



HOME CARE · NEW YORK

Your pathway to *independence, health and dignity.*

Priority Cares Home Services helps New Yorkers stay safely at home, or come home from a facility. In New York City we provide NHTD and TBI waiver services. Around Rochester we provide hands-on personal care.

See it online: prioritycareshs.com/brochure

WHO WE ARE

Care that starts with *the person*, not the paperwork.

We have offices in Queens, Brooklyn and Rochester. In New York City we provide NHTD and TBI waiver services. Our personal care and home health aides serve Monroe, Ontario, Livingston, Genesee and Chemung counties. For aide hours anywhere else, including New York City, Westchester and Long Island, we connect families with a licensed home care agency and help with the Medicaid and MLTC steps.

Our coordinators walk families through every step, from the first phone call to the day support starts at home.

Every plan is built around what matters to the individual: their routines, their health goals and the people they want close by.

3

care programs:
NHTD, TBI and
personal care

3

New York offices:
Queens, Brooklyn,
Rochester

100%

home and
community based



WHAT WE DO

Three programs, *one care team.*



NHTD Waiver

Nursing Home Transition & Diversion: Service Coordination, independent living skills, counseling and behavioral supports so people can leave, or avoid, a nursing facility.



TBI Waiver

For adults living with a traumatic brain injury: Service Coordination, independent living skills, counseling and behavioral supports at home and in the community.



Personal Care (PCA)

Trained aides who help with bathing, dressing, meals, mobility and daily routines, under a plan of care.



Care coordination

A named coordinator who helps with paperwork, keeps the family informed and follows up after care begins.

We do not administer managed long-term care (MLTC) plans. We work alongside your plan and care manager.

WHERE WE SERVE

Where each program *is approved*.

Our waiver services follow the regions New York State has approved us for, and our personal care follows our licensed counties.

NHTD WAIVER

Bronx

Brooklyn

Manhattan

Queens

Staten Island

New York City region: Service Coordination, Independent Living Skills Training, Community Integration Counseling and Positive Behavioral Interventions & Supports. On Long Island (Nassau and Suffolk) we provide Community Integration Counseling.

TBI WAIVER

Bronx

Brooklyn

Manhattan

Queens

Staten Island

New York City region: Service Coordination, Independent Living Skills Training, Community Integration Counseling and Positive Behavioral Interventions & Supports.

PERSONAL CARE & HOME HEALTH AIDES

Monroe

Ontario

Livingston

Genesee

Chemung

Our licensed personal care counties in the Rochester region.

WHY FAMILIES CHOOSE US

What you can *count on*.

01 A real coordinator, by name

You speak with a person who knows your case, not a call centre.

02 Help with the paperwork

We explain each waiver step and help gather what the program needs.

03 Caregivers chosen for fit

Aides are screened, trained and matched to the person, not just the schedule.

04 Families stay in the loop

We check in after care starts and adjust the plan when needs change.

MEET THE TEAM

The people *behind* your care.



Segun Olaniyi, MPA

Chief Executive Officer & Co-founder

Segun leads the Priority Groups companies across New York and New Jersey: home care, healthcare staffing, consulting and DDD services. He is an alumnus of Goldman Sachs 10,000 Small Businesses.



Naomi Raja

Director of
Operations



Nasirat Yusuf

Chief Compliance
Officer



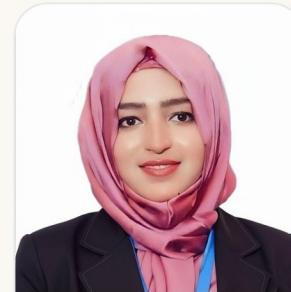
Mary Pescador

Program Manager &
Team Lead



Jessie Eyetsemitan

Care Coordination
Lead



Andrea Avendano

Care Coordinator



Rawda Ahmed

Program Coordinator

ON THE RECORD

Why you can *trust us*.

-  **Licensed personal care, Rochester region**
Personal care and home health aide services in Monroe, Ontario, Livingston, Genesee and Chemung counties, under New York State home care rules.
-  **Approved NHTD & TBI waiver provider**
Approved by the NYS Department of Health for the New York City region (NHTD since 2023, TBI since 2023).
-  **Goldman Sachs 10,000 Small Businesses**
Our leadership is an alumnus of the national program.
-  **Partner of the MBDA Business Center**
Minority Business Development Agency, Manhattan.
-  **Three offices**
Queens and Brooklyn for our New York City waiver services, and Rochester for personal care in our five licensed counties.

GET IN TOUCH

Let's talk about *care at home*.

Call, email or send a message and a care coordinator will get back to you.



Contact us online

prioritycareshs.com/contact



(718) 400-6166

New York City office



(585) 444-9245

Rochester office



homecare@prioritycareshs.com

Referrals and questions



Join our team

Caregiver and aide openings

34-18 Northern Blvd, Suite 2-17, Long Island City, NY 11101 · 77 Sands Street, Brooklyn, NY 11201 · 510 Clinton Square, Rochester, NY 14604

Part of the Priority Groups family of companies:

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