

CARE CONNECTION

A PUBLICATION FOR CLIENTS OF BAYADA HOME HEALTH CARE

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BAYADA Clinical Manager, Adult Assistive Care



WE LOVE WHAT WE DO

FOUNDER MARK BAIADA SURPRISES EMPLOYEES WITH \$20 MILLION

Mark Baiada announced his Gift of Gratitude to employees as part of his 'Lasting Legacy' Plan

Prior to BAYADA's transition to nonprofit and to show gratitude to BAYADA employees for the meaningful work they do, Founder **Mark Baiada** surprised employees with a \$20 million gift to be distributed among all BAYADA employees in mid-December.

Coinciding with National Home Care & Hospice Month and Thanksgiving, Mark shocked employees with the surprise of a lifetime on November 20 with this announcement: he is divvying up \$20 million of his personal funds, based on each employee's lifetime earnings with the company. Gift amounts will range from thousands of dollars for those who have been with BAYADA for many years, to \$50 for employees who just started with the company.

"As I work to transition BAYADA into a nonprofit and take the next step in the evolution of our company, I have spent a lot of time reflecting on what has gotten us to this point, and what I am particularly thankful for, which is our dedicated team of home health professionals," said Mark. "This gift is a token of my appreciation, in hopes that it expresses to every BAYADA employee just how important they are to BAYADA and to our Lasting Legacy vision of being the world's most compassionate and trusted team of home health care professionals."

As part of his Lasting Legacy succession plan, Mark became BAYADA Chairman in August 2017 to oversee the company's transition to nonprofit, and his son, then-Practice President **David Baiada**, was appointed as BAYADA's chief executive officer. Believed to be the first transition of its kind in the home health care industry, this move to nonprofit is designed to protect the company from



sale and to help ensure that BAYADA's mission, vision, values, and beliefs, codified as *The BAYADA Way*, will endure for generations to come.

"Maintaining a truly impactful and lasting legacy for BAYADA starts with our great people, who embody our core values and contribute to and maintain our unique mission-driven culture," said Mark. "I am honored to be able to pass on my Gift of Gratitude to our deserving employees and am excited for what the future holds for all of us with the nonprofit transition."

As a nonprofit organization, BAYADA will continue to reinvest profits back into the company's mission and culture, which is a key differentiator in the marketplace. Examples of employee reinvestment include continuing education opportunities to help employees grow in their careers; clinical innovation and technology investments to help employees better do their jobs; recruitment efforts to

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hire the best and brightest in the industry; and resources to open new offices to serve more people.

BAYADA is a special company full of employees who are all bonded together in our deep commitment to our clients like you. In closing, Mark shared with employees, "My wish is that in 100 years, we are continuing to celebrate these incredible health care professionals and the work they do to improve the lives of our clients." ■

To learn more about the company's pending move to nonprofit, visit www.bayada.com/legacy.
Follow the story on social media with **#BAYADAGratitude** and **#ThisIsBAYADA**.

EXCEPTIONAL CARE FOR CATASTROPHIC INJURIES

No one ever expects to be catastrophically injured on the job. But when the unthinkable does happen, it takes a dedicated team of professionals and time to help you and your family get your lives back.

This has been the journey of **Joe V.**, who sustained a high-level spinal cord injury (SCI) when a heavy bag fell onto his neck at work. When Joe was discharged from inpatient rehab, he was ventilator-dependent and unable to make any purposeful arm or leg movements. There was a lot to be done to help him and his family put the pieces of their life back together.

How is Joe today?

Joe is a client of both BAYADA and Paradigm—strategic partners working together to provide integrated care management for injured workers. The focus of the BAYADA-Paradigm partnership is achieving the best possible outcomes for clients, and getting there through superior case management, clinical excellence, and expert collaboration.

Paradigm specializes in extraordinary care for workers' injury cases. BAYADA specializes in home health care, and our BAYADAbility Rehab Solutions team of experts oversees care coordination for

clients with a catastrophic diagnosis. Working together with the local BAYADA office caring for Joe, all professional care teams took the time to really get to know him and his family before he even left the facility and helped transition Joe home in stages—first, in a temporary apartment, then, in his newly modified family home. Now, they are well on their way to helping Joe achieve his best possible outcomes in the optimal setting where he can feel motivated and supported—at home with his loved ones.

