



CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 38 years of compassion, excellence, and reliability

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www.bayada.com

It's been an exciting start to the new year for BAYADA Home Health Care.



In January, we celebrated our 38th anniversary! We also celebrated our one-year anniversary since Bayada Nurses became BAYADA Home Health Care. This was done to more clearly and consistently communicate that *The BAYADA Way*—our company philosophy—is the heart of everything we do, and to better explain our

range of services and team of multidisciplinary professionals.

Our new name and identity was an opportunity for all of us at BAYADA to reaffirm our commitment to providing you with even better care. Delivering the highest quality home health care services with compassion, excellence, and reliability remains our top priority.

Because we believe it is important to communicate clearly and consistently with our clients, we will continue to provide you with helpful information and share stories about our clients and employees in each issue of *CARE Connection*, our quarterly client publication. Our updated www.bayada.com website also includes information about our range of services, links to additional resources, and BAYADA client and caregiver stories that bring *The BAYADA Way* to life.

Thank you for trusting BAYADA with your home health care services. If you have any questions about your services, please don't hesitate to contact your office team.

Warmest regards,

J. Mark Baiada

CARING magazine revisits *The BAYADA Way*

A refreshed version of an article published last June in *CARING* magazine—a publication of the National Association of Home Care and Hospice—has been shared on our website. Please visit our website at www.bayada.com and click on *The BAYADA Way* >> Published Articles >> Connecting with the Heart of Home Care: The BAYADA Way Project, Ten Years Later. It is the third article in a series about *The BAYADA Way*, and it communicates how BAYADA is a values-driven organization with a clear vision for our future. We invite you to read this inspiring and educational article. If you would like a printed copy of the *CARING* magazine article, please send your request to CAREConnection@bayada.com.



Annual contest offers clients a way to recognize their BAYADA caregivers

At BAYADA Home Health Care, we believe that our employees are our greatest asset. We strive to honor those professionals who embody our mission and meet the highest professional, ethical, and safety standards.

By rewarding and recognizing those who exemplify our core values, we are able to provide clients like you with reliable services that enable you to live your life to the fullest with a sense of well-being, dignity, and trust.

The BAYADA Way—our company philosophy—is the heart of everything we do. Through *The BAYADA Way to go!* contest, we will recognize our caregivers who best demonstrate *The BAYADA Way*. On February 4, BAYADA caregivers were invited to hop on board the BAYADA bus and earn tickets for providing the highest quality home health care services available.

All clients and their families are invited along for the ride! You can thank your BAYADA caregiver by sharing how their work is delivered with compassion, excellence, or reliability. Please visit our



The **BAYADA** Way to go! contest
Thanks for bei

website at www.bayada.com and click on *Recognition Programs* under *The BAYADA Way* tab to learn more about the contest and other recognition programs and obtain a ticket.

Contest highlights

Each client ticket submission provides a BAYADA caregiver another chance to win a weekly prize as well as runner-up and grand prizes from giftcertificates.com.

Here's how you can hop on the BAYADA bus and recognize your BAYADA caregiver:

- Call the office
- Mail a completed ticket to your office
- Pass your completed ticket along to BAYADA staff

BAYADA specialty practice updates and initiatives

At BAYADA, our offices are organized by specialty practices (Home Health, Adult Nursing, Assistive Care, Pediatrics, Hospice, Habilitation, and Staffing) to ensure that you are receiving the highest quality care at every level, 24 hours a day, 7 days a week.

In our last fall issue of *CARE Connection*, we provided a quick guide to help you understand the different types of care we provide and how we continuously improve our work through evaluation, education, and training.

Here's some exciting news and resources for 2013 from several of our specialty practice teams. Stay tuned for additional specialty practice updates in our next edition.

Pediatrics

BAYADA Home Health Care has two regional Simulation (SIM) Labs that will help us continue to enhance our state-of-the-art training for BAYADA Nurses. BAYADA Pediatrics opened our first pediatric SIM Lab in Pennsylvania—also the first home health care SIM Lab in the country—in 2010, when a grant proposal was approved by Keystone Mercy Health Plan (PA) to augment and enhance the current clinical simulation practices that BAYADA Pediatrics has in place.



The success of the PA SIM Lab has led to the establishment of a second BAYADA SIM Lab (this time for both pediatric and adult SIM training) in Charlotte, North Carolina in 2012.

