



# CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 40 years of compassion, excellence, and reliability

Volume 4, Number 2 • Summer

[www.bayada.com](http://www.bayada.com)

## A Message from Mark Baiada

Founder and President, BAYADA Home Health Care



### Our 40th anniversary—the celebration continues!

We are launching a contest for clients, family members, BAYADA caregivers, and our office employees to help celebrate BAYADA's 40th anniversary. As you will read in the article to your right, we hope you feel inspired to participate and submit a short video that showcases your special

talents while demonstrating what *The BAYADA Way*—our company philosophy—means to you.

I also want to thank all of you who took the time to recognize your BAYADA caregivers by submitting a *Recognizing Reliability* contest ticket on their behalf recently. I was truly humbled and gratified to read some of your responses. By recognizing and rewarding those who exemplify the compassion, excellence, and reliability inherent to *The BAYADA Way*, we further our commitment to help clients live safely at home with independence and dignity.

But, perhaps there's no better way to bring *The BAYADA Way* to life than through the personal stories of our clients. You can read about how client Nicole Ficarra lives a full and rewarding life despite quadriplegia, and how Vincent G. and his family were able to celebrate his daughter's impromptu wedding while he was on hospice. Many of our clients have shared stories of how their BAYADA caregivers have helped them live their life to the fullest, safe at home. We'd love to hear yours.

And finally, I want to take a moment to encourage you to join in our legislative advocacy efforts by registering on the [BAYADA Legislative Advocacy Center](#) to ensure that you continue to receive the home health care services you need, and that our BAYADA caregivers receive the fair wages they deserve.

As always, your satisfaction is our highest priority. I thank you for the trust you place in us every time you welcome us into your home. Please don't hesitate to contact your local office if you have any questions or requests; they will be glad to assist.

Best regards,  
Mark

*J. Mark Baiada*

## The BAYADA Talent Showcase

*Submit a one-minute video using your talents to showcase your BAYADA spirit*



What does it mean when a home health aide shows up, even in the worst weather conditions, and takes care of her client's needs with compassion, excellence, and reliability? What does it mean when a nationwide company rallies together for a common cause—to defeat ALS? It means that at the heart of BAYADA are people who show love.

### What does BAYADA mean to you?

Show us what BAYADA and *The BAYADA Way* mean to you. Send a video of yourself, your family, BAYADA caregivers, or friends using your talents to showcase your BAYADA spirit. The BAYADA Talent Showcase will include more than just singing or dancing. If you are a talented artist, writer, or have a unique ability that demonstrates your love for BAYADA, capture it on video and send it to [BAYADA Talent Showcase](#) for a chance to have the top-rated video on the site and receive a prize customized just for you.

### Here's how you can participate:

- 1 Create** a short one-minute video with yourself, your family members, BAYADA caregivers, or friends showcasing your talents, while demonstrating what BAYADA means to you (you can submit more than one video).
- 2 Submit** your video(s) to [BAYADA Talent Showcase](#). All videos must be submitted by Tuesday, June 30, 2015.
- 3 Vote** on your video(s) and others. Voting closes on Friday, July 10, 2015 at 11:59 pm ET. The top-rated videos will be announced on the Talent Showcase site on Friday, July 17, 2015.

*Hint: Submit your video(s) early so viewers will have ample time to vote for it. Encourage everyone you know to vote for your video(s).*

It's that simple. So, get your creative juices flowing and show love *The BAYADA Way!*

### Here are two unique video examples:



**Ashley Potter**, a BAYADA volunteer in a hospice facility and flutist, shares the joy of music with her clients every week. [View the video >>](#)



In celebration of BAYADA's 40th anniversary, BAYADA employee **Jamie Buttler** painted a mural that showcases, in vibrant detail, the company's first 40 years. [View the video >>](#)

## Your Overwhelming Response to BAYADA's Recognizing Reliability Contest Helped Recognize Thousands of BAYADA Caregivers

Thank you to all of you who helped us recognize our BAYADA caregivers who deliver care with the highest professional, ethical, and safety standards, in the company's recent *Recognizing Reliability* contest. We were pleasantly overwhelmed by the more than 2,400 contest tickets we received from you following the last *CARE Connection* newsletter in March.

