



CARE Connection

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

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SPREAD THE LOVE

Do you know a care professional who wants to work for a company where people love what they do? Refer them to BAYADA!

We hear it all the time from clients like you: you love your care professional—your nurse, your home health aide, your therapist. Not only do they take care *of* you, they care *about* you, too. For many, they're like family.

You may have heard that there is a nursing shortage in this country that affects the entire health care industry. It has hit the home health care industry particularly hard. Coupled with BAYADA's high standards of hiring only the best, most experienced people, it has become increasingly more challenging to recruit, train, and retain qualified care professionals to meet the growing demand for in-home care.

So why are we telling you this? Because we need your help to continue keeping our promise to be there for you—and others like you who rely on home health care services. You know the qualities a great home care professional should have: compassion, dedication, and a desire to make a difference and keep learning. Do you know of someone who embodies those

qualities? Someone who is looking for a great career with a company that appreciates and values them?

At BAYADA, our care professionals tell us how much *they love what they do*, and we're asking you to spread the love and refer a great nurse, home health aide, therapist, or other care professional who believes that caring for others is much more than a career—it's a calling.

If you know someone who is committed to the meaningful cause of helping and healing, refer them to BAYADA by sending us an email at CAREConnection@bayada.com. You also can reach out to someone at your BAYADA office, or the person you are referring can visit jobs.bayada.com to view all the opportunities that we have available. ■



Watch a special video message from BAYADA Founder and President **Mark Baiada** and his son, Practice President **David Baiada**, as they introduce BAYADA's fanatical focus on people: <http://bhhc.co/2lzt9EB>





Hearts for Home Care

A BAYADA program supporting quality home health care.

The Heart of Client Advocacy

Submitted by **Rick Hynick**, Director of Family and Client Advocacy and **Tara Montague**, Manager of Client and Family Advocacy in New Jersey

Imagine this scene: A woman feels a familiar, nagging stiffness in her lower back as she leans over the edge of the tub to bathe her teenage daughter. Her daughter, who has a significant degenerative muscular disease, sits quietly and securely on a customized bath chair that fits snugly inside the tub. The tub area is decorated with different pieces of adaptive equipment such as a specialty grab bar, floor mat, hand-held shower head, and other items to make the bathing process possible for a person who cannot physically jump in and out of the shower. From start to finish, the entire bathing process takes more than an hour to safely complete.

Whether it is giving a bath, doing a tracheostomy change, starting a gastronomy tube feed, or transporting someone with multiple pieces of medical equipment, families who care for a loved one with a significant medical condition live a vastly different lifestyle than many other families. This lifestyle is not easily understood unless you've experienced it.

Our mission at BAYADA is to provide the highest quality home health care services available. We believe our clients and their families deserve home health care delivered with compassion, excellence, and reliability, our BAYADA core values. While this is our primary focus, we strive to live The BAYADA Way by helping in other ways, too.

Legislative advocacy makes a difference

We have learned that when our clients and families talk to our elected officials and the people who make decisions about health care funding and regulations, it makes a difference. We have seen clear evidence across our country that when more people speak up, creating a stronger and louder voice, it is more likely that government-funded insurances—such as Medicaid and Medicare—will adjust funding and regulations to benefit families.

Many of our elected officials have personally not had the experience of bathing an adult child, performing a tracheostomy change, or providing the other types of medical and personal care that are frequently needed in the home. It's also sometimes forgotten that this care is not just

provided once a week or month, but many times a day or week, over years—over a lifetime. The continuous nature of these care needs is what makes home health care services so necessary.

We consult with legislators and insurance officials and ask for increases in our reimbursement rates so we can hire more employees and reduce open shifts for our clients. Our requests often are not approved. However, when the families who actually use the home care services join with us, it makes a big difference.

When clients and families explain why it is important to them not to have open shifts or why their paid caregiver needs a better wage, and share their personal experiences from within the home, it helps these officials understand the need for home care. The people who we petition for increases and better regulations are the same elected officials you vote for, and who are entrusted with serving the best interests of those they represent. This is at the heart of how and why people gathering and joining voices can make a difference. This is the heart of client advocacy.

How can you get involved?

Think about your personal experiences and consider what it's like to care for a loved one who is in your home or nearby. Let's unlock those firsthand experiences about the difference a home care nurse, aide, or therapist makes in the care that your loved one needs or receives. Voices of families coming together can create opportunities. Better insurance reimbursement can help us recruit more nurses and aides to fill open shifts. Better wages can mean a more sustainable career for home care workers, which in turn allows more people to remain at home while they receive the care they need.

For more information about how you can join the movement for a better tomorrow for home care, contact Director of Client and Family Advocacy **Rick Hynick** at rhynick@bayada.com or Manager of Client and Family Advocacy in New Jersey **Tara Montague** at tmontague@bayada.com. ■

Thanks to My BAYADA Caregiver... Share your story

At BAYADA, we strive to give seniors back their independence and dignity. We help parents sleep better at night knowing their child is being cared for by their BAYADA caregiver. We make it possible for medically fragile children to go to school and for grandparents to attend their grandchild's recital. We keep families together at home for the holidays and help make it possible for elderly couples to celebrate another anniversary in the comfort of home. Every day, we bring *The BAYADA Way* to life by helping people live their lives to the fullest.

