



CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 38 years of compassion, excellence, and reliability

Volume 2, Number 3 • Summer 2013

www.bayada.com

A letter from Mark Baiada

founder and president, BAYADA Home Health Care



BAYADA is guided by the belief that our employees are our greatest asset. Our mission acknowledges that only by building relationships and working together can we be a successful community of compassionate caregivers.

Our various recognition programs and community service efforts

support the BAYADA commitment to serve clients with the most dedicated and trusted team of home health care professionals. This companywide team is united in one vision: to provide you with the highest quality care.

Our strong relationships with various nonprofit organizations offer us additional opportunities to make a difference by helping individuals who need assistance. *The BAYADA Way*—our company philosophy—inspires us to engage in community service where we live and work. BAYADA offices are active community partners, raising awareness and participating in fundraising efforts for many worthy causes.

We also work to foster a culture of recognition, regularly honoring our professionals who demonstrate *The BAYADA Way* and exemplify our core values of compassion, excellence, and reliability.

Research has demonstrated that there is real value in acknowledging and awarding the important work our employees do each and every day. Recognition generates a positive energy and makes people feel that they are valued by BAYADA. That energy has a positive impact on employee retention and the quality of services we provide to our clients.

To learn more about our recognition programs or community service efforts, please visit us at www.bayada.com. Our website describes our range of services, provides links to additional resources, and features stories about BAYADA clients and caregivers that bring *The BAYADA Way* to life.

Thank you for trusting BAYADA with your home health care services. If you have any questions, please contact your office team for assistance.

Warmest regards,

J. Mark Baiada

BAYADA celebrates the Year of Recognition

We believe our employees are our greatest asset. By recognizing and rewarding those who exemplify *The BAYADA Way*, we further our commitment to help clients live safely at home with independence and dignity.

At our companywide annual meeting held in June 2013, Founder and President Mark Baiada declared this year the Year of Recognition. Efforts throughout the year will focus on retention and the value of acknowledging the good and important work our employees do to better serve our clients.

Human resources experts know that employees who receive recognition for doing a good job are more satisfied and engaged in their work. Acknowledgement for a job well done contributes to a sense of pride, and pride is a key factor in employee retention. When we reach out to recognize and reward our employees, we help them to feel valued, while reinforcing the BAYADA spirit and behavior that results in superior service. Employee retention is essential to building teams of professionals who embody our mission and meet the highest professional, ethical, and safety standards. Experienced employees model *The BAYADA Way*, mentor new hires, provide ongoing training, and ensure that every BAYADA office operates in accordance with BAYADA protocols.

Many companywide recognition and reward programs have been developed to acknowledge the compassion, excellence, and reliability of our dedicated BAYADA caregivers, clinical managers, and client services managers. We also have programs that focus on education and training to help employees reach their potential, such as the BAYADA Presidential Scholarship Program.

Additional information

Learn more at www.bayada.com. Click on *Recognition Programs* under *The BAYADA Way* tab.

Nominate a Hero!

Do you know a BAYADA Hero? Complete and return a Hero nomination form to your office or send your comments to HeroProgram@bayada.com.

BAYADA 2013 Heroes of the Year



Please join us in congratulating our 2013 Heroes of the Year: HHA Judy Morrison, RN John Morris, LPN Amber Lehman, and COTA Leonard Barringer! At our June 2013 annual meeting, each Hero was honored during a special ceremony that paid tribute to the amazing work they do.

Community service makes us community partners

Providing community service where we live and work is part of *The BAYADA Way*. The BAYADA Gives Back blog was created in 2010 to celebrate the 35th anniversary of BAYADA Home Health Care and Mark Baiada's 35 years of service. The blog continues to be an ongoing tribute to Mark for his countless efforts to help others, and the inspiration he brings to all around him.

BAYADA offices engage in a diverse array of community programs nationwide, such as:

BAYADA participates in opening of a special field for children with disabilities

The Voorhees, NJ Pediatrics North team was grateful for the opportunity to attend the official opening of Boundless Field—a specially designed field for kids with physical and developmental



disabilities located in Challenge Group Park in Cherry Hill, NJ.

BAYADA participates in Baby Steps 3K Walk/Run

On Saturday, June 1, the Minnesota Children's Hospital and clinic hosted the Baby Steps 3k Walk/Run at the Minnesota State Fairgrounds Grandstand. All proceeds from the event benefited the neonatal program at Children's, including the neonatal intensive care unit (NICU), infant care center (ICC), and special care nursery (SCN).

BAYADA Kauai, HI associates help Kauai residents back in the ocean

Kauai, HI Behavioral Health office associates spent their weekend volunteering for KORE (Kauai Ocean Recreation Experience)—a Kauai YMCA program designed to help Kauai residents who are physically challenged or have special needs get back into the ocean with the assistance of trained professionals to enjoy the water and surf.