At BAYADA, we strive to honor those professionals who embody our mission to help people have a safe home life and live their lives to the fullest with a sense of well-being, dignity, and trust. One winner per week from the pool of tickets was randomly chosen in each of our 280 plus offices, and on May 1, five companywide grand prize and 55 runner-up winners were randomly selected from the preliminary winners and presented with merchant gift certificates.

It's probably no surprise that our BAYADA caregivers were touched by the recognition and your kind words shared on your tickets—more so than winning a prize.

Here's what some of you had to say about your BAYADA health care professionals:

- *Diane helps us to live independently; to live life to its fullest. Diane handles me as a family member and is so kind and passionate. She makes you feel safe and strong. She is the best, and with her care, you will get better.* ~Paula R.
- *Terri is efficient, professional, knowledgeable, and most importantly, kind and caring. It is most evident that she is passionate and serious about her job. She is able to get my routine done painlessly and successfully. Very successful with emotional healing.* ~Michiko T.
- *Sonya was the best! She helped me through some difficult times, listened, and took care of any problems and concerns that I had. She is great.* ~Elizabeth A.
- *Dan is always on time. He is very friendly and he gets his work done without being told what to do. He is the best helper I've ever had!* ~Carol D.
- *Kate has a wonderful bedside manner and has made rehabilitation so much easier. She is a wonderful therapist and we always look forward to her coming. She worked with us and helped us through what seemed like an impossible situation. We cannot thank her enough.* ~Santiago C.
- *Caryn is very, very good and knows exactly what she is doing. She is as nice and sweet as can be. She is always on time and determined to get this wound to heal. She explains everything she is doing. We are very fortunate to have Caryn as our nurse.* ~Pam M. ■

## Raising Our Voices for Our Loved Ones

Submitted by **Christine Allen**, daughter of BAYADA's Berks County, PA Home Health office client **William "Bill" B.**

My father served in the Air Force, has been married to his wife, Dorothy, for nearly 52 years, raised four children in Berks County, and worked until the age of 73.

After a freak accident on September 16, 2013, Dad broke his neck, severely damaged his spinal cord, and left him with quadriplegia. Since then, he's needed 24-hour care.

My 70-year-old mother needed to quit her job to become his full-time caregiver, and my siblings and I became part-time caregivers. Dad can't feed himself, bathe himself, use the bathroom, or turn himself at night. He needs 168 hours of care every week.

In January 2014, we applied for a Medicaid home and community-based waiver program to try to get some help. We finally heard back

in April, and Dad's income was \$17-a-month too much. He was denied because there is no spend-down option for home and community-based services.

Our family is exhausted and overwhelmed. We need the Pennsylvania government to change the eligibility rules to let Dad get the care he needs. Fortunately, BAYADA provides us with an easy way to communicate Dad's needs to our legislators—through the [BAYADA Legislative Advocacy Center website](#).

Some of you may have different struggles or need other rules changed to get the care your loved ones need. You can also join BAYADA's Legislative Advocacy Center and connect with your legislators to share these concerns and barriers.

Mr. Bill B. with his best friend Bruce

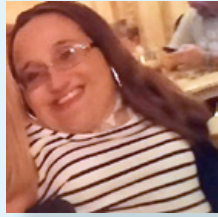


Join me in registering now on the [BAYADA Legislative Advocacy Center](#). Get alerts about issues in your state (or federal Medicare issues) and you have the chance to share your voice with your elected representatives. The more people who register and use it, the louder our calls for fairness become, and our chances to get the help we need become greater. ■

BAYADA welcomes and encourages our clients to become involved in advocacy to share your stories and truly make a difference. We will continue to advocate on behalf of our clients to ensure that you have ease of access to home health care services and that our home health care professionals receive the fair wages they most certainly deserve.

To stay informed about legislative issues, and to advocate for home health care, register on the [BAYADA Legislative Advocacy Center](#).

