



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

Want to Recognize Your BAYADA Caregivers? *Annual Contest for Caregivers is underway*

We believe that *our employees are our greatest asset* because they are the heart of home care. They have compassion, strive for excellence, provide reliable service, and most importantly, they *show love*. As such, the 2016 BAYADA Annual Contest for Caregivers (formerly known as *The BAYADA Way to go!* contest) has been designed to honor those field employees who *Do What They Love and Love What They Do*.

Many of you have asked how you can recognize your BAYADA caregivers. Here's your chance!

We encourage clients and their families to submit a contest ticket (enclosed) on your BAYADA caregivers' behalf, when they *show love* in the work that they do. Your submission will provide your BAYADA caregiver a chance to win weekly runner-up and grand prizes—ranging from BAYADA apparel to thousands of dollars in gift cards for popular merchants.

How to participate

To recognize your BAYADA caregiver(s), simply choose one of the following methods:

- Mail the enclosed, postage-paid contest ticket
- Return a ticket to your BAYADA staff
- Call your office to make a verbal entry
- Submit a ticket online at bayada.com/contest
- Scan the QR code to the right

The contest ends November 13, 2016. We look forward to your participation. ■



BAYADA is Here to Stay!

President Mark Baiada and his family are planning for the future—they want BAYADA to be here 100 years from now!

What is BAYADA's Lasting Legacy Plan about?

- BAYADA will create a non-profit foundation in the next several years.
- The foundation will protect BAYADA from ever being sold and make sure that our company philosophy—*The BAYADA Way*—continues to guide our work.
- **Mark Baiada** will become the chairman of the BAYADA-created foundation.
- Mark's son, **David Baiada**, will become the president of BAYADA on 8/17/17.

How do these changes affect you and your BAYADA caregivers?

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. In fact, our *Lasting Legacy Plan* will protect and secure our clients' care, our employees' jobs, our company, and our special mission.

To learn more, visit bayada.com/legacy. ■

Thanks to My BAYADA Caregiver... *Share your story*

At BAYADA, we strive to give seniors back their independence and dignity. We help parents sleep better at night knowing their child is being cared for by their BAYADA caregiver. 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.

As we prepare to celebrate **National Home Care Month** this November, we hope you'll help us recognize the BAYADA caregivers who are committed

to caring for you or your loved one and keeping your family together at home. We know that you have many heartwarming stories—past and present—of your BAYADA caregiver providing the care and support you need to get through each day, and we want to share them. Let your BAYADA caregiver know you appreciate them. Start your story by finishing this sentence:

Thanks to my BAYADA caregiver...

Send your personal story to CAREconnection@bayada.com. Thank you in advance for your willingness to share your stories and recognize your caregiver. ■

Thanks to my
BAYADA
Caregiver

Your stories may be used in a variety of internal and external communications during National Home Care Month, 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 also hope to use these stories in exciting video campaigns 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.*

BAYADA "Hero" CNA and Client Family Member are Featured in Report Advocating for Home Care

On June 15, at the National Press Club in Washington, DC, The Home Care Association of America (HCAOA) and Global Coalition on Aging (GCOA) unveiled an eye-opening report on the current and future state of the country's aging population titled, *Caring for America's Seniors: The Value of Home Care*.

The report makes a compelling case for increasing the support and funding of home health care services to meet the needs of a steadily increasing number of elderly Americans over the last few decades.

Key takeaways of the report state that home care keeps seniors healthy and provides them with the choice to age at home, where the majority of seniors want to be. It also promotes peace-of-mind and wellness for family caregivers, and is emerging as a vital engine of economic growth by creating jobs and reducing strain on government programs.

The report also brings to life the important role of home health care

through real-life stories of home health caregivers and family members who rely on their services to keep their loved ones safe at home. One such story is of a former BAYADA client's daughter, **Lynn W.**, who expresses her immense gratitude for BAYADA CNA **Tracey Read** of our Shelby, NC assistive care office, who cared for Lynn's mom before her passing.

"She shared that enormous responsibility of caring for my mother, and that relieved a lot of the stress that I felt. Even if it was just little things, knowing that I had someone else there was very important to me," says Lynn. "Tracey became like a part of the family. She was great with my mom, and with me, and I knew I could always depend on her."

Tracey—our 2015 National Hero of the Year—and Lynn attended the event to show their support, and Tracey spoke on behalf of caregivers.

"I go into each home with the purpose and mission to help each client have



Register on BAYADA's *Hearts for Home Care* website at bayada.com/heartsforhomecare.

the best day possible, and I continuously advocate and speak up for the best interest of what they need," said Tracey. She adds, "When I go to work, not only am I helping others, they are helping me. I can sleep well at night knowing the clients I care for are where they want to be."

"We're proud that BAYADA's personal stories can provide a positive impact," says BAYADA's Assistive Care Group Practice Leader **Matthew Kroll**, who attended the event as well. He adds, "We are pleased to support this effort to bring attention to our industry, and the great work of caregivers." ■



BAYADA

Presidential Scholarship Program

BAYADA Ensures Excellence through Education

In support of BAYADA's core value of excellence and the belief that *our employees are our greatest asset*, a record 577 academic scholarships were awarded this year.

