



# Pediatric CARE Connection

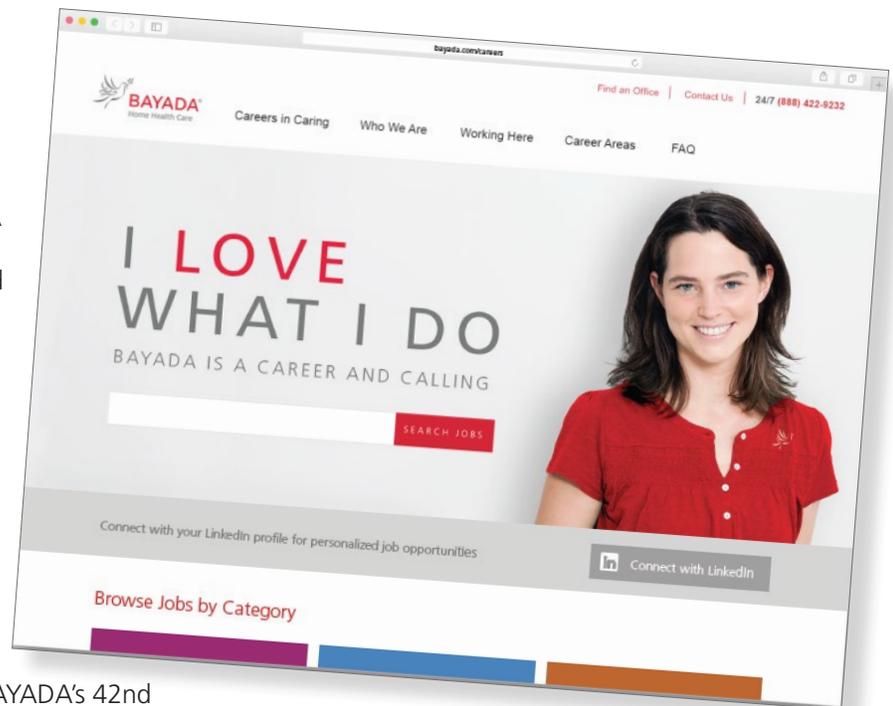
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## I LOVE WHAT I DO

*BAYADA is launching a new recruiting campaign to overcome the nursing shortage for our clients by attracting, training, and retaining the best nurses and care professionals who feel BAYADA is a career and a calling they love.*

There is nothing worse than telling a client in need that we simply can't help them. Yet, without enough qualified nurses and care professionals, we've had to say that much too often. That's why BAYADA is launching a new recruiting campaign to attract, train, and retain the very best people, so we can always say, "Yes, we can help."

We know your BAYADA Care Professionals love their work, and we want to spread the news to attract more people who will provide care with the compassion, excellence, and reliability you deserve.



Starting January 17, 2017—BAYADA's 42nd anniversary—you will notice a change to the look and feel of our web and mobile sites—[bayada.com](http://bayada.com)—and on some of the materials you receive from BAYADA. Our new look will portray a youthful nurse whose natural expression conveys idealism, hope, and pure joy for their work and connection to our clients. It will also emphasize what BAYADA employees have been telling us for years—they *love the work they do!*

We believe we will be better able to meet your needs by refocusing our energy on supporting and attracting care professionals who share our passion for helping people find comfort, independence, and dignity during tough times, and who are committed to directing their talents, skills, and positive spirit to the cause of helping and healing.

Thank you for allowing us to care for your child. We are committed to delivering better care with bigger hearts and higher standards. ■



## Satisfaction Survey Results: Your Voice Makes a Difference

When BAYADA Pediatrics launched the Heartbeat of Home Care satisfaction survey in 2015, you shared that you are very satisfied with how well your BAYADA Nurses and Aides demonstrate exceptional care and kindness. Additionally, you reported that your overall rating of the services and care provided by your child's BAYADA caregivers is very high. Those positive themes carried through to the 2016 survey, and we continue to thank you for the trust you have placed in us.

In 2015 you also indicated opportunities where we can do better, and that feedback has remained consistent as we tally the most recent survey results. The areas where we can improve our services include communication and connectivity between you and your child's office team, as well as creativity, flexibility, and determination to meet your child's scheduling needs—which includes reducing callouts and hiring more nurses to fill open shifts.

