



CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 41 years of compassion, excellence, and reliability

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www.bayada.com

A Message from Mark Baiada

Founder and President, BAYADA Home Health Care



Whether you gave it careful thought or it was a choice made out of urgency, bringing care into your home is a big decision. We also understand that choosing the right care services and the best provider can be a daunting task. With these

things in mind, we created a new website to help people like you learn about home care to make informed decisions. There's something for everyone—check it out!

At BAYADA, we are constantly learning, too, and continuously seeking ways to improve our services. That's why we find the feedback you have provided through our client experience surveys so valuable. In fact, sharing your experience has helped shape an exciting new initiative here: the BAYADA Client Experience Summit. At the upcoming Summit, we'll gather face-to-face with clients and families to discuss their experiences and exchange ideas for improvement to ensure that we always meet our goal of providing the highest quality home care with compassion, excellence, and reliability.

Lastly in this issue, we share with you some of the many ways we honor and support the success of the wonderful home health care professionals who come into your home. They are truly our greatest asset and the heart of home care.

Warm regards,

J. Mark Baiada



BAYADA Launches New Home Health Care Website

Great resource for comprehensive home care information

There are many types of home care services, and understanding the different options available can be tricky for many people. We saw a need to not only talk about what BAYADA Home Health Care can do to help people who need home care, but to also inform them about the differences in care choices.

After more than a year in the making, our new **Home Health Care** website—www.bayada.com/homehealthcare—is finally here! The new site is a great resource for information about BAYADA's home health care services, including:

Types of care. We break down the types of care we provide into three easy-to-understand categories—Personal Care and Companionship, Private Duty Nursing Care, and Home Health Care.

Common questions about home care. While every care journey is different, there are some common questions that many people have, such as how to pay for care and where it is delivered. We posed some questions and provided helpful, straightforward answers.

Search by common condition. Now it's easy to find information and the right kind of care for specific diagnoses. Searching by "Common Conditions" allows you to find out what kind of care services we offer for specific conditions.

How to pay for services. Paying for services is one of the most-searched topics when people are looking for home care. That's why we have focused on providing transparent, comprehensive information about the different payor sources that may be available. It helps people understand that there are many payment options that make home health care an affordable and preferred choice.

Resources. As we partner with families who trust us to provide their care, we also want to support family caregivers who are taking care of a loved one at home. The site provides helpful home care resources including guides for additional information, checklists, care studies, stories from families like yours, and videos.

Take a moment to explore www.bayada.com/homehealthcare and learn how BAYADA may be able to better serve you. ■

Do You Have a BAYADA Hero in Your Home?

How you can honor your BAYADA caregiver

At BAYADA Home Health Care, we believe that you and your family deserve the highest quality home health care. We constantly strive to honor those BAYADA health care professionals who embody our mission and core values of compassion, excellence, and reliability. The Hero Program is one way we recognize our BAYADA caregivers.

Through stories shared by both clients and office personnel, we learn about the ways that many of our BAYADA caregivers are improving the lives of our clients and their families. You can [read and watch their stories](#) on our [www.bayada.com](#) website (*The BAYADA Way* > Recognition Programs > Hero Program). And with your help, we can recognize the Heroes among us.

Do you have a Hero who you'd like to nominate? There are many ways you can do so:

- Call your local office
- Write a letter and send it to your office
- Email the name of your Hero, office location, and supporting comments to HeroProgram@bayada.com
- Complete the online [nomination form](#) on [www.bayada.com](#) (*The BAYADA Way* > Recognition Programs > Hero Program)

We would love to hear from you! ■



2015 CNA Hero of the Year Tracey Read from Shelby, NC with her client, Mooneye M.



2015 LPN Hero of the Year David Birnbaum from East Stroudsburg, PA with his client, Alex S.

The BAYADA Presidential Scholarship Program: Supporting Caregiver Careers and Excellent Client Care

The BAYADA Presidential Scholarship Program is one of many ways in which we actualize *The BAYADA Way* by fostering high-quality client care and recognizing valued employee contributions. In support of the company's core value of excellence, and the belief that our employees are our greatest asset, BAYADA awards thousands of dollars in scholarships each year to deserving BAYADA caregivers who want to choose their own career path, increase their earning potential, and build their self-confidence through education.

In early April, BAYADA employees will receive information promoting the opportunity to apply for a scholarship. Should your employee ask you for a recommendation, please provide a letter detailing how you believe they would

benefit from the scholarship. Supporting your BAYADA caregiver(s) in pursuing a higher education not only benefits the employee, but also furthers our mission to provide excellent client care.

Past recipients have applied this scholarship to a wide range of educational pursuits, from finishing a master's degree in nursing, to completing

an MBA, to transitioning from a licensed practical nurse to registered nurse, to exploring BSN programs. Here's what some past scholarship recipients had to say about the program. ■



BAYADA Presidential Scholarship Program



I want to further my career and become an RN. My clinical

manager encouraged me to apply for the scholarship and because of it, I have been able to complete required classes and get one step closer to achieving my goals.

~LPN **Gunther Nutz** from the Washington Township, NJ assistive care office



To provide excellent care to my clients and families, continuing

my education is very important. With the advancement of medicine and technology, there will always be more to learn than what my previous degree entailed. With my Presidential Scholarship, I plan to acquire my BSN while continuing my career as a home care nurse.

