

## Crain's 2025 Notables in Finance: *Keith Patterson, CFO, VNS Health*



*Crain's New York Business, June 30, 2025*

**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.

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