



CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 42 years of compassion, excellence, and reliability

Volume 6, Number 3 • September

bayada.com

David Baiada Takes the Helm of BAYADA, Bringing with Him a Lifetime of Lessons from His Father

A message from David Baiada, CEO



Thursday, August 17 was a historic day for BAYADA. Not only was it **Mark Baiada's** 70th birthday, it signaled the official beginning of our transformation into a nonprofit organization. As a family, we made the decision to put mission over money and gift this company to protect it from ever being sold

and to help ensure that the mission, vision, beliefs, and values of *The BAYADA Way* will continue for generations to come.

Also on that day, my father became Chairman of BAYADA, while I assumed the role of CEO, taking responsibility for the day-to-day operations and leadership of the company. Rest assured that this transition will be seamless for you—your same care team will still provide the same high-quality care you've come to expect from BAYADA.

As I take the helm of this wonderful company my father started 42 years ago, I bring with me the lessons I learned from him, both as my business mentor and my father. I'd like to share those with you.

- 1 **Think big.** Anyone who knows my father has likely heard the story of how Kermit the Frog influenced the way he built his company. In *The Muppet Movie*, Kermit envisions stardom and sets a course to make it to Hollywood. Along the way, he meets many similar-minded characters, each with varying skill sets, who share his dream. Together, they journey to Hollywood by bus, having adventures on the way, and then reach their destination and accomplish their goals. The lesson? Surround yourself with people who share your passion and you can do amazing things together.
- 2 **Listen closely, show empathy, and respond to the needs of others.** My dad's business approach involved doing what came naturally: listening. To this day, he tunes into people's needs with curiosity and authenticity. His understanding and empathy for both clients and clinicians is the foundation of his success. I follow his lead by routinely visiting clients and staff across the country, which keeps me connected to the 'why' of what we do.
- 3 **Continuously improve yourself and your work.** I was raised to understand that when I was close to reaching one goal, I'd better have another one in mind to start working on next. My father continues to illustrate this lesson in his perpetual desire to improve, deliver better service, and

create an ever-evolving culture and workplace. I am inspired by his humility and willingness to learn, improve, and evolve as a leader and as a father.

- 4 **Be creative, flexible, and determined.** I admire deeply and always try to emulate my dad's ability to relentlessly pursue the best solution to a problem or challenge. Growing up, my father repeatedly told me a story about my grandfather needing a sea wall built to protect their riverfront family home in Delanco, NJ, from the threat of rising tides. He assigned tasks to my dad and his four teenage brothers with one simple instruction: "figure it out." It took a lot of blind confidence, determination, patience, and persistence, but many decades later, that sea wall still stands as a reminder that working together and working hard can result in something strong and enduring, even without necessarily knowing where to begin.

The family and business values my father modeled for me are inexorably linked. As I continue the journey my dad began, I am humbled and grateful for the opportunity, but in the end, I'm just a son wanting to make his dad proud.

Thanks to all of you who joined in the celebration of Mark Baiada's 70th birthday. Mark was overwhelmed with the outpouring of love, gratitude, and good wishes from clients like you. If you'd like to visit our website to view all the written and video messages—or leave one of your own—please go to www.welovemark.bayada.com. ■



BAYADA Client Living with a Traumatic Brain Injury, Relies on Specialized Care to Keep Her Safe at Home

Life changed in an instant for **Kathy Pollack** in 2002 when she was diagnosed with a brain tumor. But it was the two subsequent strokes caused by her cancer treatment that really altered the course of her life. The strokes left this once-active woman with a traumatic brain injury (TBI) and paralysis. As a result of her TBI, Kathy had many extended stays in hospitals, rehab facilities, and a nursing home. Her family, particularly her dedicated husband, Mike, wanted to bring Kathy home, where she belonged. With the help of BAYADA, Kathy eventually returned home to the upstairs apartment above Mike's hardware store in Atco, NJ.

At first, Kathy required in-home clinical care visits from therapists, nurses, and a physician. Although she has experienced some improvement, Kathy is still wheelchair-bound, needing around-the-clock care. Working as a team with Mike, her home health aides, who have been with the Pollocks for several years, help her with activities of daily living including assistance with personal care such as bathing, getting dressed, and eating. They also provide assistance with mobility and help with exercises as part of her continued therapy.

As with all BAYADA clients, Kathy's care is overseen by her BAYADA Clinical Manager **Mary Adekanye** who manages the team and ensures that Kathy's care is always high quality and meeting her needs. Kathy's two home health aides, **Lucy** and **Alma**, work with Kathy six days a week. They have TBI-specific expertise and are so in-tune with



BAYADA Client Kathy Pollack is able to live at home safely with the help of her Clinical Manager Mary Adekanye and her BAYADA team.

Kathy's condition that they can pick up on any little change and address it quickly before it escalates into a problem. They are focused on prevention and early identification of a serious secondary condition, which can mean the difference between staying healthy at home or having a costly hospitalization.

Lucy and Alma provide care the way that any family would want—with *compassion, excellence, and reliability*. They love what they do and have developed a strong, caring relationship with Kathy. Several years ago, Lucy even moved her family right across the street from the Pollock's home to ensure 100% reliability, so bad weather or heavy traffic would never prevent her from being there for Kathy. To Lucy and Alma, keeping Kathy safe at home with Mike is more than a career—it's a calling. ■

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

November is Family Caregiver Month

We recognize all of our family caregivers, who tirelessly give of themselves so their loved one can live the best quality of life possible.

