



CARE Connection

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

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bayada.com

Our Lasting Legacy Plan to Perpetuate *The BAYADA Way* and Protect BAYADA from Ever Being Sold

Dear BAYADA Client,

I want to share an important announcement with you before I make it public.

Since our founding in 1975, I have owned BAYADA 100%. I passionately believe in our mission and wonderful BAYADA people. After decades of study, thought, and prayer, I—with the support of my family—have decided to gift BAYADA to a newly created foundation *solely dedicated* to perpetuating our mission and protecting the company from ever being sold.

BAYADA is guided by *The BAYADA Way*: our values, beliefs, mission, and vision. Our vision is to help millions of people worldwide and create a lasting legacy. I feel that with BAYADA owned by a foundation solely dedicated to *The BAYADA Way*, we will have the best chance of achieving our 100-year vision and everyday mission to help people have a safe home life with comfort, independence, and dignity.

For decades, I have turned down countless offers to sell BAYADA for millions of dollars. If I sold BAYADA, the new owners' primary purpose would be to make money. BAYADA's primary purpose is to care for our clients and honor, respect, and support our people. My dream of helping millions of people is far more important to me than money.

Many business owners give their companies to their children. I have five caring and competent children who could manage BAYADA well. However, my kids are wise and they realize that the third or fourth family generation would probably end up selling BAYADA. We agree that the best chance to protect BAYADA from sale or straying from our values is to gift BAYADA to a newly created foundation. This plan is best for our clients and employees. It will make our company more secure. Gifting BAYADA to a foundation honors our employees' work by dedicating the company to our mission forever. It puts people before money.

On August 17, 2017, I will turn 70 years old. On that day, I will officially become chair of the board of the new foundation. My son, **David Baiada**, will assume the role of president of BAYADA. David has the values, education, and experience needed for this job. He is committed to making *The BAYADA Way* come true for millions of people for generations. He has the support of our family and the BAYADA people.

This Lasting Legacy Plan will protect and secure our clients' care, our employees' jobs, our company, and our special mission. On a day-to-day basis, nothing will change. You will continue to receive the same high-quality home health care you deserve and have come to expect from us. Our professional caregivers will continue to care for you as they currently do, and you can feel secure that BAYADA is here to stay.

Thank you for the trust you place in BAYADA.

With warmth and great appreciation,


J. Mark Baiada
Founder and President



View a video of President Mark Baiada personally explaining BAYADA's Lasting Legacy Plan:
<http://bit.ly/ClientLegacy>

Introducing *Hearts for Home Care*

Not everyone has the ability to speak up for themselves, so we've launched *Hearts for Home Care*, an advocacy program supporting quality home health care. Many BAYADA employees and clients have already become "Hearts for Home Care," and so can you! To act as a voice



Hearts for Home Care

A BAYADA program supporting quality home health care.

and make a difference, register on the Hearts for Home Care Advocacy Center

today at bayada.com/heartsforhomecare/landing. ■

Be Like Savine and Liz

Savine DaCosta and **Liz McNulty**, parents of BAYADA Pediatrics clients, both travelled to the statehouse in Harrisburg, PA last month to advocate for clients like their sons, and the professionals who care for them.

Interested in being like Savine and Liz? Email Director of Client and Family Advocacy **Rick Hynick** at rhynick@bayada.com. ■



Savine and her son Gabe meeting with state Representative Craig Staats

Liz and her son Case at the Pennsylvania Homecare Association lobby day kickoff rally



First Director of Client and Family Advocacy a BAYADA Veteran



Longtime BAYADA Home Health Care service office Director **Rick Hynick** has been named our first-ever director of client and family advocacy. An important part of

the *Hearts for Home Care* program, client and family advocacy is a growing resource at BAYADA—one that will strengthen our already developed and successful direct lobbying and staff grassroots efforts.

Just this past year, two mothers of children with special needs in New Hampshire, by themselves, were able to create a movement strong and large enough to get their state legislature to pass 20-25% reimbursement rate increases for home care nurses in less than six months. This success story— together with the interest expressed by many clients and family members— fostered the need for someone to manage this critical component of the BAYADA Government Affairs Office advocacy model.

During his previous 14 years with BAYADA, Rick gained a remarkable reputation as someone who connects immediately with clients and has a proven track record of understanding and responding to client needs and concerns.

All who know Rick believe strongly that he is well-suited for this new role as a spokesperson interacting directly with our clients and their families. If you're interested in joining Rick as an advocate for families like your own, please email him at rhynick@bayada.com. ■

Would you like to share your story or ideas for this publication? Please call the Communications office at 856-273-4600 or email CAREconnection@bayada.com.

Family Caregiver Worries about Losing Care for His Wife; Joins in BAYADA's Advocacy Efforts for Higher Reimbursements

Mike Pollock is used to fighting the good fight. As a caregiver to his wife, **Kathy**, who has experienced a brain tumor and two debilitating strokes, Mike has been arguing with insurance companies over reimbursement for all aspects of her care since 2002.