As BAYADA refocuses our energy on ensuring that we have the best people to provide the quality of care you deserve, we hope you'll help us recognize the BAYADA caregivers who

are committed to caring for you or your loved one and keeping your family together at home. We know that you have many heartwarming stories—past and present—of your BAYADA caregiver providing the care and support you need to get through each day, and we want to share them. Let your BAYADA Nurse or caregiver know you appreciate them. Start your story by finishing this sentence:

Thanks to my BAYADA caregiver...

Send your personal story to CAREconnection@bayada.com. Thank you in advance for your willingness to share your stories and recognize your caregiver. ■

Thanks to my
BAYADA
Caregiver

Your stories may be used in a variety of internal and external communications, including on our website and social media channels, in newsletters, media outreach, care studies, or as recruiting material testimonials in our BAYADA brochures and advertisements. We also hope to use these stories in exciting video campaigns of heartwarming "vignettes" that simply, but beautifully, reflect how we are fulfilling our mission of *helping people have a safe home life with comfort, independence, and dignity.*

Client Regains Ability to Speak under Atlantic City's Care

Andrea's mother, **Ophelia G.**, lived in a facility and spent her time in a double-occupancy room for five years. Her breathing needed to be monitored 24 hours a day, seven days a week, due to a chronic condition. Bedridden and unable to speak, Ophelia hadn't been outside for years. She only saw her daughter when she visited the nursing home after her work shift. Then, one day while they were sitting together, they had a revelation that changed everything.

Andrea remembers a specific visit to the nursing facility well. "One day, I was hanging out with my mom, just chit-chatting and watching TV," she recalls, "And I turned to her, and she turned to me, and I said, 'We could be doing this at home.'"

Andrea went to an Ability Fair in Stockton, NJ and asked several vendors the same question: "My mom is in a nursing home. She's on a ventilator. I want to get her home. What do I need to do?" A visiting nurse agency told her, "We don't take care of people on ventilators, but BAYADA does, and their table is over there."

That week, a BAYADA liaison from the Atlantic City, NJ (AC) adult nursing office

visited them in the nursing home. Before long, a whole BAYADA team—including nurses, clinical managers, and a social worker—were on site to transition Ophelia back home and to coordinate all the insurance coverage, equipment, and medication she needed. They made sure her family members were equipped and trained to provide care at home in the event of various emergencies, including the area's familiar power outages.

Ophelia is now at home and has regained some self-care abilities, and—because her BAYADA team taught her how to breathe and talk with a tracheostomy and ventilator—she's regaining the ability to speak. To the delight of her family and nursing staff, she's even singing!

In the comfort of her own home, Ophelia receives physical and occupational therapy, as well as speech language pathology. Her nurses help her with exercises that improve her strength and range of motion. She is noticeably stronger and has a much better grip. Her nurses help her get out of bed more and more frequently, and take her outside when weather permits.

Reflecting on how far her mother has



come, Andrea says, "The biggest difference for me is the one-on-one care. That's peace of mind. The whole team wants Mom to do well. People encourage her, help her, and advocate for her—that makes a huge difference! My mom is home, and she's happier than I've seen her in a long time."

The nurses working with Ophelia feel rewarded by the meaningful connections they've developed, helping her live safely at home with *comfort, independence, and dignity*. They go the extra mile every day, some even texting pictures to Andrea to share daily successes and let her know her mom's okay. It truly makes Andrea feel that her mom's at home in good hands. ■



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

BAYADA Presidential Scholarships: A Commitment to Excellence



BAYADA Presidential Scholarship Program

The BAYADA Way encourages us to continuously improve our work through evaluation, education, and training, to help ensure that we provide home health care to our clients with the highest professional, ethical, and safety standards. The BAYADA Presidential Scholarship Program supports the company's core value of excellence and the belief that our employees are our greatest asset by offering thousands of dollars in scholarships each year to deserving field employees, in recognition of their valued contributions.

In the weeks ahead, BAYADA employees will have the opportunity to apply for a scholarship to further their education. Should your BAYADA caregiver ask you for a recommendation, please provide a letter detailing how you believe they would

benefit from a scholarship. Supporting your BAYADA caregiver's pursuit of ongoing education not only supports their career growth and self-confidence, it furthers our mission of helping our clients experience a better quality of life in the comfort of their own homes.

BAYADA Presidential Scholarships have been applied to a wide range of educational pursuits, including finishing a bachelor's or master's degree in nursing, participating in skilled certification courses, and being trained on the latest therapy techniques. ■

Here is what a few of our 2016 award recipients had to say about the program:



"I am truly enjoying the opportunity to expand my knowledge and deepen my perspective on nursing. It has been a great experience so far, and through reflection, study, and hard work, I am confident that I am growing as a professional."

-Yasmine LaBuda, RN
Wilmington, NC Pediatrics



"Continuing education is a passion of mine, and it benefits my clients and my BAYADA caregiving team. I love being a physical therapist and bringing motion to life."

-Danae Meier, PT
Mauai, HI Home Health



Working for BAYADA has given me the opportunity to make a difference in my clients' lives, and it is what I love most about working as a health care nurse. Continuing education is necessary in our line of work. I look forward to earning my bachelor's degree in nursing and am thankful to BAYADA for helping me achieve my goals."

-Karen Hawkesworth, RN
Suffolk County, NY Skilled adult nursing



"This world needs more nurses who are truly passionate and love what they do. I plan to use my Presidential Scholarship earnings to achieve my dream of becoming a registered nurse."

-Carrie Beasley, LPN
Asheville, NC Pediatrics