



Pediatric CARE Connection

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Our Lasting Legacy Plan to Perpetuate *The BAYADA Way* and Protect BAYADA from Ever Being Sold

Dear BAYADA Client,

I want to share an important announcement with you before I make it public.

Since our founding in 1975, I have owned BAYADA 100%. I passionately believe in our mission and wonderful BAYADA people. After decades of study, thought, and prayer, I—with the support of my family—have decided to gift BAYADA to a newly created foundation *solely dedicated* to perpetuating our mission and protecting the company from ever being sold.

BAYADA is guided by *The BAYADA Way*: our values, beliefs, mission, and vision. Our vision is to help millions of people worldwide and create a lasting legacy. I feel that with BAYADA owned by a foundation solely dedicated to *The BAYADA Way*, we will have the best chance of achieving our 100-year vision and everyday mission to help people have a safe home life with comfort, independence, and dignity.

For decades, I have turned down countless offers to sell BAYADA for millions of dollars. If I sold BAYADA, the new owners' primary purpose would be to make money. BAYADA's primary purpose is to care for our clients and honor, respect, and support our people. My dream of helping millions of people is far more important to me than money.

Many business owners give their companies to their children. I have five caring and competent children who could manage BAYADA well. However, my kids are wise and they realize that the third or fourth family generation would probably end up selling BAYADA. We agree that the best chance to protect BAYADA from sale or straying from our values is to gift BAYADA to a newly created foundation. This plan is best for our clients and employees. It will make our company more secure. Gifting BAYADA to a foundation honors our employees' work by dedicating the company to our mission forever. It puts people before money.

On August 17, 2017, I will turn 70 years old. On that day, I will officially become chair of the board of the new foundation. My son, **David Baiada**, will assume the role of president of BAYADA. David has the values, education, and experience needed for this job. He is committed to making *The BAYADA Way* come true for millions of people for generations. He has the support of our family and the BAYADA people.

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

Thank you for the trust you place in BAYADA.

With warmth and great appreciation,

J. Mark Baiada
Founder and President



View a video of President Mark Baiada personally explaining BAYADA's Lasting Legacy Plan: <http://bit.ly/ClientLegacy>

Introducing *Hearts for Home Care*

Not everyone has the ability to speak up for themselves, so we've launched *Hearts for Home Care*, an advocacy program supporting quality home health care. Many BAYADA employees and clients have already become "Hearts for Home Care," and so can



Hearts for Home Care

A BAYADA program supporting quality home health care.

you! To act as a voice and make a difference, register on the Hearts for

Home Care Advocacy Center today at bayada.com/heartsforhomecare/landing. ■

Be Like Savine and Liz

Savine DaCosta and **Liz McNulty**, parents of BAYADA Pediatrics clients, both travelled to the statehouse in Harrisburg last month to advocate for clients like their sons, and the professionals who care for them.

Interested in being like Savine and Liz? Email Director of Client and Family Advocacy **Rick Hynick** at rhynick@bayada.com. ■



Savine and her son Gabe meeting with state Representative Craig Staats

Liz and her son Case at the Pennsylvania Homecare Association lobby day kickoff rally



First Director of Client and Family Advocacy a BAYADA Veteran



Longtime BAYADA Home Health Care service office director **Rick Hynick** has been named our first-ever director of client and family advocacy.

An important part of the *Hearts for Home Care* program, client and family advocacy is a growing resource at BAYADA—one that will strengthen our already developed and successful direct lobbying and staff grassroots efforts.

Just this past year, two mothers of children with special needs in New Hampshire, by themselves, were able to create a movement strong and large enough to get their state legislature to pass 20-25% reimbursement rate increases for home care nurses in less than six months. This success story— together with the interest expressed by many clients and family members— fostered the need for someone to manage this critical component of the BAYADA Government Affairs Office advocacy model.

During his previous 14 years with BAYADA, Rick gained a remarkable reputation as someone who connects immediately with clients and has a proven track record of understanding and responding to client needs and concerns.

All who know Rick believe strongly that he is well-suited for this new role as a spokesperson interacting directly with our clients and their families. If you're interested in joining Rick as an advocate for families like your own, please email him at rhynick@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.

I Understand: How Liz McNulty Turned Her Experience as a Client's Mom into a Career Helping Other Parents

"Prepare for a funeral."

Those are the most devastating words any expectant parent can hear. But for **Liz McNulty** and her husband, Dan, that was exactly what the doctors told them about their unborn son, Case.

"They said that Case was too sick to live. And if he lived, his quality of life would be very low. Thank God they were wrong," says Liz, who lives in Johnstown, PA.