### We heard you

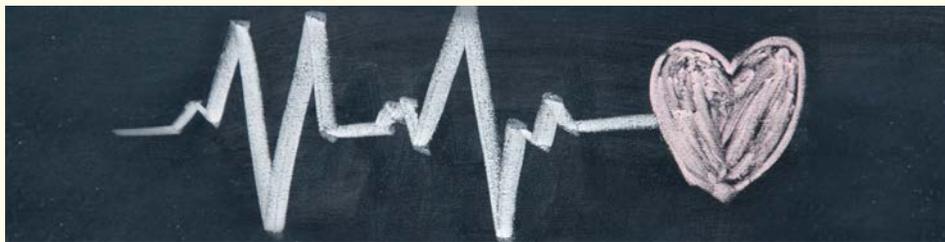
To address these concerns, BAYADA invited all pediatric client services managers (CSMs) to a two-day program where they were trained in handling a number of communications scenarios. In addition, they received communications tools and tactics that emphasized the importance of compassion, honesty, urgency, accountability, and follow-up in their communications with clients.

As an additional improvement strategy, we are piloting an electronic clinical documentation system with the goal of timely and accurate exchanges of clinical information to enhance the coordination of care for your child.

### Attracting the best nurses to care for your child

We understand the vital need to ensure nursing coverage for your child. That's why we have developed a number of initiatives to attract the best and brightest nurses to join the BAYADA family.

**Accelerated Program:** As part of our commitment to hiring nurses who have



the training and experience to care for your child's unique needs, BAYADA requires at least one year of skilled experience. Through the Accelerated Program, we can now fast-track the process of hiring recent nursing school graduates who can join our team if they have at least 750 hours (about 4-6 months) of skilled experience. These nurses are provided with specialized training so that they can start caring for our clients as soon as possible.

#### **Pediatric Nurse Residency Program:**

This full-time, 12-week program is designed to prepare recent RN and LPN nurse graduates for their transition into a professional nursing role in pediatric home health care. Upon graduation from the 12-week program, nurses are waived from the one year of experience requirement.

**Simulation Training Lab (SIM):** Our comprehensive training includes the use of the simulation (SIM) lab, which uses computerized manikins that mimic real-life medical emergencies. In some instances, the SIM lab can expedite the training process required prior to assigning nurses to an independent shift in the home, as long as the nurse can successfully demonstrate their skills knowledge.

**Legislative Advocacy:** BAYADA is committed to advocating for increased reimbursement so that we can offer a competitive salary, thus attracting more nurses to pediatric home health care.

### The Pulse Survey

In early 2017, you will receive a Pulse Survey, which is a shortened version of the Heartbeat for Home Care Survey. Your honest responses to the questions on the Pulse Survey will continue to help guide our work and ensure you are receiving

care with the highest professional, ethical, and safety standards.

Thank you for responding to the satisfaction survey, and for the privilege of caring for your child. ■

### What you're saying about your child's care

*"Any time I have any questions or concerns, they have been addressed correctly and promptly. I appreciate how much all the staff cares and wants to make my daughter and the rest of the families' lives better."*

*"They make us feel like we are all family instead of just clients. They are all very easy to talk to and are quick to resolve any issues and answer any questions."*

*"We love BAYADA! Excellent care, high compassion, and genuine love for caring for my child."*

*"BAYADA is by far the best! The nurses specialize and love children! Our clinical manager is the greatest. Our scheduler is super wonderful and really tries to get coverage. We appreciate the efforts. We appreciate their understanding, trying to help rather than point fingers and critique, and building trust."*

*"BAYADA provides very good training to their nurses and also hires the best nurses. Hence, I trust the nurses with my child."*

## Home Health Care for Life

BAYADA client **Juliann Tompkins** goes to school every day, loves to draw, plays with her best friend and her brother, attends cheerleading practice, and even goes horseback riding. She does many of the same things other six-year-olds do, except for one critical difference—Juliann has Cockayne syndrome, and receives 56 hours of home care each week. This care is vital to the well-being of her family.

Cockayne syndrome is a rare genetic disorder that presents in children as intellectual and developmental delays, high sensitivity to sunlight, and progeria (premature aging). Eventually, those with this syndrome begin to regress, stop thriving, and pass on.

