



Had a Stroke. Back on Stage.

Read his story at crouse.org/toddhobin



CROUSE HEALTH

Affiliate of **Northwell Health**

Facebook Twitter LinkedIn Instagram YouTube

CNYBJ

CENTRAL NEW YORK BUSINESS JOURNAL

CNYBJ.COM

OFFICIAL
EVENT
GUIDE:

SOHO
SYRACUSE
2018

Section B.

Celebrating 20 Years!

WEEKLY EDITION | VOL. 32 | No. 40 | OCTOBER 8, 2018 | \$2.50

NASCENTIA HEALTH FORMALLY OPENS NEW HQ



ERIC REINHARDT / BJNN

PAGE 7



PAGE 4

UPSTATE MEDICAL'S LARAQUE-ARENA TO STEP DOWN DEC. 22, SUNY PURSUING INTERIM LEADER

ERIC REINHARDT / BJNN



PAGE 6

PATHFINDER BANK TARGETS NOV. 1 OPENING FOR NEW CLAY BRANCH

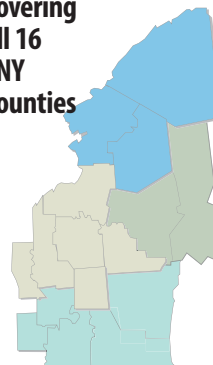
ADAM ROMBEL / BJNN

CNYBJ.COM

YOUR SOURCE FOR BUSINESS
NEWS, RESEARCH, AND EVENTS

Register at cnybj.com
to receive your daily
dose of business news

Covering
all 16
CNY
Counties



INDEX:

BRIEFS	2
CALENDAR	14
OPINION	13
PEOPLE ON THE MOVE	15
THE LIST	12

Presorted Standard
U.S. Postage Paid
Syracuse, N.Y.
Permit # 568

The Central New York Business Journal
269 W. Jefferson St.
Syracuse, N.Y. 13202-1230



HANCOCK
ESTABROOK, LLP
COUNSELORS AT LAW

Hancocklaw.com 315.565.4500

SYRACUSE 1500 AXA Tower I | 100 Madison Street | Syracuse, NY 13202
ITHACA Gateway Center | 401 East State Street Suite 304 | Ithaca, NY 14850

ATTORNEY ADVERTISING

THIS WEEK'S SPECIAL REPORT

HEALTH CARE QUARTERLY



Kate Rolf (center of photo, holding scissors), president and CEO of Nascentia Health, prepares to cut the ribbon during the Sept. 19 formal-opening ceremony at the new headquarters for Nascentia Health at 1050 W. Genesee St. in Syracuse. Nascentia Health is the rebranded name of VNA Homecare, VNA Homecare Options, Home Aides of Central New York, and their respective affiliated organizations and foundations.

ERIC REINHARDT/BJNN

Nascentia Health formally opens new Syracuse HQ

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — Nascentia Health, which specializes in home health-care services, on Sept. 19 formally opened its new operational headquarters at 1050 W. Genesee St. in Syracuse in an event that included an open house, speakers, and a ribbon cutting.

Nascentia Health is the rebranded name of the organization that involves the “unification” of VNA Homecare, VNA Homecare Options, Home Aides of Central New York and all their respective affiliated organizations and foundations.

The \$11 million construction project culminated with the demolition of the previous building and the completion of the parking lot and exterior courtyard this past August. The organization began operations in the new space this past January.

Nascentia Health works to be the “premier” home and community-based health and home-care system in the regions it serves, Kate Rolf, president and CEO of Nascentia Health, said to open her remarks at the grand opening event.

“To accomplish that, we knew we needed this new home that would give us not only the space we need but allow us to operate more efficiently,” said Rolf.

The Hayner Hoyt Corporation of



Nascentia Health on Sept. 19 formally opened its new headquarters at 1050 W. Genesee St. in Syracuse. Nascentia Health is the rebranded name of VNA Homecare, VNA Homecare Options, Home Aides of Central New York, and their respective affiliated organizations and foundations. They moved into the building in early 2018.

Syracuse was the general contractor on the project. Syracuse-based King + King Architects designed the structure. Rolf also noted the contributions of Sedgwick Business Interiors for furniture design and products, along with Signage Systems of the town of Onondaga.

Nascentia's former headquarters, built in 1921, was operating “beyond its intended lifespan and no longer met the system's needs,” Nascentia said in a Sept. 20 news release.

Rolf told CNYBJ in an Oct. 9, 2017 article that the building had a “lot of

structural issues.” In the same story about the organization's plan for the new building, Rolf noted that the organization spent more than \$200,000 to stabilize the structure. It had also sought total repair estimates. “It will cost just as much to fix this building [as it would] to get a new one and tear this one down,” Rolf said at the time.

In his remarks at the Sept. 19 grand opening, David Johnson, a member of the Nascentia Health board of directors, recalled the building assessment on the organization's former 32,000-square-foot home, noting that the structure “had a few issues.”

“Even if we renovated the existing building, it was going to be too small, so we knew we had to build this new building,” said Johnson, who is also a partner in King + King Architects.

Nascentia Health, which has a service area of 48 counties, has more than 550 employees.

The new 47,000-square-foot building includes an expanded lobby and waiting area, public and private elevators, community room, staff gym, outpatient physical therapy and occupational therapy suite, expanded eldercare social day program, exterior courtyard, and additional parking. Nascentia Health also allocated space for community use. ■

ERIC REINHARDT/BJNN