

# Roger A. Herr, PT, MPA

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## PHYSICAL THERAPIST AND SENIOR HEALTH CARE EXECUTIVE

- ✧ Seasoned health service delivery leader with C-suite experience, offering deep and diversified skill in the clinical, administrative, and policy aspects of the field.
- ✧ Passionate about the development of innovative and new programs both in the profit and not-for-profit space.
- ✧ Acknowledged industry expert in Physical Therapy and collaborator across settings.
- ✧ Demonstrated ability to influence and lead others to exceptional results.

Areas of expertise include:

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|---------------------------------------|-------------------------------------|
| • Health Care Administration          | • People and Team Management        |
| • Health Care Governance & Regulation | • Performance Improvement           |
| • Health Care Policy analysis         | • Strategic Relationship Management |
| • Quality Management                  | • Business Development              |
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## EXPERIENCE

### VNS HEALTH NEW YORK, NY

AUGUST 2018 - PRESENT

*VICE PRESIDENT, CERTIFIED HOME HEALTH AGENCY*

Responsible for Home Health operations in New York City and Long Island with \$90M annual budget.

- Responsible for branches of Certified Home Health Agency Average Daily Census of 3500 patients.
- Implemented Electronic Visit Verification, Consumer Experience and COVID Vaccine Clinic and 2020 Medicare payment model with focus on critical thinking and clinical guidance.
- Redesigned operations and lead initiatives including 4 Disciplines of Execution and Objective Key Results (OKRs).

### INDEPENDENCE CARE SYSTEM NEW YORK, NY

MARCH 2014 – AUGUST 2018

*VICE PRESIDENT, QUALITY MANAGEMENT*

Responsible for overseeing quality reporting, performance improvement and resource operations in a Medicaid Long Term Care (MLTC) and Medicare Medicaid Plan (MMP), specializing in care management of physically disabled and geriatric persons. Plan improved from a 2 to a 4-star rating in three years by integrating performance improvement, quality dashboards and connecting them to public quality measures. Aligned reporting work and educated internal partners to around better understanding the connection of their work to the larger, external picture.

### SUTTER CARE AT HOME EMERYVILLE, CA

MARCH 2012 - JANUARY 2014

*CHIEF HOME HEALTH EXECUTIVE*

Responsible for operations of ten home health agencies in Northern California, 3,500 ADC with \$70M budget. Management responsibilities also included Utilization Management Team, Therapy specialty programs.

### OASIS ANSWERS, INC., SEATTLE, WA

August 2004 – January 2014

*CONSULTANT*

Led projects in home health and rehabilitation services including clinical system content, education and clinical administration for direct service providers and business-to-business providers in home health.

### OUTCOME CONCEPT SYSTEMS (OCS, INC.) SEATTLE, WA

MAY 2008 - FEBRUARY 2012

**A DIVISION OF NATIONAL RESEARCH CORPORATION (NRC) LINCOLN, NE**

*DIRECTOR PRODUCT MANAGEMENT (2009-2012)*

*SENIOR PRODUCT MANAGER (2008-2009)*

Key responsibilities involved collaboration, analysis and presentations with national providers, associations, regulatory, and other key influencers. Established, revised, and integrated post-acute care health service analytics and benchmarking products.

### GENTIVA HEALTH SERVICES, PUGET SOUND, WA

JANUARY 2006 – MAY 2008

*REHABILITATION DIRECTOR*

Established and directed specialty programs across the five Puget Sound Home Care branches of Gentiva. Responsible for hiring and managing specialty director role, program development, integrity, performance, and account management in compliance with company metrics and branch specific budgets. Specialty programs included Orthopedics, Safe Strides, and development of new specialties.

**VISITING NURSE SERVICES OF NEW YORK HOME CARE, NEW YORK, NY** June 1989 – March 2004

REGIONAL DIRECTOR, BUSINESS DEVELOPMENT (2003-2004)  
 REHABILITATION MANAGER, STRATEGIC INITIATIVES (1999-2003)  
 REHABILITATION MANAGER, MANHATTAN (1992-1999)  
 PHYSICAL THERAPY SUPERVISOR (1991-1992)  
 CONTRACT PHYSICAL THERAPIST (1989-1991)

Promoted multiple times, successfully moving laterally and vertically within the organization. Experience highlights include the management of home health intake for Bronx and Westchester counties of 24,000 annual patient referrals and supervision of 25 clinical and administrative staff.

**MARY MANNING WALSH HOME, NEW YORK, NY** June 1990 – June 1992

ASSISTANT DIRECTOR, PHYSICAL THERAPY

Administered and supervised geriatric patient care. Additional responsibilities included implementing quality assurance programs, staff in-services, inventory control, staffing, budget, and rounds.

**RUSK INSTITUTE OF REHABILITATION MEDICINE****NEW YORK UNIVERSITY MEDICAL CENTER, NEW YORK, NY**

October 1987 – June 1990

STAFF PHYSICAL THERAPIST

Provided physical therapy patient care with adult inpatient rehabilitation, acute and outpatient cardio-pulmonary care and outpatient rehabilitation services.

**EDUCATION****Lean Six Sigma Certification Healthcare – Green Belt**

December 2017

Watson School of Engineering and Applied Science, Binghamton University, Binghamton, New York

**Master of Public Administration, Health Care Management**

May 1992

Wagner School of Public Service, New York University, New York, New York

**Bachelor of Science, Physical Therapy**

May 1987

College of Allied Health Professions, Temple University, Philadelphia, Pennsylvania

**PROFESSIONAL AFFILIATIONS AND ENGAGEMENTS**

- American Physical Therapy Association (APTA) (Member 1985-present), President (2021-2024), *Board of Directors* (2010-2016), *Secretary* (2016-2019)
- World Physio (WP): General Meeting Delegate Dubai 2023, Alternate Delegate Geneva 2019, Conference: Washington DC (1995) Vancouver (2007), APTA Representative NACR 2019-current)
- American College of Health Care Executives (ACHE) (1992-current)
- National Quality Forum, Post-Acute Care Measurement Application Partnership (NQF PAC MAP) (2010-2016)
- US Centers for Medicare and Medicaid (CMS) Technical Expert Panels
  - Home Health Quality Improvement Summit (2010)
  - ✧ Analysis of the Classification Criteria for Inpatient Rehabilitation Facilities (IRF) (2009)
  - ✧ Post-Acute Care (PAC) (2009)
  - ✧ Continuity Assessment Record Evaluation Technical Expert Panel (2008)
- US National Quality Forum Home Health Steering Committee
- Acute Care Hospitalization reduction best practices by CMS and QIO Medqic (2007)

**TEACHING EXPERIENCE**

- New York University, Department of Physical Therapy, New York  
Guest Lecturer (2025 – current)
- Columbia University, New York  
Guest Lecturer (2016 - current)
- Physical Therapist Assistant program, School of Continuing Education, New York University, New York  
Part-time Professor (1993-2003)
- School of Allied Health Programs, Touro College, New York  
Adjunct Physical Therapy Professor and Laboratory Assistant (1997-2004)
- School of Education, Health, Nursing and Arts Professions, New York University, New York  
Part-time Physical Therapy Faculty member and Laboratory Assistant (1989-2003)

**REFERENCES AVAILABLE UPON REQUEST**