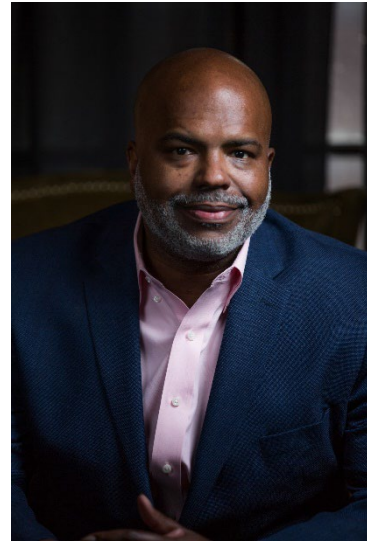


Jerald Cosey

“The Power of Purposeful Leadership: Charting the Path Forward in Healthcare”

In this inspirational keynote address, you will delve into strategies that empower leaders at all echelons of your organization to harness skill development to its fullest potential. The outcome? Enhanced communication, elevated quality of care, and a profound influence on staff retention.



This keynote promises to deliver the following objectives:

- A motivational tribute to healthcare professionals, seen through the eyes of both a patient and a Health Facility Administrator.
- A captivating address designed to rekindle your nursing professionals' sense of purpose and their respective organizations' mission to serve humanity.
- Exploration of the concept of Five-Star leadership and its pivotal role in strategically transforming actions to yield impactful results.
- Revelation of potent strategies for embedding robust skill development practices throughout the organization's leadership tiers.
- Illumination of the empowering concept of "COVID Conviction," a term coined by J. Cosey as he navigated a senior living community through the pandemic's challenges.
- Each attendee will embark on a personal journey to reconnect with their calling to healthcare, leaving the conference with a tangible keepsake as a constant reminder of their profound commitment.
- This message resonates deeply with the entire spectrum of the nursing profession and the organizations steadfastly supporting it. Together, we chart the course forward toward a brighter and more purpose-driven future in healthcare leadership.

Biography:

Jerald Cosey is a senior healthcare leader, patient advocate, consultant and professional speaker.

He is operational leadership development director for American Senior Communities (ASC), the largest senior living and senior healthcare company in Indiana. In this role, he is dedicated to developing leaders for over 90 skilled nursing and assisted living communities in Indiana and Kentucky.

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Jerald recently served as executive director of Greenwood Meadows; a skilled nursing facility operated by ASC. His facility earned the 2019 American Health Care Association's Silver Quality Award.

Jerald graduated from Kentucky State University in 1990 with a BA in Business Administration. He received his Certified Nurse Aide and Health Facility Administrator license in 2013.

Jerald began his pharmaceutical career in sales, joining Pfizer Pharmaceuticals in 1996. He quickly advanced to the leadership role of district sales manager. He was named District Sales Manager of the Year twice and a member of the Vice President's Management Club four times.

He is founder of Graceful Moments, an outreach ministry focused on minimizing isolation within the senior living community.

Experiences he had during outreach stoked a desire in Jerald to serve others professionally, and in 2013, he resigned from his 18-year pharmaceutical sales leadership career to become an Administrator in Training, completing work for his Health Facility Administrator license and Nurse Aide certification.

Jerald is a member of the Boards of Directors of the Indiana Society for Post-Acute and Long-Term Care Medicine and Brothers of Color in Pharma (BROCIP).

Jerald considers himself a professional servant and is committed to advancing senior healthcare as a speaker, consultant, and patient advocate.