~RN **Karen Hawkesworth**, the Suffolk County, NY adult nursing office



I view continuing my education in social work

as a way to increase the opportunities I have to develop my knowledge base. I'm thankful for the Presidential Scholarship because it gave me the opportunity to take a class to help me better connect with my clients.

~HHA **Adam Bojko** from the Habilitation Hickory, NC office



I want to know more so that I can help more. My Presidential

Scholarship helped me continue to grow in my knowledge as a practitioner, and therefore be of better service to my clients and their families.

~OT **Annette Mestern** from the Delaware Pediatric office

Helping You Live Your Life to the Fullest: Share Your Story!

At BAYADA, we strive to give seniors back their independence and their dignity. We provide comfort and companionship to those who are alone. We help parents sleep better at night knowing their child is being cared for by their BAYADA Nurse. We make it possible for medically fragile children to go to school and for grandparents to attend their grandchild's recital. We keep families together at home for the holidays and help make it possible for elderly couples to celebrate another anniversary in the comfort of home. Every day, we bring *The BAYADA Way* to life by helping people live their lives to the fullest.

We know that you have many heartwarming stories—past and present—of help and hope, and we want to share them. We are always looking for



your personal stories about your home health care services—from life-changing accomplishments to simple, every day victories.

Your stories may be used in a variety of internal and external communications, including on our website and social media channels, in newsletters, media

outreach, care studies, or as recruiting material testimonials in our BAYADA brochures and advertisements. We are also hoping to use these stories in an exciting video campaign of heartwarming “vignettes” that simply, but beautifully, reflect how we are fulfilling our mission of helping people have a safe home life with comfort, independence, and dignity.

Do you have a story about your care and successes that you'd like to share? Please email CAREconnection@bayada.com if you'd like to participate in our storytelling efforts. Thank you in advance for your willingness to share your stories and help other potential clients in the process. ■

CORNER

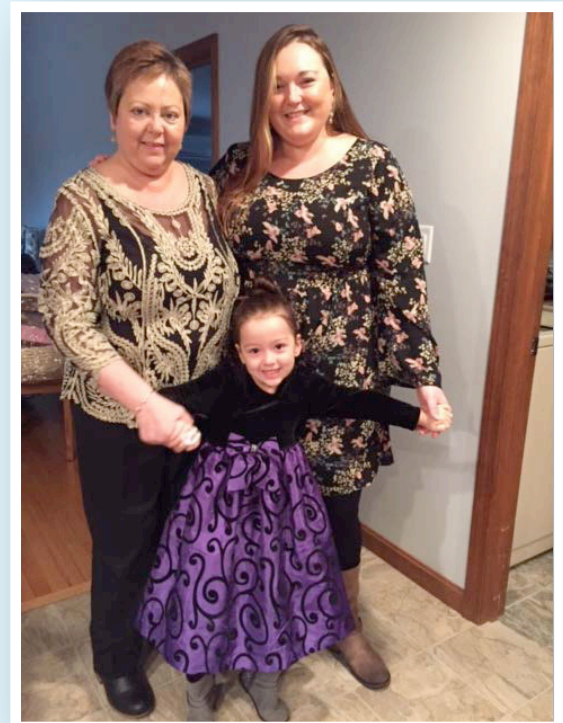
CLIENT

Massachusetts Nurse Turns to BAYADA for Home Care Services

In October 2015, Falmouth, MA Home Health field nurse **Carol DuPuis**, RN, began experiencing a number of troubling symptoms. Carol, who had beaten breast cancer in 2014, began feeling tired, developing headaches, and getting dizzy. A trip to the emergency room led to the discovery that she had a tumor in her brain, and within a week, she had brain surgery. When the time came for Carol to return home, she chose to be cared for by BAYADA colleagues she knew and loved.

Carol's caregiving team remained steadfast as she experienced what it's like to be a BAYADA client, and even helped her accomplish items on her bucket list. They accompanied Carol, her daughter Alana, and her granddaughter Cambria on a trip to Boston where they saw *Beauty and the Beast* on stage. After returning home from their adventure, Cambria exclaimed, “It was magical!”

Carol continues to push forward in her recovery, and though the office does not know if she will be able to return to work, she remains part of our BAYADA family as a valued employee...and client. ■



Falmouth nurse-turned-client Carol DuPuis poses for a picture with her daughter Alana and granddaughter Cambria



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BAYADA Announces Inaugural Client Experience Summit

In mid-March, BAYADA Home Health Care will host our Inaugural Client Experience Summit.

The meeting will bring together a multi-disciplinary group of individuals from across the organization including clinicians, clients, and families, in a targeted effort to generate innovative and creative ideas for how we can continuously improve your experience with our care and services.

Our goal at BAYADA is to provide you and your loved ones with the highest quality home care available, delivered with *compassion, excellence, and reliability*, our BAYADA core values. We want to not only meet your expectations, but also work consistently to exceed them.

The information you share with us through our client experience feedback programs, and with your office and care teams, contributes directly to the areas we will focus on at this event.



Your responses are our most important metric for understanding where we are doing well, and for highlighting areas where there is an opportunity for us to learn and grow.

For more information, follow us at **#BAYADACEX** to hear more as the meeting unfolds. We encourage you to share your stories with us about your experience with BAYADA.

Thank you for continuing to provide us with valuable feedback and insight into your experience with our services, and for allowing us to take care of you and your loved ones. ■

BAYADA SPECIALTY PRACTICES

Home Health Care • Pediatrics • Hospice • Habilitation

Services may vary by location

www.bayada.com