Remember, you can do *anything*, but you don't have to do *everything*.

We are honored to stand alongside you, and care for your loved one together.



Hearts for Home Care | Champions Among Us Families Shine in Philadelphia at Advocacy Day

Many past *Champions Among Us* articles focused on a specific family who has made a difference in the way they care for their loved one, and how they advocate to help many other families. This article focuses on how several families came together along with caregivers and other key stakeholders for a town hall event at Temple University in Philadelphia. The event brought attention to an important topic—the need to improve wages for aides who provide home care to adults across the greater Philadelphia area.

Home care agencies receive reimbursement for services by the Pennsylvania Office of Long Term Living (OLTL) waiver personal assistance program. However, the reimbursement rate is so low that it leaves agencies with limited funds, forcing them to pay home health aides

much less than the wages they deserve.

Among the many people who shared their stories during the town hall was home care client **Charles Milliner**, who spoke about his tragic illness and the important role his aide plays on a daily basis. “The aides provide exceptional care to those who need it, oftentimes allowing another person in the family to remain employed,” he explained.

BAYADA Home Health Aide **China Livingston** was also a featured speaker. “Because of the low wages, I need to work two jobs and spend very little time with my own family,” she said. “I also know that other caregivers leave and take other work because it pays more.”

Highlights of the day included a series of small focus group meetings where families, home care employees, elected



BAYADA client Charles Milliner speaks during Advocacy Day in Philadelphia

officials, and legislative staff members had the chance to talk about the value of home care and how a rate increase would bring more people into the caregiving profession.

Families explained that with more capable aides in the workforce, there would be fewer open shifts when a client needed to start their services quickly or when an aide could not work due to an illness, injury, or vacation. It was also noted that as more people age and need personal assistance at home, a caregiving workforce could be ready and in place to help. ■

Apply for an Absentee Ballot and Make Your Voice Heard

Elected officials at the local, state, and federal level make political decisions that can have a significant impact on you and your loved ones. The most effective way for you to help elect legislators who support home health care is to get out and vote on Tuesday, November 7.

If you are unable to get to your local polling place due to a disability or the need to care for a family member, you are eligible to vote by absentee ballot.

The instructions for applying for a free absentee ballot vary by state. Please visit the website listed for your state to find out how to apply. ■

AZ: <http://bit.ly/AZabsenteeballot>
CO: <http://bit.ly/COabsenteeballot>
CT: <http://bit.ly/CTabsenteeballot>
DE: <http://bit.ly/DEabsenteeballot>
FL: <http://bit.ly/FLabsenteeballot>
GA: <http://bit.ly/GAabsenteeballot>
HI: <http://bit.ly/HIabsenteeballot>
IN: <http://bit.ly/INabsenteeballot>
MA: <http://bit.ly/MAabsenteeballot>
MD: <http://bit.ly/MDabsenteeballot>
MN: <http://bit.ly/MNabsenteeballot>

MO: <http://bit.ly/MOabsenteeballot>
NC: <http://bit.ly/NCabsenteeballot>
NH: <http://bit.ly/NHabsenteeballot>
NJ: <http://bit.ly/NJabsenteeballot>
NY: <http://bit.ly/NYabsenteeballot>
PA: <http://bit.ly/PAabsenteeballot>
RI: <http://bit.ly/RIabsenteeballot>
SC: <http://bit.ly/SCabsenteeballot>
VA: <http://bit.ly/VAabsenteeballot>
VT: <http://bit.ly/VTabsenteeballot>

Advocacy Helps Defeat Bill Proposing Drastic Medicaid Cuts

During the summer, the US Senate voted against all three proposed repeals of the Affordable Care Act (ACA) that would have meant drastic cuts to Medicaid.

Thanks to you, we sent over 70,000 emails to key senators urging them to vote “No” to Medicaid cuts. We also shared dozens of personal videos about how the proposed Medicaid cuts would impact our clients and their caregivers.

In addition to the proposed elimination of the ACA expansion, the debate included provisions to cap Medicaid spending per beneficiary. Several of the provisions would have had a devastating impact on our clients with complex medical needs or who rely on rare medications.

This success proves that you can be a champion for the important people in your life!

To learn more about advocacy in home care and how you can be involved, visit our advocacy website at www.heartsforhomecare.com. If there are any regional events related to advocacy in home care that you would like to have highlighted in our publication, please email **Rick Hynick**, director of client and family advocacy, at rhynick@bayada.com ■



Hearts for Home Care

A BAYADA program supporting quality home health care.



BAYADA Home Health Care
4300 Haddonfield Road
Pennsauken, NJ 08109-3376

bayada.com

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

Feedback Directly Contributes to Our Efforts to Improve Care and Services

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*.

Our 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. Additionally, we are committed to ensuring we have the highest quality staff available to provide care and services to you and your loved ones. 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 855-864-7706 or email **Emilie Bartolucci** at emilie.bartolucci@bayada.com. ■

BAYADA SPECIALTY PRACTICES

Home Health Care • Pediatrics • Hospice • Habilitation

Services may vary by location