BAYADA has been a true trailblazer in

pediatric home health care simulation, and was recently invited to present on



the adaptation of SIM training for home health care at the 2012 National Association of Home Care and Hospice (NAHC) Conference as a model for other home health care providers across the United States.

BAYADA Pediatrics Director of Recruiting and Retention **Michael Ward** comments, "The opportunity to provide simulation training allows us to offer an enriched learning experience for our nurses, similar to training offered in children's hospitals across the country. Nurses will be clinically trained on conditions specific to pediatric home care. They are guaranteed to see emergency situations and practice intervention skills that they may not otherwise see in the home during their training time."

When asked about the importance of the SIM Lab for the future of BAYADA Pediatrics and the quality care that we provide to our clients, Director of Pediatric Clinical Operations **Kathy Pfeiffer** comments that, "The individualized client-specific training that we will provide to our nurses will embody *The BAYADA Way* of excellence. Our nurses will encounter every possible clinical scenario that could arise in the home, and will be given the opportunity to react appropriately and then be better prepared for any emergencies or change in clinical status."

Take a look around our Pennsylvania Pediatric SIM Lab via YouTube (YouTube.com→Search: BAYADA Simulation Training Lab!) www.youtube.com/watch?v=U0_DUXFgWMA

Adult Nursing and Assistive Care

Adult Nursing and Assistive Care specialty practices provide care to our adult and senior population.

As seniors are the fastest growing segment of the population in the world, these specialty practices wanted to share a helpful and comprehensive online resource for senior care and long-term care planning; the National Care Planning Council (NCPC).

The article, *Life Resource Planning Meets Needs beyond Retirement*, provides helpful information about later life planning and where to go to learn more about how to extend income for long-term care, where to find government and private services, and how to preserve assets.

To read this article, please visit www.longtermcarelink.net/a13information_article.htm. To learn more about NCPC and find additional resources on eldercare planning, please visit www.longtermcarelink.net.

Habilitation

The Habilitation specialty practice wanted to share that our habilitation offices in Hawaii are currently working toward obtaining their CARF accreditation in the fall of 2013.

CARF is an international, non-profit organization that accredits human service providers. The mission of CARF is to

promote the quality, value, and optimal outcomes of services through a consultative accreditation process that centers on enhancing the lives of the persons served. The value of a CARF accreditation is more than a certificate hanging on the wall. CARF accreditation demonstrates that an organization is committed to reducing risk, addressing health and safety concerns, respecting



cultural and individual preferences, and providing the best possible quality of care to their clients.

In order to receive this prestigious national accreditation, CARF will conduct an onsite survey at each of our

habilitation offices in Hawaii to ensure that we are in conformance with CARF standards. The surveyors will observe our organizational practices, review appropriate documentation, conduct home visits to monitor the services we provide, and conduct interviews with

employees as well as clients and their families.

Our habilitation team in Hawaii is very excited to take these important steps to bring the programs to a higher level of quality and stature.

CLIENT CORNER

Theresa Bryan and **Lula Burke** are two amazing women who have a lot in common. They are energetic, intelligent, dedicated, and determined women who have a passion to help others. The qualities they possess have helped them overcome much in their lives, because they are also the mothers of children with special needs.

Theresa is the mother of BAYADA client **Emmalee Bryan**. Emmalee was less than a year old when Theresa and her husband Jeff were told that Emmalee suffered a stroke that damaged the left side of her brain. They were told that Emmalee would never speak or walk.



Client Emmalee Bryan



Client Jonathan Burke

As time went on, Emmalee suffered a grand mal seizure and additional complications. The seizures continued and caring for Emmalee became more difficult.

Lula is the mother of BAYADA client **Jonathan Burke**. Jonathan was born healthy. He was a happy child, reaching all of his milestones until the age of two. Just after his second birthday, Jonathan was diagnosed with viral encephalitis, which damaged his brain. His symptoms continued to progress. He developed seizures and missed all of his milestones—he stopped walking, talking, eating, and interacting.

Both Theresa and Lula didn't know how they were going to care for their children. However, they did know that they weren't going to give up, and they were going to fight to get the care their children needed and deserved.

They did their research, asked questions, and never gave up hope. If they had some advice to give to other parents faced with caring for a medically fragile child, they would both say, "Realize that you need to have help for you and your child. You can't do it alone." They would also agree that knowledge is the key to power. The more you know about your child and their health, the more ammunition you have to fight for getting them the care they need and deserve.

