Rose Madden-Baer is senior vice president of clinical operations strategy and development for the Visiting Nurse Service of New York (VNSNY). In this role, she is responsible for the overall development of new care models and strategic operational improvement initiatives and clinical programming for the health care system. Previously, she led the behavioral health and assessment programs.

While enrolled in Duke University School of Nursing’s the DNP degree program, Madden-Baer conducted research that showed it is possible to develop and implement a program to effectively relieve depressive symptoms in the homebound elderly in a financially sustainable way. Her DNP capstone project, titled “Implementation and Evaluation of a Depression Care Model for the Homebound Elderly,” was a pilot project that was the impetus for and the beginning of the VNSNY Behavioral Health Program.

She designed the first-of-its-kind program to connect home health nurses, doctors, and other mental health professionals in new ways to actively address depression and other psychiatric disorders in homebound elderly individuals. The program, which began in New York City, has helped to dramatically improve quality of life for many patients and has now been replicated by other home health agencies in six states.

In addition to a DNP from Duke, Madden-Baer has a master’s degree in health services administration from St. Joseph’s College of Maine and an MSN degree from Hunter College in New York City.