



FOR IMMEDIATE RELEASE

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### **Oswego Health Appoints Bryan Jenkins as New Director of Springside**

**(Oswego, NY – February 17, 2025)** Oswego Health is thrilled to announce the appointment of Bryan Jenkins as the new Director of Springside, an esteemed independent senior living community located on 36 acres near downtown Oswego. Jenkins brings an exceptional combination of leadership, expertise, and hands-on experience in senior care, positioning him as the ideal candidate to lead Springside into its next chapter of success.

Jenkins is no stranger to Oswego Health, having previously served as the Director of Social Services at The Manor at Seneca Hill from 2022-2023 during one of the most challenging periods in healthcare. His leadership was particularly vital during the height of the COVID-19 pandemic when he went above and beyond to ensure residents received the highest level of care. In addition to overseeing a team of social service professionals and implementing critical behavioral health programs, Jenkins wasn't afraid to roll up his sleeves and step in wherever needed. His commitment to the team and the residents was evident when he earned his temporary Certified Nursing Assistant (CNA) license. This allowed him to assist with direct patient care and provide critical support during an incredibly demanding time.

Jenkins' ability to balance strategic leadership with hands-on involvement in resident care during a crisis speaks volumes about his character and dedication. He not only supervised staff and managed administrative duties but also directly contributed to improving residents' day-to-day lives. His efforts in developing individualized care plans, offering counseling and support to families, and ensuring comprehensive care for residents made a significant impact during a time of uncertainty.

Most recently, Jenkins has served as a Certified Ombudsman for the New York State Ombudsman Program, advocating for over 1,000 residents in long-term care facilities across Oswego and Cayuga Counties. His work in ensuring residents' rights and advocating for improvements in their quality of life further demonstrates his passion for senior care.

Before his role at The Manor, Jenkins held leadership positions with Morningstar and the State of Montana. As Director of Social Services at Morningstar from 2019-2022, Jenkins oversaw the implementation of essential programs for residents, and his work as a Career Development Specialist for the Office of Public Assistance in Montana helped streamline training programs, reducing turnover and improving employee performance across the state.

Jenkins holds a Bachelor of Science in Marketing Management from Juniata College and an MBA from Robert Morris University, which provides him with a solid foundation in leadership and management.

As Director of Springside, Jenkins will oversee the daily operations of the independent senior living community, managing all departments and ensuring that Springside continues to provide the highest standard of care and service to its residents. His hands-on leadership and unwavering commitment to quality care make him the ideal choice to lead Springside into a new era of excellence.

Bryan Jenkins' extensive experience, particularly during the challenges of the pandemic, coupled with his deep commitment to advocating for seniors, makes him the perfect fit for this role. His dedication to the operational and personal aspects of senior care will ensure that Springside remains a trusted and vibrant community for its residents.

For more information or to schedule a tour of Springside, call 315-343-5658.

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**About Oswego Health:**

The mission of Oswego Health is to provide accessible, quality care and improve the health of residents throughout Oswego County. As a nonprofit healthcare system established in 1881, Oswego Health is proud to be Oswego County's largest private employer. More than 1,400 employees spread throughout its 18 locations, work for the Oswego Health system, which includes the 132-bed community Oswego Hospital, a 32-bed psychiatric acute-care facility with multiple outpatient behavioral health service locations, The Manor at Seneca Hill, a 120-bed skilled nursing facility, and Springside at Seneca Hill, an independent retirement community. The health system also operates Oswego Health Home Care, the only hospital-based certified home healthcare agency in the County, as well as two outpatient centers, including the Fulton Medical Center, offering urgent care, lab, medical imaging, physical therapy, and occupational health services, and the Central Square Medical Center, offering urgent care, lab, medical imaging, and physical therapy services. In addition, the healthcare system includes Oswego Health Medical Practice, a multi-specialty medical group offering the community accessible, high-quality healthcare. 100+ physicians and advanced practice providers offer an extensive array of services across CNY, including primary care and specialty care in *orthopedics, cardiology, ENT, gastroenterology, breast care, general surgery, urology, and bariatrics*; for more information about Oswego Health, visit [www.oswegohealth.org](http://www.oswegohealth.org).



Bryan Jenkins