



CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 39 years of compassion, excellence, and reliability

Volume 3, Number 1 • 1Q'14

www.bayada.com

A letter from Mark Baiada

founder and president, BAYADA Home Health Care



As a BAYADA client, you've surely heard or read about *The BAYADA Way*, our company philosophy that expresses the values and beliefs that have been the foundation of our work since 1975: our clients and their families deserve home health care delivered with compassion, excellence, and reliability.

The BAYADA Way also communicates our core beliefs that our clients come first and our employees are our greatest asset. Those beliefs have been a beacon for us to follow as we've grown and we are always mindful to recognize and reward our professionals who embody our mission to help our clients have a safe home life with comfort, independence, and dignity.

The many recognition programs we have to honor exceptional BAYADA professionals start with you. They are a reflection of the commitment we have to serve our clients with the highest quality care. We invite you to participate in recognizing your exceptional caregiver with a "Hero" nomination or with a ticket entry for our new *The BAYADA Way to go!* contest.

We believe *The BAYADA Way* is what sets us apart and why you chose us as your home health care service provider. We'd like to know if we're continuing to meet your expectations – that's why providing your feedback in our client satisfaction surveys is so important. You can read about how survey results have confirmed what we believe: reliability is very important to our clients. Find out what you can do to help us consistently deliver on our promise of reliable care.

As always, I thank you for the trust you place in us every time you welcome us into your home. Please don't hesitate to contact your local office if you have any questions or requests; they will be happy to assist.

Best regards,



Recognize BAYADA caregivers during our annual contest

The BAYADA Way—our company philosophy—is at the heart of everything we do. One of our fundamental beliefs is that our employees are our greatest asset. That's why we strive to honor those professionals who embody our mission and meet the highest professional, ethical, and safety standards.



The **BAYADA Way to go!** contest
You deserve a Hi i

In the December edition of *CARE Connection*, we included a Hero Program Nomination Form, providing you with an opportunity to recognize a BAYADA caregiver as a Hero, which is just one of many ways we honor outstanding employees. We received almost 200 nominations and would like to thank everyone who took the time to express their gratitude for our employees.

Give your caregiver a BAYADA High Five!

Now you have another opportunity to acknowledge how BAYADA caregivers demonstrate *The BAYADA Way* and help clients live their life to the fullest with a sense of well-being, dignity, and trust. Our new *The BAYADA Way to go!* contest lets you give your BAYADA caregivers a BAYADA High Five—an expression of appreciation and respect for a job well done—and a chance to win a gift certificate.

The contest runs through April 20, and you may submit a BAYADA High Five ticket on behalf of a BAYADA caregiver as an entry into our contest. One winner per week from the pool of tickets will be randomly chosen in each of our 280 plus offices. On May 1, companywide grand prize and runner-up winners will be randomly selected from the preliminary winners. All winners will be presented with certificates to redeem through GiftCertificates.com.

How you can participate:

Clients and family members can submit tickets on behalf of a BAYADA caregiver who demonstrates *The BAYADA Way* by providing the highest quality home health care services. Enclosed is a sheet of three tickets for your convenience. Tickets are also available through your local office or you can download a ticket from our bayada.com website >> *The BAYADA Way* >> Recognition Programs >> Contests. Contest rules and prize information are also available on our website.

Submit tickets by:

- Calling your office with a verbal ticket entry
- Mailing or emailing a ticket to your office
- Passing a ticket along through BAYADA staff

Each office will be responsible for submitting the tickets into the contest ticket drawing. If you have any questions related to *The BAYADA Way to go!* contest, please contact your office.

Thank you for your participation! Together, we can strengthen and support our culture of recognition and reward those who deliver home health care services *The BAYADA Way* with compassion, excellence, and reliability.

BAYADA specialty practice updates and initiatives

At BAYADA, our offices are organized by specialty practices (Home Health, Adult Nursing, Assistive Care, Assistive Care State Programs, Pediatrics, Hospice, Habilitation, and Staffing) to ensure that you are receiving the highest quality care at every level, 24 hours a day, 7 days a week.

The following are some resources and news from several of our specialty practice teams. We hope you find this information helpful.

Assistive Care

The BAYADA Assistive Care Specialty Practice focuses primarily on providing non-medical assistance with activities of daily living for adults and seniors. We are pleased to share several key areas of focus for this year.



