequate insurance coverage totaling at least \$300,000 and valid Colorado driver's license.
2. Current immunization history, after job offer and before starting job.
3. TB Test upon hire or proof of TB test in previous twelve months.
4. If not already done, must complete the basic administrator training within 30 days of hire and maintain annual education requirements.

### **Skills:**

1. Supervisory skills.
2. General office skills.
3. Budget preparation and reporting.
4. Public speaking and public relations

### **Knowledge:**

1. Knowledge of home health, hospice, and HCBS programs and associated rules and regulations.
2. Thorough understanding of health care environment.
3. Knowledgeable and skilled in community education, public relations, management of staff, and communication.

### **Abilities:**

1. Must be able to coordinate home health team to meet communities' needs.
2. Ability to develop and implement long range plans, business and marketing plans; and facilitates day to day operations.
3. Provides a positive approach to discerning opportunities for improvement or change, taking advantage of the situations, and functioning as a change agent.
4. Must be able to embrace the Agency's mission, vision, and values, strategic plan, and direct programs in alignment with these.

**Equipment:**

1. Daily use of telephone, copier, and other office equipment.

**Working Conditions:**

1. Position is in a well-lighted, accessible office environment, and involves sitting approximately 90% of the day, walking or standing the remainder.
2. This position has been classified as Patient-Facing, a position in which the incumbent could reasonably be expected to routinely interact with patients and/or patient family members. Employees in Patient-Facing positions are exposed to healthcare conditions that may require additional training, immunizations, and use of Personal Protective Equipment (PPE).

*This description is intended to describe the essential job functions and the essential requirements for the performance of this job. It is not an exhaustive list of all duties, responsibilities and requirements of a person so classified. Other functions may be assigned and management retains the right to add or change the duties at any time.*

I, \_\_\_\_\_ acknowledge that on this date,

(Print Name)

I have received the following job description for my present position.

Signature of Employee: \_\_\_\_\_

Date: \_\_\_\_\_