

## **National Alliance for Care at Home Welcomes Sherl Brand as New Chief Operating Officer**

Press Release: The Alliance | Dec. 5, 2024

**(Alexandria, VA and Washington, DC)** – The National Alliance for Care at Home (the Alliance) is proud to announce the addition of a proven leader, Sherl Brand, RN, BSN, who will be joining the Alliance as its first Chief Operating Officer (COO), effective the middle of January 2025.

Sherl Brand comes to the Alliance with a wealth of experience spanning over three decades in nursing, association management, and health care management. Prior to joining the Alliance, Sherl has been serving as Senior Vice President for Hospice Care at VNS Health. Before that, Sherl held senior positions at CareCentrix and VNA Health Group. Sherl served as chair of the Forum of State Associations for almost four years, and as President and CEO of Home Care Association of New Jersey for seven years. She served on the Board of Directors of the National Association for Home Care & Hospice and the Home Care 100 Advisory Board.

“Sherl’s leadership experience and history of successful management of trade associations and home care and hospice organizations make her a perfect fit for the Alliance,” said Alliance CEO Dr. Steven Landers. “I see Sherl as the perfect partner to make sure the Alliance operational team is engaged and organized to ensure our treasured members receive amazing services and support. She has the knowledge and experience to lead our operations during this dynamic time for the Alliance and the care at home movement.

“I am honored, and deeply grateful, for the opportunity to serve as the Chief Operating Officer of the National Alliance for Care at Home,” said Sherl. “I am privileged to have spent my career in our industry working with high quality organizations and a state trade association supporting providers of care in the home, and I look forward to working with the Alliance team to provide the world class education, conferences, and resources our members need and deserve. The future is bright for the care at home community. We are stronger together.”

As part of the [continued integration](#) of both legacy organizations into a unified Alliance to best serve the care at home community, the Alliance has recently finalized a strategic restructuring to realize organizational efficiencies. From the outset of the integration process, NAHC and NHPCO boards have worked collaboratively to identify and harness the strengths of each organization to be a stronger yet more efficient partner for members. The Alliance remains committed to its mission to serve as the leading authority in transforming

care in the home and continues to prioritize delivering innovative solutions and value to the care-at-home sector.