Client Frances S. enjoys the support and companionship she receives from BAYADA Home Health Aide Frances Beatty.

We continue to develop our national partnerships with the Amyotrophic Lateral Sclerosis (ALS) and Alzheimer's Associations. Through our partnerships, we can better advocate for clients like you and enhance the clinical training our home health care professionals receive.

BAYADA offices across the nation participate in fundraising events and walks, clinical education programs, and political advocacy efforts to assist people living with ALS and Alzheimer's. We are very interested in receiving certified disease-specific training and education from these well-established organizations. By providing this additional specialized training and increasing our employees' knowledge base, our health care professionals will be better able to meet your needs and support you in the comfort of home.

As a leader in home health care services, we feel it is our responsibility to provide our current and prospective clients with easy and quick access to the comprehensive resources and information they need to better understand the breadth and value of home care services. With that goal in mind, we are redesigning our website, bayada.com, so that visitors to our site will have an enhanced, friendlier user experience.

Finally, the Assistive Care Specialty Practice continues to develop more efficient and effective ways to advocate for our clients. Our clients really do come first, and we are committed to supporting your needs.

Our team is excited to move ahead in finding ways to better serve you.

Habilitation

BAYADA habilitation specialists help clients with developmental disabilities acquire, maintain, and improve skills related to the activities of daily



Sonny S., who has cerebral palsy, uses his communication device with the help of his BAYADA Hab Tech Megan Barbee.

living, enabling them to function as independently as possible in the

community. Our Habilitation Specialty Practice has been so successful throughout North Carolina and Hawaii that we are expanding our services into new states!

We are pleased to announce the opening of the Suwannee, Georgia office in the fall of 2013. The Suwannee office, which is located just 30 minutes north of Atlanta, came to fruition after almost two years of hard work, dedication, and determination.

Next in our expansion plan is the Autism Services Habilitation office in Greenville, SC, which is set to open mid-year. Autism Services is a natural extension of habilitation because autism specialists also help teach new skills to the intellectually and developmentally disabled population in their homes.

Lastly, we are expanding our habilitation services in Pennsylvania. Services will be provided through two waivers—one for individuals with intellectual disabilities and the other for individuals with developmental disabilities. Both waiver programs are designed to help individuals live more independently in their homes and communities. They provide a variety of services that promote community living, including self-directed service models, and traditional, agency-based service models.

We look forward to expanding habilitation services and helping more and more people in new states.

Pediatrics

BAYADA Pediatrics specializes in providing high-quality, family-centered nursing and assistive care services for children at home and school.

We continue to enhance the care we provide to children through diagnosis-specific trainings and community partnerships. In 2013, we developed and provided clinical education to our clinicians about spinal muscular atrophy through our partnership with Families

of Spinal Muscular Atrophy (FSMA). This year we are focusing on a similar relationship and specialty education about cerebral palsy by working closely with United Cerebral Palsy (UCP). By cultivating relationships with organizations of diagnosis-specific conditions, we can work together to advocate for the children we serve and enhance the training we provide to our staff.

As a leader in pediatric home health care, we feel it is our responsibility to provide our current and prospective clients and families with access to the information they need to better understand the breadth and value of pediatric home care services. To provide this vital resource in a user-friendly, accessible format, we are redesigning our website, www.bayadapediatrics.com. We welcome any feedback you may have

regarding your online experience at www.bayadapediatrics.com.

Listening and responding to your needs is at the heart of what we do at BAYADA Pediatrics. To be sure that we are fulfilling your expectation of providing exceptional care with compassion, excellence, and reliability, we solicit your feedback through annual client satisfaction surveys. These surveys tell us how we are doing, and, most importantly, how we can better meet the needs of your child and your family.

To help maximize our satisfaction survey processes and follow-up – with the goal of incorporating your feedback into improving the service we provide – we invite you to participate in a focus group.

Please let us know if you're interested in participating or if you have any questions or comments. You may email PEDS411@bayada.com, or contact Michael Sincavage at 609-747-6411 or Michelle Kukawski toll-free at 855-411-PEDS.

Isaiah M., who was born with multiple congenital anomalies, is doing well thanks to all of his nurses, including Chris Pacifico, RN.