Now 5 ½ years old, Case is Liz's inspiration. But, make no mistake, the road has not been—and still isn't—an easy one. Case has more than 30 diagnoses, including intestinal failure, feeding problems, brain issues, dwarfism, and a speech disorder. Every day is a challenge, but Liz says that Case has "a whole lot of fight in him," so along with her husband, their three daughters, and Case's BAYADA care team, they fight on—together.

"BAYADA was not our first agency, but it will be our last."

During Case's first few months at home, Liz knew nothing about home care. She was his caregiver, 24 hours a day. For months, she slept on the floor next to his feeding pump while he slept in a small car seat, with a mass of tubes and wires attached to his tiny body. When Case was 15 months old, Liz learned he was eligible for home nursing and hired a home care company to care for him—but the experience was anything but smooth. Nurses were late. Shifts weren't covered when someone called out. It just added to her stress instead of relieving it.

So, when Case was 2 ½, Liz came to BAYADA. From the very first interaction with BAYADA's Indiana County Pediatrics office clinical manager and client services manager, Liz knew she made the right decision.

"I not only really liked them, I believed in them. I believed in BAYADA."

Liz says the care from the nurses and the support of the entire team brought a sense of normalcy to her family. Clinical Manager **Lisa Henry**, RN, and Client Services Manager **Holly Mock** have been a true reflection of *The BAYADA Way*: compassionate, excellent, and reliable. She was so inspired by the team's passion and commitment for helping people that she knew she wanted to help other families like hers, too. She never imagined that her simple idea would lead to such a rewarding, meaningful career.

One-to-one. Mom-to-mom.

In conversation one day with ICP's Director **Kristie Voyda**, Liz said, "I think it would be great for parents to be able to speak to another parent who could relate to their situation. I would be happy to do that. I can call them if they're struggling. Talk them 'off the edge.' No one understands what it's like to have a chronically ill child like another parent does."

Liz's great idea didn't take long to blossom. Shortly afterwards, she met with Division Director **Amy Breslin** to discuss the idea of being a support for other parents.

"I loved this idea. There's no one like another mom to help support parents who need it," explains Amy. "Our families are scared. They don't know what to expect. Having Liz here gives them the extra layer of support and it greatly enhances the BAYADA client experience."

So, in September 2015, Liz became a BAYADA employee. Although not her official title, Liz is best described as a family support specialist.

"Liz is such an asset to BAYADA and to the families. She is well-spoken and passionate. A good listener and incredibly compassionate," says Amy of Liz.



From left to right: Representative Tim Hennessey, Liz McNulty and her son Case, Pennsylvania Homecare Associate CEO Vicki Hoak, and BAYADA Chief Government Affairs Officer David Totaro (right) at the 2016 Pennsylvania Homecare Association State Lobby Day

Liz works with six BAYADA offices within the greater Pittsburgh, PA region, helping them to support families just like hers. "All of the offices' directors are so supportive of what I do; it's been a wonderful experience," says Liz.

Liz has become an integral part of the team. Sometimes she'll visit BAYADA families in their homes to discuss, in person, some of the concerns they may have about their child's care. She also coordinates support groups for families and moderates the meetings. She especially enjoys visiting hospitals to speak with parents of medically fragile children—answering their questions and offering an understanding shoulder to cry on. And, although many of them are or ultimately become BAYADA clients, some do not, and that's okay with Liz and Amy.

"The important thing is that parents feel like someone cares. Someone understands," says Liz. "I have cried. I have laughed. I have hugged. And I have celebrated because I have been there. I am incredibly humbled to be able to help in this way." ■

CLIENT

CORNER



BAYADA[®]
Pediatrics

*A BAYADA Home Health Care
specialty practice*

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

Working Diligently to Recruit the Best Nurses for Your Child

The BAYADA Way company philosophy advises us to be creative, flexible, and determined and to get the job done for our clients. In support of these important actions, the Pediatric Specialty Practice has undertaken several initiatives:

- 1 **RN Nurse Residency Program:** A 12-week program for new RN graduates that immerses them in pediatric home care through use of classroom, simulation labs with computerized manikins, and clinical rotations with trained preceptors.
- 2 **LPN Nurse Residency program:** Similar to the RN program, this program will use classroom, simulation labs, and clinical rotations to assist new LPN graduates in transitioning to independent practice. The pilot class will begin in September.
- 3 **Pediatric open house:** On May 12, during Nurses Week, more than 60 pediatric offices nationwide held an open



house to recruit new nurses. While recruiting occurs on a daily basis, this nurse-focused event helped our offices attract well over 100 prospective BAYADA Nurses. Our slogan was, "Good nurses work for good companies, the best nurses work for BAYADA."

These programs are part of our ongoing efforts to provide you with more nurses who demonstrate compassion, excellence, and reliability—our core values. ■

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

Home Health Care • Pediatrics • Hospice • Habilitation

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

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