

# Knowing Clinicians

A quick reference



WE LOVE WHAT WE DO



**Our clinicians come from all walks of life, with all accreditations: RNs, LPNs, HHAs, CNAs, MSWs, HAB Techs, and therapists.** Many have specialty certifications. They may have worked in home health care previously, or are new to the profession.

**Our clinicians are at the heart of every achievement and the front line of our service.** We want to make our employees feel that they have finally found their forever work family—an environment, team support, and culture they didn't realize they were looking for or that could have ever existed—a place where they love what they do.

## Mindset

### New to Home Care

#### Perception/feeling:

- Some seek to get out of the high-stress, overwhelming workload environment of an institutional setting.
- They are still in love with the calling of being a nurse, but feeling stifled and frustrated by the inability to practice as they desire—with deeper connections to the people they care for and at the top of their license.
- They may not see home care as the setting equivalent to an institutional setting in prestige, opportunity to provide complex care, and opportunity for career advancement.
- They are looking for an alternative and may not even realize home care can be the answer.

#### Concerns:

- Being in the home alone without a support team immediately available
- Not knowing what kind of neighborhood or home situation they'll be working in and how far they will have to travel or commute
- Having guaranteed work and consistent hours
- Receiving appropriate training and bedside readiness for each client

### Established in Home Care

#### Perception/feeling:

- May have heard "BAYADA is a good place to work" but have also heard that the pay and benefits may not be the best.
- BAYADA may be known to them as a place where you must "jump through hoops" to get in.
- May be aware of our higher standards and wonder if and how that means it's a better place to work.
- May be intrigued by move to nonprofit because they've been in an unstable situation.
- May have had a bad experience with a previous home care employer or just learned their employer has been sold and are feeling unsettled.

#### Concerns:

- Whether or not they have the credentials to get into BAYADA
- Wondering what kind of clinical support they'll get when they need it
- Whether they will have a say in which clients they are matched with
- Unsure about hours and flexible scheduling

## Motivations

### New to Home Care:

- Want to get back to nursing passion and purpose and provide care at the one-to-one level
- Desire to establish long-term client relationships
- Want the freedom that comes with choosing their own hours, schedules, location, and client
- Seek a less arduous workload and less stressful conditions
- Want better work-life balance

### Established:

- Seek an employer offering long-term stability, sufficient hours, support, and advancement
- Want to feel valued and recognized
- Desire a better work-life balance
- Want to stay with home care because of the one-to-one care, relationship-building, and flexibility

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## Our Messaging Goals

### Short term:

- Recruit
- Show this clinician how BAYADA:
  - Is unlike any other company
  - Cares deeply for clients and those who deliver their care
  - Offers unparalleled support, flexibility, and rewards
  - Gives employees the opportunity to do what they got into health care to do

### Long term:

- Retain
- Earn their advocacy and referrals
- Support and deepen relationship
- Alleviate concerns about job security (communicate the benefit of being nonprofit)

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## Key Messages

- We're unique in the value we place on patients and those who care for them.
- Our nonprofit structure is good for clients because their care will never take second place to payouts or selling to the highest bidder; it's good for employees, because the company reinvests in them; and it's good for BAYADA's future, safeguarding our mission and longevity.
- All team members—including your assigned client services manager and clinical manager—are here to support you and your patients.
- BAYADA offers you 24/7 support, better education and training, more job security and advancement opportunities, better hours—and some fun along the way.
- Recognition and reward are huge at BAYADA—we're obsessed with expressing authentic appreciation. When clinicians exceed our high standards of care, that's worth something extra. Any employee, client, or client family member can nominate a clinician for our Hero award—something above and beyond for those who go there.
- Home care is all about the one-on-one experience. That's why we focus on finding the best possible fit between you and your clients by matching what matters to you with your client's interests, personality, and goals. It's the magic that brings the best employee and client experiences to life.



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