Micah's music therapy helps BAYADA clients

Raleigh, NC Pediatrics client Micah G. is a young boy diagnosed with inoperable tumors. His cancer treatments can be draining and daunting, but with the help of his BAYADA Nurse Dan Gilvary, RN, Micah's spirits are being lifted through music therapy.

Dan—known as Dulcimer Dan in the music world—enjoys making and recording music when he is not caring for his BAYADA clients. The two passions met when Dan talked Micah into recording a song for fun and posterity. Micah said he couldn't do it, but Dan assured him that he absolutely could. Micah recorded Row, Row, Row Your Boat for Dan, who added a guitar accompaniment after Micah's recording.

The look of pure joy on Micah's face said it all. The story of Micah's music reached a local news station that filmed a story about the therapy that is encouraging



Client Micah G. recording a music track with RN Dan Gilvary

people like Micah facing a cancer diagnosis. After its success, Dan began a non-profit project called Micah's Music, dedicated to bringing the gift of song to others in need.

Visit <http://www.wral.com/news/local/noteworthy/video/13289432/> to witness Dan and Micah collaborating on Micah's song. ■

Understanding your health insurance benefits

Having health insurance that covers your home health care expenses is key to ensuring that you'll be able to continue to receive the services that BAYADA has been providing. With all the changes to the health insurance market since the passage of health care reform, it's more important than ever to understand exactly what your policy covers – and what it doesn't.

Open enrollment on the government's Health Insurance Marketplace, healthcare.gov (also called The Exchange), closes on March 31, so if you planned to purchase

coverage through it, hopefully you've done so already. If you have a new policy through the Marketplace or through another means, please ensure that your plan covers your necessary home health care benefits.

You should also review your current policy even if you've re-enrolled in an existing plan through an employer or another private insurer. Take the time to confirm that your policy's benefits provide adequate coverage.

We understand that navigating the new health care insurance market can be

challenging for many people. BAYADA has a dedicated team of insurance confirmation professionals who can help you review your options and determine the best, most cost-effective plan to meet your home health care needs. If you rely on health insurance to cover your services, let us help you confirm that you'll continue to have the necessary coverage without interruption.

Please contact your director or client services manager with any questions or concerns about your home health care benefits through your medical insurance.



5000 Dearborn Circle
Suite 300
Mt. Laurel, NJ 08054

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

Reliability: let's work together

Thank you so much for returning your client satisfaction survey. We appreciate your taking the time to let us know how you feel about the quality of our service and the care provided by the BAYADA home health care professionals you welcome into your home. Your feedback has illustrated just how important reliability is to you, and we work hard every day on our commitment to provide care with compassion, excellence, and reliability.

Here are some things to do and keep in mind that will help us meet your expectations of exceptional, reliable care:

Emergency planning

Storms, natural disasters, and accidents are just some of the emergency events that can potentially cause an interruption in coverage. To help minimize the effect on your care, please ensure:

- You have an emergency plan and that your service office is aware of it
- Your service office has your most current contact information

- You provide your service office with contact information of friends or family who you would call upon in an emergency
- You have a battery back-up for electric power-dependent equipment, which is especially critical for clients with a tracheostomy or ventilator

Unexpected change in plans

We understand that unexpected and last-minute changes in plans are a part of life. However, modifications to your schedule can have a ripple effect on other clients receiving care from BAYADA. To meet all our clients' expectations of reliability, it's critical that we are informed as soon as possible of sudden changes in your plans that would affect our scheduled appointment with you. A quick call to your service office will give us an opportunity to

reschedule your care, while ensuring that our other clients can still depend on us to be there for them.

Scheduling and coverage is a complicated challenge at BAYADA, but our dedicated service staff and home health caregivers are committed to upholding our high standards of reliability. By working together and communicating with your service office, you can help us deliver on that commitment to always be there when you expect us.

We acknowledge and appreciate the trust that you have placed in BAYADA and strive to always provide the highest quality home health care possible. For questions about your service or a particular policy, practice, or procedure, we encourage you to contact your service office.

————— BAYADA SPECIALTY PRACTICES —————

Home Health Care • Pediatrics • Hospice • Habilitation

————— Services may vary by location —————

www.bayada.com