Paradigm Network Manager Eleni Passes, RN, recalls, "BAYADA became an extension of our clinical management team hands-on in the field. Their clinicians were in the house teaching and training family members to provide the necessary support. And they interfaced with me to get Joe's clinical needs met in the home renovation. So it really was a collaborative effort."

Certified Rehabilitation Registered Nurse (CRRN) **Cay Ambrose**, from the BAYADAbility team, helped facilitate all of Joe's needs. She says, "The productive—really, synergistic—dynamic between Eleni, the local BAYADA Clinical Manager, and me helped each of our teams come together to provide the best continuity of care for Joe."

Now back at home with his family, Joe has made the transition from ventilator to diaphragmatic pacer, giving him 24/7 freedom to move around. That was a challenging milestone made possible over time with one-on-one attention and encouragement from his BAYADA care team. Using functional stimulation and aggressive outpatient therapy, Joe's BAYADA Occupational Therapist is helping him regain functional arm movement. His home care team has synched his power chair with his smartphone, giving Joe control of his mobility and phone functions. They helped him learn stand pivot transfers, replacing the need for a mechanical lift. His BAYADA Physical Therapist also helped Joe get a special harness to start therapy on a treadmill.

"I don't think we would have seen the outcomes we did so quickly without the constant communication between us, Joe's doctors, his outpatient rehab, and BAYADA," said Passes. "It takes a village, and the partnership we have is not just contracting a vendor to provide a service. It's something a lot more intricate and special. BAYADA is in place for the duration, and they understand what Joe's needs are." ■

[View Joe's story >>](#)



BAYADA Nurse **Carol Carter** is pictured with her client, Joe.

ABOUT BAYADABILITY REHAB SOLUTIONS

Specialized care. *Better outcomes.*

Led by a team of certified rehabilitation registered nurses (CRRNs) with diagnosis-specific training and expertise, BAYADAbility Rehab Solutions delivers high-quality, proactive, and preventive home health care to people with a serious illness, injury, or disability such as ALS, MS, stroke, spinal cord injury (SCI), traumatic brain injury (TBI), cerebral palsy (CP), or spinal muscular atrophy (SMA). Our goal is to reduce the frequency of complications that can lead to hospital readmissions; improve health outcomes and quality of life; and reduce health care costs for patients, care providers, and payors.

CHAMPIONS AMONG US

Advocacy in Action Leads to Passage of the Parking Placard Bill

Yolaisy Sanchez, LPN, loves her job caring for a one-year-old boy with respiratory failure who relies on a ventilator to help him breathe. She chooses to work the overnight hours, giving the baby's parents a chance to get some well-deserved rest.

"I am doing the right thing by taking care of this baby, but I was nearly ready to move on to another case," said Yolaisy, who had received four parking tickets over two months while caring for her client. "Sometimes it takes me over an hour to find parking because of tight restrictions in his neighborhood. My client needs the care; I don't want to have to spend my time looking for parking instead of caring for him."

Parking Challenges Lead to Access Issues for Clients

Unfortunately, parking challenges and the subsequent fines that come with them have been an all-too-familiar story throughout New Jersey. Two-hour limits and resident-only permit parking are some of the reasons why many BAYADA field staff have returned to their cars after a long shift only to be greeted by a ticket on their windshield. In fact, some BAYADA offices have paid thousands of dollars to their local municipalities to cover the cost of parking tickets for their nurses and home health aides (HHAs).

Parking limitations cause far more than just inconveniences for caregiving staff.

Vulnerable residents who are eligible to receive in-home care and who live in areas where parking is difficult or unsafe are often unable to get the care they need. In NJ's more urban areas, staff must chance being ticketed or towed, or request to be re-assigned to a different area or case, leading to access to care issues for the client.

Clearly, something had to be done.

BAYADA reached out to NJ Assemblywoman Carol Murphy, who agreed to sponsor the Parking Placard Bill which allows home care agencies to purchase and distribute parking placards for direct care staff to use while they are caring for clients. The placard allows them to legally park close to the client's home without being ticketed or towed.