Today, both children are doing great.

Emmalee is a beautiful 9-year-old girl with a dazzling smile. She melts the hearts of everyone she meets and is

somewhat of a celebrity in her hometown. She can walk and uses sign language to communicate. Theresa is happy to report that Emmalee has been seizure-free for one year.

Jonathan is a handsome 8-year-old boy with a gorgeous smile. Just meeting Jonathan puts a smile on your face. Jonathan is unable to walk on his own, but he can sit up and eat without a gastrostomy tube—a tube inserted through the abdomen that delivers nutrition directly to the stomach. He can also pull himself up to stand and can take a few steps with assistance.

Theresa and Lula are not only dedicated to their children and their families, they are also dedicated to helping other families get the help they need for their children. Both are members of *Parents Providing Possibilities*—a parent group whose goal is to support families and empower parents to help maximize the potential of their children with special needs by giving families a voice and letting them know that they are not alone.

Lula also created the Jonathan Burke Foundation—a non-profit organization created to help other children like Jonathan who have suffered effects of viral encephalitis and other brain injuries. To learn more about the foundation, visit www.jonathanburkefoundation.org.

Theresa is following in Lula's footsteps. She is in the process of creating a foundation in honor of Emmalee. The purpose of the foundation will be to provide resources and other helpful information to parents who need help providing care to their child with special medical needs. Theresa is also in the process of publishing a book that tells Emmalee's story. All proceeds from the sale of the book will be donated to the foundation.

Lula and Theresa have a message for all parents with medically fragile children: "Help is out there if you need it. We're here for you. All you need to do is reach out." To read more about their stories or to find helpful information and resources for your child, please visit www.parentspromotingpossibilities.org.

To learn about other BAYADA clients, please visit www.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.

What's new online?

On December 3, 2012, T-Mobile and Samsung put the spotlight on BAYADA Home Health Care during the fourth annual mHealth Summit mobile healthcare technology conference at the Gaylord National Convention Center in Washington, DC.

The mHealth Summit attracts over 4,000 attendees from more than 50 countries and serves as the premier forum for key sectors to converge, engage, and network

about the mobile health ecosystem and collaborate in the use of wireless technology to improve health outcomes in the United States and abroad. T-Mobile produced a video to highlight the successful deployment of Homecare Homebase (a fully integrated home health care software system) and the point-of-care Samsung tablets with the BAYADA Home Health specialty practice. To view the video, please visit <http://youtu.be/-gR3M6mr9xQ>.

The video was showcased at the conference followed by a panel discussion with BAYADA Home Health Division Director **Eric Thul**, Home Health Operating Policy Associate Director **Andrew Gentile**, and Home Health Director **Ashley Wharton** along with representatives from T-Mobile and Samsung. The panel addressed questions about overcoming challenges to successfully deploy an electronic medical record and point of care mobile technology to provide the very best service to our clients.



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Surveys help improve quality of care

In an effort to provide clients with an objective comparison of Medicare-certified providers and create incentives for improving quality of care, BAYADA is mandated by the Centers for Medicare and Medicaid Services (CMS) to regularly survey clients receiving Medicare and Medicaid services and publically report these results. BAYADA takes it further than that. Because we are continually striving to better the quality of care we provide to all of our clients, BAYADA surveys 100 percent of clients—regardless of who pays for the services.

We understand that in some cases you may receive multiple surveys from different providers. "Survey fatigue," a commonly used term for receiving too

many surveys, is something that we do our best to prevent. We work with Press Ganey, our independent survey administrator, to build a customer-friendly approach to surveying—taking into consideration the number of surveys being sent, the length of the survey, and the method of administering the survey when creating it.

Your feedback and comments are important to us! We have dedicated resources working every day to collect, report, and analyze your feedback. Your comments are reviewed and communicated monthly to ensure we are listening to your feedback and improving the quality of care provided by our BAYADA caregivers.

When we receive an exceptional client satisfaction report, BAYADA has programs in place that reward employees for providing you with the care you or your loved one deserves. We also have programs designed to help if an office is falling short of your expectations. Rest assured, every comment you take the time to write is reviewed by the people responsible for the care you or your loved one receives.

If you have any questions about your services, we encourage you to contact your service office team. We thank you for returning your client satisfaction surveys and appreciate the trust that you have placed in BAYADA to meet your home health care needs.

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