Life expectancy for children with this syndrome is short; doctors have told Juliann's mom, BAYADA Clinical Manager **Christina Tompkins**, that Juliann will likely live until the age of 12. Until then, Christina and her husband are determined to give their daughter the best quality of life they can. Home health care is a huge part of that.

During an interview earlier this year, Christina shared, "Home health care matters to me because I can have the

most normal life with Juliann. I can go to work, Juliann can thrive and go to school, and I can also take care of my 11-year-old son. It's nice to know that there's someone there so I can provide for my entire family."

The team who cares for Juliann doesn't just care for her medical needs, they also challenge her to develop skills to give her a little independence and help her communicate.

"Instead of focusing on what will not happen," said Christina, "the small accomplishments for other people become large accomplishments to families like us. From being able to say 'Mommy,' drinking from a cup without assistance, and even being able to use the potty, these are some of the accomplishments that Juliann's nurses have helped make possible."

Christina also acknowledges that Juliann has probably reached the height of her potential. Home health care won't change that. What it will do, however, is ensure that Juliann's family has peace of mind, a happy home life, and thousands of gorgeous memories of their wonderful little girl. ■



Juliann was the proud winner of BAYADA's recent Halloween costume contest. We invited BAYADA employees and clients to share photos of themselves on our Facebook page for a chance to win a \$100 Visa gift card.

With a total of 568 votes, Juliann—in her clever Phoenix roller coaster costume—was the clear winner.

Knoebels Amusement Resort, where the real Phoenix roller coaster resides, also shared Juliann's photo on their page, where she received more than 900 likes!

## The Power of Client Stories

Shared by Client and Family Advocacy Director **Rick Hynick**

If there is one thing that transcends every society, culture, spoken language, geography, and generation, it is the ability to listen to or tell a story. It is a fundamental way that humans communicate. There are all types of stories: funny, sad, interesting, exciting, and so on. Telling stories is something we do every day—and don't really give much thought to—yet the most important stories we have at BAYADA happen every day in the homes of our clients and families.

At BAYADA, we have the honor and privilege to meet many families and become part of their lives. It is an awesome responsibility to be in the

home of a person with a medical need and provide care that makes their life even just a little bit better at that moment in time.

As our professional caregivers follow care plans and provide nursing, assistive care, or therapy to thousands of clients on a daily basis, we have learned that our families possess many stories that others without medical needs don't often realize, understand, or think about. These stories are often well understood by a family caring for a loved one who is in a wheelchair, or has a food pump, or who has an airway through a tracheostomy, but these stories are understood to very small degrees if



your close family members do not have special medical needs.

For example, I recently spent time talking with the mother of a young lady who depends on a wheelchair to get around. The client tries very hard not to be reliant on others. Her mother explained that it takes her 20 minutes to get from her bedroom in the morning to be able to use the bathroom, where it would take a person without a medical need mere seconds.

The majority of our elected officials do not have an extensive health care background, so any education our families and staff can provide to them

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A BAYADA Home Health Care specialty practice

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based on real life experiences would make for a better opportunity for future funding and regulatory decisions to favor the home care industry. Because our elected officials with the power to make decisions and vote (such as state and federal representatives and senators) are often involved with decisions related to Medicaid and Medicare funding and regulatory issues, it is very important that they understand the benefits of home health care services.

When public officials recognize how important quality home health care is in the lives of so many people, they will be more likely to create laws and rules that support these services.

That's why we want to help you share your stories about what happens in your homes that are unique to people with special medical needs. Your personal stories can help convey what it feels like to care for a child with special needs.

One of BAYADA's goals in advocating for our clients and families is to gather and share your stories to help ensure that elected officials and those in decision-making positions understand the importance and value of home health care from the most important level—that of the family. We want your voice to be heard in the government decision-making process and advocate for you when decisions that impact your care are being made. ■



## Share your story!

Please consider sharing your story! You may do so by visiting our [Hearts for Home Care website at bayada.com/heartsforhomecare](http://bayada.com/heartsforhomecare). (Scroll to the bottom of the landing page to share your name, email address, and story.) Please contact me, Client and Family Advocacy Director **Rick Hynick**, at [rhyrick@bayada.com](mailto:rhyrick@bayada.com) with any questions about client and family advocacy at BAYADA.

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