

Karen A. Wolfrom, MSA, RNC, RHU, CMC
20 Tall Pines Rd. Hendersonville, NC 28739
Home office: 828-595- 9271 Cell: 484-459-3118
wolfrom.karen@yahoo.com

Full-time Employment

Director Surrey @ The Hickman

August 2011- March 2014
West Chester, PA

- Develop and grow home care business
- Attract donors for non-profit development
- Implement policies and procedures
- Hire, train, manage staff; recruit Board of Directors
- Recruit & supervise volunteers

Hospice Nurse Case Manager

February 2007 – May 2011
West Chester, PA

Neighborhood Health Agencies

- Assessing client needs, implementing plan of care, evaluating outcomes
- Providing education, counseling, and emotional support for clients and family members
- Managing pain and giving physical care to dying clients

Planetree Coordinator

October 2005 - January 2007
Wynnewood, PA

Lankenau Hospital

- Educating and motivating staff to produce cultural and environmental changes
- Implementing programs with staff teams to improve patient care and staff satisfaction, and decrease liability through patient and family education
- Analyzing and presenting results of Planetree initiatives to Senior Executives
- Position eliminated due to Reduction in Force (RIF) in January 2007, received severance & Consultant offer from Planetree organization

Director of Home Care

May 2002 - October 2005
Berwyn, PA

Surrey Services for Seniors

- Recruiting, hiring, and supervising RNs and caregivers
- Assessing clients' needs via phone and in-person; care management
- Planning for department growth and financial accountability
- Networking and marketing activities to generate new clientele and revenue

Director of Community Relations

July 1997 - November 2001
Haverford and Exton, PA

Sunrise Assisted Living

- Presenting information, and counseling prospective residents and advocates to achieve sales
- Gathering and organizing information for administrative files
- Planning events and networking to increase census

Assistant Director of Health Services/RN Assessment Coordinator

January 1989 - October 1996
West Chester, PA

Friends Hall

- Advocating for residents and staff
- Developing and implementing policies and procedures
- Serving on corporate committees
- Screening admissions for case management
- Reviewing Medicare eligibility
- Performing Continuous Quality Improvement activities

Hospital Staff RN - Brandywine, Paoli Memorial, Lankenau, Chester County, St. Francis (NY) 1971-1981

Maternity, Medical/Surgical, and Emergency Departments

- Providing direct patient care in 60-450 bed acute care hospitals
- Maintaining patient records
- Instructing patients and families about medical care

Part-time Employment

Marketing Consultant

February 2011- November 2011

Intersections Institute – Lutheran Philadelphia & Gettysburg Seminaries

- Reported on marketability of new Masters degree & certificate program for nurses
- Developed marketing strategy and communication tools
- To assist in authoring article for professional journal

Founder and President

January 2002 - Present

Holistic Elder Services®

West Chester, PA

- Assessing client and advocate needs
- Developing and implementing care plans
- Assisting with client placement in appropriate care level and assuring access to services

RN, On-Call

January 2002 - October 2005

Bayada Nurses

Downingtown, PA

- Providing professional nursing services to individuals at home or in health care facilities

Nursing Supervisor

December 2001 - January 2003

Broomall Presbyterian Village

Broomall, PA

- Staffing, managing, and supporting nursing personnel
- Problem-solving to create safe, therapeutic environment for residents
- Clinical interventions including wound care and assessing residents

Interim Faculty Member

October 1996 - May 1997 and January 2002 - May 2002

Delaware County Community College

Downingtown, PA

- Clinical long term care teaching assignment for Associate degree RN candidates at a Chester County skilled nursing facility
- Supervising students providing care in clinical setting
- Counseling and instructing on topics per curriculum
- Presenting information, demonstrating clinical skills, evaluating performance, and preparing students to take Nursing Assistant state certification exam

Healthcare Resource Nurse at Call Center

February - June 1997

Brandywine Hospital

Coatesville, PA

- Providing health information, scheduling educational classes, and performing triage via phone using computer protocols

Director of Marketing/Health Insurance Agent/Long Term Care Consultant

March 1982 – Present

Wolfrom Financial Services

West Chester, PA

- Developing promotional activities including seminars and direct mail
- Preparing proposals and selling
- Processing applications
- Consulting for prospects and clients

Education

- Strategic Retirement Planning course – The American College – in progress April 2014
- Certificate in Leadership of Faith-based Organizations - July 2011 (2 courses completed)
- National Academy of Certified Care Managers, CMC June 2008
- The American College, Registered Health Underwriter, RHU August 2004
- Personal Care Home Administrator Certification July 1999
- West Chester University, M.S.A. in Health Services Administration, December 1997
- ANCC Certified Gerontological Nurse October 1995
- West Chester University, B.S. in Business Administration, December 1990
- Lankenau Hospital School of Nursing, RN May 1971

Memberships and Affiliations

- National Association of Professional Geriatric Care Managers
- National Association of Insurance and Financial Advisors
- Founder of a Parish Nurse Program
- President of the Kiwanis Club of West Chester, 2001-02
- President of the West Chester Business and Professional Women, 2003-05