## Unstoppable: Even with Quadriplegia, Nicole Ficarra Sees Her Life as an Adventure



**Nicole Ficarra** of Deer Park, NY, has no memory of the car accident that left her with a traumatic spinal cord injury when she was just three years old. While riding with some family members in her dad's car, Nicole sustained the most serious injuries

of all the passengers when the vehicle was rear-ended by another, pushing theirs into a telephone pole.

Now, as a 24 year-old woman, Nicole has been living with quadriplegia and a tracheostomy for 21 years. But to say she has just "lived" without the use of her legs and with limited movement in her arms would be an injustice to her, for Nicole has done so much more than that. In fact, to say she has "thrived" would be a more accurate word that she, her family, her friends, and her caregivers would use to describe her life since then.

"I'm a typical 24-year-old," says Nicole. "I go with my friends to the movies, to bars, to the mall. We have a lot of fun. We just never stop."

Nicole has the kind of energy and motivation that even many able-bodied young people do not. Last year she earned a bachelor's degree in advertising from the New York Institute of Technology and is now interning as a social media coordinator. With tremendous determination, Nicole has learned to write, use a computer on her own, and deftly maneuver her power wheelchair.



There have been many people along the way who have helped Nicole live life as normally as possible. She has had the support of her family as well as round-the-clock nursing to help her stay safe at home and wherever life takes her.

"My BAYADA Nurses help me with my medication, suctioning my trach, and with all the things I need to do during the day. They even stay with me at night," explains Nicole. "I especially love that most of my nurses are about my age so I can really relate to them. They are like friends."

In fact, Nicole and her BAYADA Nurses have had some really great adventures together. Two of them accompanied her on a Disney cruise last year and are going with her again on an upcoming Caribbean cruise that she is taking with her girlfriends. "They're there to take care of me, but it'll also be a lot of fun to be with them. It'll just be us girls. I can't wait!"

Although she's really looking forward to her vacation, Nicole has even bigger plans in mind: she wants to secure a full-time job where she can earn enough money to get her own apartment.

"I have always lived with my parents, but now I would love to have my own place," says Nicole. "That is definitely one of my biggest goals."

With her positive attitude and continued support from her family and nurses, Nicole's dream of independence is surely not "if," but "when." ■

## Father on Hospice Sees His Daughter Wed with Help from BAYADA's Pennsylvania Boyertown Hospice

**Vincent G.** had been receiving palliative care from the Pennsylvania Boyertown Hospice BAYADA office since January. After being diagnosed with melanoma at 58 years-old, he wanted to spend the last months of his life living with peace and comfort, surrounded by the people he loved.

His family wanted to do all that they could to make sure his last days were memorable. That's why his 21-year-old daughter, Melissa, took a leave from college to help with her father's care. After interacting with Melissa, our BAYADA Nurses found out that she was engaged to her longtime boyfriend. The nurses asked her if she wanted BAYADA to help arrange a ceremony at home so her father could see her wed.

Melissa said yes and the thought went from an idea to a reality within 24 hours. During Valentine's Day week, their team at BAYADA scheduled an officiant and had local companies donate flowers, a wedding cake, and other accompaniments to make the day special.

Though Vincent was bedbound and spoke minimally at the end, he was still coherent. After witnessing his daughter's wedding vow exchange, he gave a "thumbs up" to the couple. Vincent and his wife also renewed their own wedding vows during the ceremony.



Vincent passed only 24 hours after the service in February. His family was appreciative that those few final days—usually the most difficult for families—became days that they will always remember fondly. ■

Would you like to share your story or ideas for this publication? Please call the BAYADA Communications office at 856-273-4600 or email [CAREconnection@bayada.com](mailto:CAREconnection@bayada.com).





**BAYADA**<sup>®</sup>

Home Health Care

1975 **40 YEARS** 2015

*Compassion. Excellence. Reliability.*

BAYADA Communications Office  
5000 Dearborn Circle  
Suite 300  
Mt. Laurel, NJ 08054

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



## THE BAYADA **TALENT** SHOWCASE

Submit a one-minute video using your talents to showcase your BAYADA spirit for your chance to win a prize customized just for you!

Please read the article on the front page for more details.

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

**Home Health Care • Pediatrics • Hospice • Habilitation**

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

[www.bayada.com](http://www.bayada.com)