



# Sean Nelson

Executive Director, Dolphin Pointe Health Care

*It takes more than ordinary effort to transform today's skilled rehabilitation facilities. It takes insight, a clear sense of destination and leadership that knows how to drive to the right place. Meet Sean Nelson, Sun Tower's award-winning leader.*

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Sean's tutelage started early. His father was a CEO of a large health care company that specialized in managing long-term care facilities. Guided by his father in all aspects of working life in a skilled rehab center, he did whatever was asked of him. Whether that was working in the kitchen, mowing the facilities' yards, or providing maintenance for the buildings; it all culminated in providing him a span of learning that goes way beyond a prescribed university's curriculum.

He was also shaped by his mothers' roles in nursing and senior management positions in long-term care, which gave him extensive knowledge that unquestionably is unique. Responsibilities that offered stretch and challenge, ultimately led to a depth and breadth of critical thinking skills and a view of the 'big picture' where outcomes are not fixed or limited. Those boyhood lessons gave him a strong foundation and his base of wisdom continued to grow during formal schooling.

University life gave him more marks of distinction. He held a football scholarship during his undergraduate years at Indiana University and he received the Alpha Beta Scholar's award that recognized his superior student academic achievement, character and leadership. While securing a master's degree in health service administration from Xavier University, he worked full-time as a budget analyst for a local veteran's hospital and successfully graduated with high honors.

Since 2003, the multiple positions paved the way to his desired goal. Now as executive director, his governing efforts earned him the title of "Administrator of the Year" award in 2010, 2012, and 2013. Under his initiatives in 2012, Sun Tower's facility was also given the "Excellence Award," which is based on customer satisfaction, adherence to company values and outstanding achievement and development of exemplary programs and services.

He continuously demonstrates consistent state health surveys that are better than the national and state averages of examination deficiencies.

By enhancing his medical team's competency, investing in advanced technology and equipment and renovating the facility to improve aesthetics and amenities, he shows a high degree of value for patient well-being. It's evidenced by local community awards and his assisted living center

received the gold-star for exceptional service and Sun Terrace (skilled rehab facility) received the silver-star for being “Best of South Shore.”

Being an award winning director, he turns his executive presence into an approachable environment for all others. He does everything he can to deflect attention away from him and focus on the success of his team. Easily he curbs notice away from his trophied past and is an expert at making others feel comfortable.

Great leaders also know how to effortlessly reach out to the community. Sean is no exception. As a member of the Rotary Club in Orlando and now in Sun City, he is diligent about exemplifying their motto of “service above self,” and he continues to assist in charitable activities that not only benefit the community but also on an international basis. Additionally, he is an appointed board member of an Alzheimer’s Trust Fund that reaches out with resources and services to help organizations that are geared to assist this population.

Gifted leaders have outstanding range and live by choice, not by accident. His choice of hobby is to spend time making all the efforts of being a great father and he loves to dole attention toward his wife. It was his direction at home, boyhood work experiences, and his pursuits on the football and academic field that enabled him to make the biggest score.

The next chapter in Sean’s life and career has led him to being the Executive Director and Partner of Dolphin Pointe Health Care, the first of three phases to complete a retirement community North of Jacksonville University. Dolphin Pointe Health Care is a Nelson family legacy project, where years of planning and anticipation are coming to fruition. Dolphin Pointe Health Care is scheduled to open in 2018 and will be enjoy a close relationship with Jacksonville University, where Greg Nelson, Sean’s father and mentor graduated in 1972.