

## Meet Two More Notable Leaders in Finance



CRAIN'S NEW YORK BUSINESS

**NOTABLE**

LEADERS IN FINANCE

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Crain's 2025 Notable Leaders in Finance represent the leading edge of New York's finance industry. They are analyzing risk, negotiating and executing project financing deals, managing budgets, ensuring compliance and more. It is our privilege to present these 44 all-stars to you.

Read on to learn how two leaders are making their mark in health care.

### **Keith Patterson, Executive vice president and chief financial officer, VNS Health**

**Current scope of work:** [Keith Patterson](#) oversees the financial management of VNS Health, one of the nation's largest home- and community-based healthcare nonprofits. The \$3 billion organization and its 11,000 team members serve more than 73,000 patients, VNS Health health plan members and clients.

**Big win:** Under Patterson's guidance, VNS Health has grown its presence in the Medicare Advantage space and expanded across upstate New York, with one or more of VNS Health health plans now offered in 38 counties.

**Other contributions:** Patterson has supported career development, internship and protégé programs through organizations including Sponsors for Educational Opportunity.

### **Mark Weiss, Chief financial officer, The New Jewish Home**

**Current scope of work:** For The New Jewish Home, a healthcare system serving older adults, [Mark](#)

[Weiss](#) oversees all financial and operational functions, managing a \$185 million budget and a team of 35 professionals.

**Big win:** Weiss steered the organization through the COVID-19 pandemic, securing a \$5 million interest-free loan and expanding a line of credit by another \$5 million. He also led successful efforts to obtain \$5.5 million in FEMA relief funds.

**Other contributions:** Weiss is the officer of the board for two Ohio-based private schools and served as a member of the Cleveland Heights Independent Financial Task Force.

***Crain's Health Pulse is a daily newsletter covering the business of healthcare from Crain's New York Business. Health Pulse is distributed to more than 6,110 subscribers and CNYB Online has 565,000 average monthly unique visitors.***