



Courtney WISE SNYDER

President of
Take Care Private
Duty Home Health
and Take Care
Advisor LLC

Twenty-one-year-old Take Care, founded by Susanne Wise, has named daughter **Courtney Wise Snyder** as President with responsibility for day-to-day operations and long-term strategic planning.

Courtney joined the family company in 2008 as the Executive Director of Take Care Advisor that provides care management services for clients. “I wear many hats,” says Courtney. “I manage Take Care Advisor including the accounting, business development, and customer service departments and I also work with clients and their families. In my new role, I am working to move the organization forward from a bigger perspective.” The Riverview High grad received her Bachelor’s degree in marketing with a minor in gerontology from the University of Florida and Master of Science in Gerontology (MSG) from the University Southern California. She also holds Care Manager Certification (CMC).



Owners of family-owned businesses ultimately face options regarding future management especially if the business is currently headed by a family member. When the need arises, changes affecting the particular industry and a review of top management roles and responsibilities are typically discussed. One such management change recently occurred at the 21-year old Take Care Private Duty Home Health and Take Care Advisor LLC when founder Susanne Wise named daughter Courtney Wise Snyder as President with responsibility for day-to-day operations and long-term strategic planning. Courtney joined the family company in 2008 as the Executive Director of Take Care Advisor that provides care management services for clients.

"I wear many hats," says Courtney. "I manage Take Care Advisor including the accounting, business development, and customer service departments and I also work with clients and their families. I earned my graduate degree in California and returned to Sarasota after Sue (my mother, who I call by her given name at work), called and asked me to come into the business. I am not a nurse as my mother is, but was hired to be an advocate for our clients by coordinating and attending doctor appointments, relating information to out-of-town family members, and communicating with physicians on all aspects of a client's health care. In my new role, I am working to move the organization forward from a bigger perspective."

DaVonne Miller, RN, CMC, Lead Geriatric Care Manager at the company, says, "I began working for Take Care Home Health in 1995. In 2008 I transitioned to Take Care Advisor as a Care Manager. I have been impressed by the calm and steady leadership that Courtney has shown. It has been exciting to see the growth at Take Care. I appreciate Courtney for her business ethics, dedication to client care, and openness to the changes that come with the growth of a company."

Take Care provides private duty home health care from one to twenty-four hours. The decision on at-home care or in a facility is one that Courtney discusses with an individual or a couple, family members, and sometimes with an attorney. While many older people prefer health care in their own home, this is not the most economical option especially if the client requires care for many hours a day. Courtney recently met with an attorney about the future care of a client where the discussion focused on the reality of the short- and long-term financial status of the client. Payment options for at-home care include private pay, long-term insurance contracts, and Veterans Affairs.

Courtney says, "In my new role, I look at the company as a whole. I want transparency with employees on company goals and on department goals. The human resources, nursing, accounting, and scheduling department heads report to me and are defining goals and reviewing their processes to become more efficient. The goals developed by each department will be communicated to the employees to assure that all staff recognize the overall company goals, their individual department's goals, and their role in achieving these goals. In addition I have revamped the employee performance evaluation process and we have recently completed a major software upgrade to software to better serve the employees and clients."

Denise P. Federer, Ph.D., Business Psychologist/Family Business Consultant of the Federer

Performance Management Group, LLC, says, "I have had the privilege to work with Courtney, her sister Erika, and her mother Susanne for the past several years as a family business consultant. Throughout this process Courtney has demonstrated outstanding leadership skills and growth. Courtney brings a wealth of business acumen and insight into her leadership role in addition to a tireless commitment to the success of the family business. Moreover, she balances a clear vision for the future of the company with a tremendous respect for and pride in the history, employees and culture of the company that her mother created."

According to the Wall Street Journal, 75 million baby boomers will require some type of home health assistance and/or other services. People 65 years of age and older account for 90 percent of nursing home use, 35 percent of hospital stays, 26 percent of physician office visits, and 34 percent of prescriptions. At Take Care where Courtney stresses compassionate and quality care to clients, the 450 staff members include Home Health Aides, Certified Nursing Assistants, Licensed Practical Nurses, and Registered Nurses. To assure that staff are adhering to the high standards of the company, all new employees attend an orientation on the company's processes and policies, receive mentoring for three months, and attend optional monthly breakfasts and lunches at the four locations for employees who do not regularly come into the offices.

Courtney talks about her challenges and frustrations. "I face the challenge of explaining that I am not in the position because I am a family member but because of my work experience and the undergraduate and graduate degrees that I earned in gerontology. People see me in this new position and recognize how hard I have worked. I knew I could perform the work when I returned to Sarasota, but I had personal concerns such as making friends since you do not see a lot of young people in this line of work. I joined the Sarasota Young Professionals Group of The Greater Sarasota Chamber of Commerce which provided me a network of people my own age. My frustrations arise from health care changes and competition from home health care franchises. We have the advantage of being a local company and offering health care management services which most do not."

Born in Kalamazoo, Michigan, Courtney moved to Sarasota when she was two years old, attended Riverview High School, and received her Bachelor's degree in marketing with a minor in gerontology from the University of Florida and Master of Science in Gerontology (MSG) from the University of Southern California. She also holds Care Manager Certification (CMC). Her father Carl is in commercial real estate. Her sister Erika Wise Borland works in the marketing end of the company and another sister Whitney Verdoni is a music teacher at Riverview High School. Courtney met her husband Daniel on eHarmony and found that they both worked in family-owned businesses—hers being health care and his being Batteries Plus in Minneapolis. With travel a favorite leisure activity, they traveled to Italy last year. And they are planning to start a family soon.

Like her mother, Courtney embodies strong ethics and stays true to values that are important to staff and clients. With her leadership and problem-solving skills, she assures that those who need their services will be assisted by compassionate and skilled caregivers. 

 STORY: Carol Darling

 Courtesy Image