

Meet Jennifer Brullo, 2023 McKnight's Pinnacle Awards 'Setting the Standard' honoree



Kimberly Hartley, May 5, 2023

For Jennifer Brullo, managing a \$350 million budget not only ensures VNS Health's financial viability but also the certified home health agency's intrinsic ability to continue keeping patients healthy and, hopefully, out of hospitals' emergency departments.

Brullo is a "Setting the Standard" category honoree in the 2023 McKnight's Pinnacle Awards program.

Since joining VNS Health through its affiliated Partners in Care in 2003, it's been Brullo's financial analysis, budgeting, forecasting and marketing work that has ensured that the agency can maintain its mission of offering personal care and companionship, skilled nursing and geriatric care management, as well as corporate immunization and wellness programs.

Brullo managed the agency's home care division during two of the most challenging years of the COVID-19 pandemic, fighting on behalf of nurses early on to make sure they had access to necessary personal protective equipment and vaccinations in compliance with city and state mandates, all while they continued do their jobs visiting patients in their homes.

While serving as a senior leader, Brullo also has attended night classes, becoming a registered nurse to strengthen her understanding as she oversees operations that involve more than 10,000 employees.

“People live their lives at home — not in the hospital or a doctor’s office,” Brullo wrote in a May 2022 blog entry on the publishing platform Medium. “The home care nurse is positioned on the front lines of healthcare to educate, treat and empower in the home setting, and get patients back on the road to better health.”

After earning a master’s degree in nursing leadership and management from Walden University, Brullo earned a Doctor of Nursing Practice Executive Leadership Speciality from the Duke University School of Nursing. An American Nurses Credentialing Center board-certified nurse executive, she also received undergraduate and MBA degrees from St. John’s University.

The [McKnight’s Pinnacle Awards program](#) is jointly administered by McKnight’s Home Care, McKnight’s Long-Term Care New and McKnight’s Senior Living. Honorees were recognized March 7 at a gala banquet and awards ceremony in Chicago. The program’s Platinum sponsor was MatrixCare. Omnicare was a Silver sponsor, and additional sponsors included Pinnacle Quality Insight, HealthDirect and Sentric.

Editor’s note: McKnight’s Home Care, McKnight’s Long-Term Care News and McKnight’s Senior Living are profiling the McKnight’s 2023 Pinnacle Awards honorees daily in April and May. For additional McKnight’s Pinnacle Awards content, visit [this page](#).

McKnight’s Home Care is the latest addition to the McKnight’s family of brands and brings the most up-to-date news in home care to industry insiders. The brand covers the segments of in-home personal care, home health, hospice and palliative care. Readers are leaders in their respective organizations, ranging from owners and executives to clinical directors and other stakeholders. Content reaches an audience of 79,000, and focuses on news, trends affecting management decisions, personnel operations, patient care services, legal issues, facility design and resident safety. Features include updates on pharmacy service, legislation affecting the industry and vendor/product news.