Advocacy in Action

BAYADA clients and their families, field staff, and office staff didn't hesitate to throw their energy behind this bill. They sent emails, wrote letters to the editor, and attended legislative sessions to voice their support. Thanks to their efforts, the bill unanimously passed in the State Assembly and Senate and was recently signed into law by Governor Phil Murphy.

"This was a wonderful example of how client advocacy can lead to positive change," said Government Affairs Director of Grassroots Advocacy **Rick Hynick**. "It can be as simple as visiting our Hearts for



BAYADA recently honored NJ Assemblywoman Carol Murphy for her efforts to pass the Parking Placard Bill. Pictured (from l to r) are NJ Director of Government Affairs **Louise Lindenmeier**, Assemblywoman Murphy, and Chief Government Affairs Officer **David Totaro**.

Home Care Advocacy Center, entering your zip code, and sending a pre-written email to your elected officials."

Register for *Hearts For Home Care* Today

Rick encourages more people to get involved to advocate for themselves, their loved ones, and their community. "You can be a 'Heart for Home Care' today by visiting heartsforhomecare.com. You'll receive email updates about relevant issues and opportunities to learn about the many ways you can get involved. Even if you have only a few minutes to spare, it's a great way to make your voice heard! ■



Hearts for Home Care

WINTER SAFETY FOR SENIORS AND ADULTS WITH DISABILITIES

With record-breaking extreme weather events on the rise, please make sure that you and your loved ones are prepared to stay safe and warm this winter.

- 1 Make an emergency communications plan** with your caregivers, physicians, and loved ones.
- 2 Prepare your home**
Stock at least a **3-day supply** of:
 - Water and unperishable food
 - Necessary medicines like prescriptions, treatments, and oxygen
 - Backup sources of heat, light, and power (if needed for medical equipment)

If someone in your home relies on electric medical equipment, ask your utility provider to list you as a 'life-sustaining equipment customer.'

Some **backup heat, light, and power options:**

- Dry, seasoned wood for a fireplace or wood stove
- Kerosene for a kerosene heater
- Electric space heater with automatic shut-off and non-glowing elements
- Rechargeable marine battery
- Flashlights and battery-powered lanterns
- Dedicated generator for medical equipment such as a ventilator (BAYADA can help ensure your caregivers are trained and equipped for a power outage).
- Installation of a whole-home generator



WE LOVE WHAT WE DO

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WINTER SAFETY FOR SENIORS AND ADULTS WITH DISABILITIES Continued from page 2

Warning: Backup heat and power sources can pose a safety hazard. Follow all instructions, and ask for help if needed.

Make sure your **smoke alarms and carbon monoxide (CO₂) detectors** are working and have fresh batteries, and always have a **multipurpose, dry-chemical fire extinguisher** on-hand.

Other emergency supplies:

- Fully charged cell phone
- First aid kit with instructions
- Battery-powered radio / NOAA weather radio
- Extra batteries
- Blankets
- Matches
- Manual can opener
- Snow shovel
- Rock salt

3 Dress for warmth and safety

Stay indoors in cold, icy weather. If you must venture outside, bring an escort and use these tips:

- Dress in layers, preferably in quick-drying synthetics like polypropylene.
- Use a scarf to cover your mouth and protect your lungs, and a moisture-barrier cream like Vaseline or Aquaphor to protect any exposed skin.

- Wear warm socks, sturdy shoes or boots with good traction, a heavy coat, a warm hat, and waterproof, insulated gloves. People who are visually impaired may prefer a convertible hood for better hearing, and texting gloves for better agility.
- Take wet shoes off inside to prevent your floors from getting slippery.

Don't forget your service animal: Service dogs can get hypothermia or frostbite, too. Consider getting your dog boots and a coat, or apply a paw wax like Musher's Secret before every walk to protect paw pads from harmful salt.

4 Prepare for mobility

- Replace your **cane tip** and the **feet on your walker**.
- Keep your **wheelchair** tuned-up, fully charged, and stocked with emergency supplies, a big waterproof poncho, and kitty litter for traction. Wheelchairs can be winterized and fitted with snow tires; contact your local Easterseals for advice.
- Bring your **vehicle** in for winter maintenance service, and keep it gassed up and stocked with emergency supplies. ■

BAYADA SPECIALTY PRACTICES

Home Health Care | Pediatrics | Hospice | Habilitation

Services may vary by location