

# Knowing Clients

## A quick reference



WE LOVE WHAT WE DO



**Our clients and the clinicians who care for them are our purpose.** We must do everything in our power to make obtaining home health care simple and easy to understand, and to alleviate pressure, confusion, and worry. Some clients may never have experienced real care, with clinicians who truly seek to know and understand them. This is where we shine.

**Our clients are the people who trust us to enter their homes, hoping we bring with us real improvement to their lives.** Yet the change is often as profound for us as it is for them. **We aspire to serve as their trusted advisors, confidantes, and cheerleaders—in addition to providing exceptional care.**

### Mindset

#### Perception/feeling:

- May have a mix of emotions ranging from angry, bitter, sad, resentful, nervous, scared, resistant to welcoming upbeat, thankful, optimistic, and amazingly driven to heal.
- May have had a negative experience with another provider—hesitant to trust another.
- Some may have heard “good things” about BAYADA from people they know.
- They may not understand how home care works and may be resentful of the intrusion—or welcome the help and support.

#### Concerns:

- Being a burden to their family; they don’t want their situation to negatively impact their loved ones
- Having new people in their home and losing a sense of privacy and control
- Being able to pay for care
- Experiencing gaps in care that could adversely affect their health
- Not sure they’ll ever feel a sense of normalcy again

### Motivations

- Desire control of their lives.
- Want to return to a sense of normalcy.
- Want to get better or live their best life at home.
- Want their condition not to upset the lives of those they love—providing peace of mind.
- Desire care by a reputable provider—either referred by a family member or friend, or a trusted professional on their extended medical team.
- Seeking an affordable health care option, or one that their insurance covers.

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## Our Messaging Goals

### Short term:

- Show this client how BAYADA:
  - Understands their journey, condition, and feelings
  - Hires and trains the best clinicians to give the best care and uniquely matches each client to the right clinician
  - Offers 24/7 support
  - Respects clients' homes and families
  - Serves our mission as a nonprofit, putting improving the lives of clients and families above all else

### Long term:

- Be seen as an indispensable presence in the client's life.
- Win a BAYADA advocate among the client's inner circle (family, loved ones)

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## Key Messages

- Our philosophy of health care puts improving the lives of clients and their families at the center of our concerns.
- We believe all clients, regardless of illness or income, deserve the best possible care in the place they call home.
- We know that true respect for people's homes, interests, household dynamics, and routines brings a sense of normalcy and control to their lives.
- We match and schedule experienced clinicians when, where, and how they are needed, so no matter the setting or situation, every client gets the same high-quality care.
- More than 40 years of caring for nearly one million clients means we have experience that builds trust and confidence.
- Put a priority on matching clinicians to clients, on a one-to-one, personal level, to help cultivate close relationships where clinicians feel more like family members.
- Higher standards for staff in hiring, certification, training, and monitoring helps ensure that BAYADA clinicians are at their best.
- Being privately held and now nonprofit underscores our commitment to serve our clients through reinvestment into our mission and employees.
- We make getting better care simple and easy to understand, helping to alleviate pressure, confusion, worry.



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