More information

To read more and learn how you can get involved in community service, click on Community, then BAYADA Gives Back at www.bayada.com.

Habilitation specialty practice adds new service

BAYADA offices are organized by specialty practices that each have a team of multidisciplinary professionals to ensure that clients receive the highest quality care 24 hours a day, 7 days a week.

BAYADA Habilitation professionals provide education, support, and assistance for clients with intellectual or developmental disabilities. Habilitation specialists help clients acquire, maintain, and improve skills related to the activities of daily living, enabling them to function as independently as possible in the community.

Habilitation differs from rehabilitation in that habilitation services are for those who never had the ability or skill, and rehabilitation is for those who lost them. For example, habilitation services help children or adults who never developed a skill because of a developmental disability or disorder such as autism. With habilitation, individuals may learn, keep, or improve skills and functional abilities that may not be developing normally.

Rehabilitation services refer to the regaining of lost skills or functioning. These services may help a person improve skills that have

been lost after a stroke, head injury, illness, or other cause.

The new health care reform law currently has habilitation in the news. A section of the law requires that insurance plans offered through the state exchanges and Medicaid programs must provide services in 10 categories of essential health benefits (EHBs), including the category of rehabilitation and habilitation services and devices. Autism services are also a part of health care reform, with 34 states having passed a variety of laws regarding behavior services provided by insurance companies to children (and sometimes adults) with autism. Read *Habilitation: What it is and why it matters to you* (<http://blog.asha.org/2012/01/04/habilitation-what-it-is-and-why-it-matters-to-you/>) for more information.

Introducing Autism Services

Autism is the fastest-growing developmental disability in the US, now affecting 1 in 88 children. Although the rate of autism has grown steadily over the last 20 years, there is hope. Children diagnosed with autism do progress and studies have shown that early intervention is key. This is where BAYADA can help.

The BAYADA Habilitation Specialty Practice is pleased to announce the introduction of a new habilitation service program: Autism Services. This new program is a natural extension of habilitation because autism services occur in the home, teach new skills, and serve the intellectually and developmentally disabled population.

Our vision is for BAYADA to be a leader in providing autism services under the Habilitation Specialty Practice—making it possible for millions of people worldwide to experience a better quality of life in the comfort of their homes.

The first Autism Services program is scheduled to open in Greenville, SC, this year. Watch for more information in future editions of *CARE Connection*.

Additional information

"What is Autism?" by Autism Speaks: <http://www.autismspeaks.org/what-autism>

"How is Autism treated?" <http://www.autismspeaks.org/what-autism/treatment>

Autism Insurance Reform Law in South Carolina (Ryan's Law) http://www.autismspeaks.org/sites/default/files/docs/gr/faqs.sc_.pdf

A family's power of love and determination



After waiting seven years, Amy and Dean Kriebel were delighted when their first child, Andrew Jacob Kriebel, was born in 2000. He was a beautiful and healthy, bouncing baby boy. Their dream of starting a family had finally come to fruition.

When Andrew was about one year old, he had a seizure. His parents rushed him to his doctor, who immediately sent the family to Geisinger's Janet Weis Children's Hospital, where Andrew was later diagnosed with a seizure disorder.

The Kriebels say that the next few years were a roller coaster ride. Regardless of which hospital they went to or what specialist they met with, no one could provide them with a real diagnosis.

Then one summer day in 2006, while Andrew was at Geisinger for a medical emergency, a neurodevelopmental specialist noticed that he exhibited characteristics of Angelman's syndrome—a rare, neurogenetic disorder that affects one in about 150,000 babies born every year. Dean and Amy had been waiting for so long for someone to tell them what was wrong with their son. Was this it?

Andrew was clinically diagnosed with Angelman's syndrome by a specialist in North Carolina. The diagnosis meant that Andrew had severe developmental and intellectual disabilities, would never talk or feed and dress himself, would have sleep issues, and would continue to suffer from different types of seizure—facing constant trips to the hospital. The prognosis wasn't good, but the Kriebels finally had their answer and they could search for the best treatments to help their son.

In 2009, Andrew lost his ability to walk. The Kriebels brought him to The Children's Hospital of Philadelphia, where Andrew started a series of tests including bone scans, MRIs, and EEGs, and visited with orthopedic staff and geneticists. After having his test results reviewed by the neurology department, the results were inconclusive.

The Kriebels decided they weren't going to give up. They were determined to do everything possible to see Andrew walk again. Approximately three weeks after Andrew started taking a new seizure medication, he surprised them by taking a few steps. It had been 16 months since



Andrew's last step and his legs had atrophied. Andrew's nurse and physical therapist immediately started working with him to get back his muscle tone and regain his strength.