That's why he worries constantly that Kathy may lose her two cherished BAYADA Home Health Aides, **Alma Dobbs** and **Lucy Villalona**, who, along with Mike, have become a vital part of Kathy's care team. The aides visit the Pollocks' home in Atco, New Jersey, six days a week and "take care of Kathy's every need," according to Mike.

"The bottom line is that I can't do this without them," Mike said. "People like me who take care of their spouses—who save the federal government almost \$500 billion a year—cannot take care of their spouses...without the help of home health aides. We can't do it."

Mike's fight is getting increasingly harder in the state of New Jersey, mostly due to a shortage of qualified caregivers and declining or stagnant Medicaid reimbursement rates.

Current Medicaid reimbursement rates paid to home health care providers range between \$13.80 and \$15.50 an hour, according to home care agency associations. At these reimbursement rates, most employers can only pay home health aides between \$8 and \$10 an hour—a rate they all agree is too low, but they don't have the funding to pay more.

To complicate matters, recent legislation backed by New Jersey lawmakers propose to increase the state's minimum wage to \$15 an hour. The minimum wage proposal could simultaneously be the best and worst thing to happen to the home health care industry, according to **David Totaro**, BAYADA's chief government affairs officer and chair of the Partnership for Medicaid Home-Based Care.

On the positive side, it would pay home health aides what they deserve and make it easier for employers to find and retain competent caregivers. The problem is that NJ's Medicaid program hasn't allocated enough money to keep up with a minimum wage increase. And without a Medicaid remedy, the proposed minimum wage increase would result in fewer hours with home care aides and higher costs for care.

Already low reimbursement rates from Medicaid have forced some home health agencies to merge or leave the industry altogether. Mike is fearful more will follow.

Turning point

But as he's done regularly in the past, Mike took matters into his own hands. He reached out to BAYADA and made a connection with David Totaro. The following month, a reporter from the South Jersey *Courier-Post* was calling



After being contacted by advocate Mike Pollock (left), BAYADA Chief Government Affairs Officer David Totaro personally visited the Pollocks and BAYADA Home Health Aide Lucy Villalona in Atco, NJ



Mike visiting with Congressman Norcross in March, accompanied by David and Government Affairs Director Louise Lindenmeier

to interview Mike, along with home care industry officials around the state. David personally visited with the Pollocks and, shortly after, arranged a meeting with US Congressman Donald Norcross, who had proposed a federal version of the \$15 minimum wage legislation. Mike, David, and BAYADA NJ Government Affairs Director **Louise Lindenmeier** visited the Congressman in March. Mike was able to share that the consequences of what he had proposed "need to be given serious consideration. It's a dire situation."

Results

Congressman Norcross was candid in his response. He had not considered the impact of a \$15 minimum wage on those working in the home care industry, or the clients they serve. He even shared that he's the son of parents who have received care from BAYADA, and is going to do everything in his power to make sure access to quality care continues. Further, he arranged to meet with legislators drafting similar legislation on the state level to ensure that people like Mike, Kathy, Alma, and Lucy are not forgotten.

He stressed that it's because of meetings with constituents like Mike that legislators can make informed decisions.

Be like Mike

BAYADA is committed to finding solutions to these challenges and others so that none of our clients ever have to live without their valued caregivers. Family members like Mike—and you—play essential roles in advocating for continued access to quality home health care services.

Here's how you can help:

- Consider emailing our new Director of Client and Family Advocacy **Rick Hynick** at rhynick@bayada.com to let us know if you're willing to speak to the media and government officials.
- Join our advocacy program, *Hearts for Home Care*, where you can sign up to stay informed about the latest home care issues and take action. Visit bayada.com/heartsforhomecare/landing.

Together, we can speak up for those who can't. ■



BAYADA Communications Office
5000 Dearborn Circle
Suite 300
Mt. Laurel, NJ 08054

CARE Connection is a publication for BAYADA clients and their families.

Feedback Directly Contributes to Our Efforts to Improve Services and Recognize Your Caregivers

Through our Client Experience Survey program and partnership with Home Care Pulse, BAYADA provides you with an opportunity to share your feedback about your experience with our services and the care you receive from us. Your feedback helps us understand whether we are living up to and exceeding your expectations—and the expectations we have set for ourselves as well.

The information you share with us in the phone interviews helps us identify areas in which we need to improve our services. Just as important, it enables us to recognize those employees who are consistently going above and beyond in the services they provide, exemplifying our core values of compassion, excellence, and reliability.

Currently, the Client Experience team is working on a number of targeted improvement efforts to help us more seamlessly communicate with you and your family members about the care and services you receive. This initiative is a direct result of your valuable thoughts and comments.

We want you to know that your feedback matters and sincerely thank you for helping us fulfill our promise to you. For questions about the Client Experience Survey or if you would like to share feedback with us about how we can improve our services, please call 856-380-0277 or email clientsatisfaction@bayada.com. ■

BAYADA SPECIALTY PRACTICES

Home Health Care • Pediatrics • Hospice • Habilitation

Services may vary by location

bayada.com