

Knowing Strategic Partners

A quick reference



WE LOVE WHAT WE DO



Potential health care partners (hospital directors and C-suite officers of hospital and health systems; local or regional decision-makers at senior living communities such as a vice president, executive director, director, or associate director of nursing or quality) **seek strategic relationships with organizations that help ensure optimum outcomes for all involved: providers, payors, and patients.**

Adaptability is key. By delivering alternative, cost-effective solutions with the client at the center, we and our partners can make a positive impact across the continuum of care, without creating a financial burden for payors.

Mindset

Perception/feeling:

- May be aware of BAYADA's reputation and longevity in the marketplace

Concerns:

- Needs clinical data insights for decision-making based on achieving the Triple Aim (improved outcomes, decreased cost of care, higher patient satisfaction)
- Wants a partner whose reputation is second to none, as it reflects on their brand and quality
- Needs a provider to proactively identify changes in status and other factors in patients' ability to stay healthy at home and in their community, preempting re-hospitalizations or move-outs
- Focused on balancing cost-containment with patient-centered solutions
- Needs a partner to staff cases with short notice, for a variety of diagnoses. Smooth transitions without extra burden on their staff are key
- Improving operational efficiency through readmission reduction by managing high-cost, chronic patients
- Pleasing multiple stakeholders
- Making a positive impact across the continuum of care or clients, while containing costs
- Protecting and enhancing their reputation as a quality health care provider or senior living community
- Want prospective partners to believe that doing business together will improve both businesses

Our Messaging Goals

Short term:

- Show prospective partners how BAYADA:
 - Respects the complexity and responsibilities of their job
 - Provides insights from metrics and from the holistic perspective we have to "lift the roof off" and look inside to see the patient's needs and challenges up close
 - Has the ability to serve every age and every stage of life, from routine to complex—one partnership can meet all those needs

- Can be a trusted partner in serving their community because we are aligned with their mission, vision, and goals
- Is the hub of the patient's care, adaptable to any setting, collaborating with providers and partners to ensure continuity of care for the best outcomes

Long term:

- Win a BAYADA advocate among decision-makers, influencers, referral sources, patients, and partners.
 - Achieve shared goals and positively impact services provided across the continuum of care.
 - Earn the privilege to be their preferred, value-based provider.
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Key Messages

- We focus on population health management with a predictive, proactive model that helps integrate the right services at the right time for best outcomes.
- We're in it for the long haul, adapting to the needs of partners, their patients, and communities.
- We provide data insights and collaborate with you to improve decisions and service.
- Our partnership models include joint ventures and managed service agreements, tailored to meet mutual goals and co-create value with partners.
- Your team can reach BAYADA at any time, with any problem, for support or advice of any kind.
- We've been providing quality care since 1975—our longevity, size, resources, and nonprofit status give you a stable, reliable partner to support your organization's future.
- With specific expertise in multiple specialties, we can provide the highest quality care for any level of need—from routine to complex.



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