Andrew's parents are happy to report that he now walks two miles a day, assisted by Williamsport, PA (WLM) BAYADA Nurse Kevin Shreckengast.

Dean Kriebel says, "Andrew's walking isn't pretty and he's very pigeon-toed, but at least he's walking!"

Now attending public school, Andrew is enrolled in a life skills class where he receives physical therapy, occupational therapy, and speech therapy. His parents describe him as a happy kid who loves floating in the pool with his adaptive tube, jumping on his trampoline, and having people chase after him.

Although Andrew is non-verbal, his parents say that his smiles speak volumes. The more you interact with him, the more he smiles, and his gorgeous blues eyes light up. "That's when you know he's having fun," says Amy Kriebel.

During the last week of school this year, Andrew celebrated his graduation from Central Elementary School by walking 2.5 miles from his home in Duboistown, PA, to the school, located in South Williamsport, PA. On Friday, May 31, the entire school and community lined the streets to cheer Andrew on. The walk was more than a personal challenge for Andrew: funds raised during this walk will benefit Andrew's Special Kids Foundation—a nonprofit organization founded by Andrew's parents to honor their son. The Foundation is dedicated to helping children with special needs by ensuring that they have the adaptive equipment, special education opportunities, safety equipment, financial assistance for out-of-state travel, and therapies that they require.

It took Andrew more than two hours to walk the hills of South Williamsport. The crowd roared as Andrew crossed the finish line and was greeted by his mother and father. Andrew's mom said, "He's my hero. I don't think I can ever do what he does." When asked how he felt about Andrew's accomplishment, Dean proudly replied, "Andrew will never go to a prom, drive a car, or play sports. This was his one chance to shine, and did he ever shine!"

Interested in upcoming fundraising events? Visit www.askandrew.org to learn more about the goal of Andrew's Special Kids Foundation, how it has helped kids with special needs, or how you can apply for assistance.

To learn about other BAYADA clients, please visit www.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.

Preparing for the 2013–2014 influenza season

It's hard to believe that influenza (flu) season is just around the corner. The flu is a contagious respiratory illness caused by influenza viruses that can cause mild to severe illness and occasionally death.

This fall, take preventive action by getting your annual flu shot! The Centers for Disease Control and Prevention (CDC) recommends a yearly flu vaccine for everyone six months of age and older as the first and most important step to prevent getting the

flu. Young children, seniors, and people with certain medical conditions are especially at risk for developing serious complications associated with the flu (such as pneumonia). Getting vaccinated is especially important for them and the people who live with or care for them.

The flu vaccine is safe; you can't get the flu from the vaccine. The vaccine, however, does take two weeks to provide full protection. So, getting the vaccine before the flu season begins is important.

Speak with your physician about scheduling your annual flu shot now.

Also, remember to wash your hands often to prevent getting and spreading germs.

Visit the CDC's seasonal influenza page at <http://www.cdc.gov/flu/index.htm> for additional information about influenza viruses, preventive care, vaccinations, and other resources.

Have a safe and healthy fall and winter.



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Your comments help improve quality of care

BAYADA Home Health Care is pleased to announce a new relationship between two trusted partners who influence the care we provide to our valued clients. As announced in a recent press release, Press Ganey Associates, Inc., which administers our confidential, client satisfaction survey, has acquired Morehead Associates, an independent research firm that administers our employee satisfaction survey.

BAYADA has engaged both firms over the past few years to capture, analyze, understand, and integrate the valuable feedback we receive from BAYADA clients and employees through their respective surveys. Explaining the merger, Press Ganey CEO Patrick T. Ryan said, "The

acquisition of Morehead enables us to rapidly fulfill our vision of redefining the patient experience industry." BAYADA agrees, and will continue to work with Press Ganey to achieve this vision.

Teams from BAYADA and Press Ganey have begun exploring how to best blend BAYADA client and caregiver feedback in order to improve clients' quality of care, overall well-being, and their likelihood to recommend BAYADA to friends and family. Although this has been a focus at BAYADA throughout our working relationships with both Morehead and Press Ganey, the combination of these two well-respected firms into one now furthers our commitment and resources, strengthening

our capability to help clients "experience a better quality of life in the comfort of their own homes" in accordance with *The BAYADA Way*.

You play a key role in working toward this goal. As we progress, your continued feedback and comments on surveys is important to us. If you have any questions about your services, we encourage you to contact your office team.

Thank you for returning your client satisfaction surveys. We appreciate the trust that you have placed in BAYADA to meet your home health care needs.

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

BAYADA SPECIALTY PRACTICES

Home Health Care • Pediatrics • Hospice • Habilitation

Services may vary by location

www.bayada.com