



Elyse Bell

Jewish Family Homecare



For most of my career, I worked in consumer insights and market research in NYC, helping organizations like HBO and Condé Nast better understand people—their needs, behaviors, and experiences. I never imagined those skills would eventually lead me into healthcare.

Nearly three years ago, my husband and I moved from our home in New Jersey of 23 years to Florida. Shortly afterward, I was back on a plane to New York to help relocate my aging parents and in-laws to Florida so they could be closer to us—and we could continue to be involved in each other's lives.

Experiencing firsthand the many decisions, challenges, and changes that come with aging gave me a very personal perspective on what families face as they navigate care and find the right resources for their loved ones.

That experience made me realize how meaningful it would be to use my professional skills in a way that could have a more direct impact on seniors and their families.

Today, I'm proud to be part of Jewish Family Home Care, where I build relationships with healthcare professionals and community partners and help connect the needs of individuals and families with quality non-medical home care services.

For me, this is more than a career transition—it's a chance to turn a deeply personal experience into purpose and help make the journey of aging a little easier for families in our community.