These BAYADA Presidential Scholarships represent more than \$314,000 that will be used by our professional caregivers who strive to provide the very best service to our clients, and maintain the highest standards of excellence through education and training. Individual awards reached up to \$1,250 and will be used for a wide variety of educational pursuits such as wound care certification, pharmacology, neuromuscular therapy, and developmental psychology.

Thank you to our clients who helped recognize our valued employee contributions with letters of recommendation and comments such as these:

My son adores Chandler and often calls for her when we are out. I could go on and on about her and how she has been wonderful. She exceeds any and all of my expectations, and is excellent at what she does all day because she has a genuine love for working with children. Thank you for considering her for this scholarship. She deserves it!

~Anne A., client's mother

Since I started needing help six years ago, I have met quite a few caregivers who were employed by large, well-known companies and were very qualified, knowledgeable, and helpful. To some, it's a job, but others have a natural, inborn desire to want to care for people and instinctively know how to accomplish that. They can understand your anxieties and concerns and ease your heart just by hearing you get it off your mind. Tammie has that gift.

~Edna Y., client ■

91-Year-Old Places First in His BAYADA Regatta Race—Despite Cancer Diagnosis

With the heat index hovering around 110 degrees, retired surgeon Ned Goodrich brought a whole different kind of heat to the 35th annual all-adaptive BAYADA Regatta on Saturday, August 13. The 91-year-old from Ardmore, PA placed first in his race. For him, rising above daunting challenges has become a way of life, and he has faced much more serious opponents in the past.

He's battled three kinds of cancers, a heart attack, and a series of small strokes, but it was a massive stroke in 1980 that left him unable to continue his practice. After years of therapy, he was able to regain his motor skills. Rowing was one of the activities that helped him get stronger, and he continues to row each day in his basement.

Although rowing had helped him after a series of complicated health challenges, it was not his friend last year when he placed third in his race at the BAYADA Regatta. His son Alfred recalled, "It was a very long and quiet car ride home!"

With the same determination and positive attitude that helped him overcome the many obstacles life has presented him, he claimed victory once again. "Third place was unacceptable," he said of his performance last year. With his son smiling beside him, Goodrich stepped up to accept his first-place medal and declared, "See what determination can do for you!"

Prior to his stroke in 1980, the accomplished surgeon completed the first successful canine liver transplant. It was his research that was used to further the understanding of transplants in humans. He also served in World War II and received a Silver Star.

Despite all of his accomplishments, he describes himself humbly as "5'7", 118 pounds, and shrinking every year."

Currently three years into a two-month prognosis with his fourth cancer (bilateral lung cancer), his positive outlook keeps him enjoying each day and looking forward to



Retired surgeon Ned Goodrich accepts his medal with his son, Alfred

the next. We expect to see him back at the BAYADA Regatta again next year with that same unstoppable spirit. ■

About the BAYADA Regatta

Founded in 1981 on the banks of the Schuylkill River in Philadelphia, PA, the BAYADA Regatta is the nation's oldest and largest all-adaptive rowing event for athletes with disabilities. This year's competitors ranged in ages from 15 to 91 and were classified according to their physical, visual, or intellectual impairments. Medals for novice, veteran, and youth events were awarded to athletes throughout the day.

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.



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

What is Client and Family Advocacy?

Home health care not only keeps families together and people in their homes—it drastically reduces the chances of re-hospitalization, and is more cost-effective for many people than long-term care in a facility. These are the very facts that client and family advocates are armed with daily as they work to ensure home health care gets the attention and funding it deserves.

When clients receive home health care services, the agency isn't the only entity involved. These services are heavily influenced by elected government officials—many of whom do not have a background in health care.

Your state and federal representatives and senators often control funding for Medicare and Medicaid through budget approvals, committees, and votes. Medicare and Medicaid are two of the

largest government-funded home health care insurance providers, and they provide coverage to thousands of our clients.

There are no guarantees when it comes to funding for home health care. Much of the money is government-funded and subject to competition from many other industries.

So what is client and family advocacy? It's joining our voices and making sure elected officials understand that home health care requires appropriate funding to hire competent and effective staff.

It's communication, education, and standing up for what is right.

It's supporting those who believe that home health care and helping others learn more are important.



Hearts for Home Care

A BAYADA program supporting quality home health care.

It's communicating stories about care at home.

It's underscoring the need for regulations that make sense.

It's a movement for a stronger tomorrow.

By registering to *Hearts for Home Care* at bayada.com/heartsforhomecare and writing a brief statement or story about why home health care is important, you'll help increase our ability to advocate for you.

For more information, or if you'd like to become more involved in advocacy, please contact Client and Family Advocacy Director **Rick Hynick** at rhynick@bayada.com. ■

BAYADA SPECIALTY PRACTICES

Home Health Care • Pediatrics • Hospice • Habilitation

Services may vary by location