The CRRN will then support the office, client, and family during the transition home.

Clients benefiting from the program include those with spinal cord injury, traumatic brain injury, multiple sclerosis, amyotrophic lateral sclerosis (ALS), muscular dystrophy, cerebral palsy, orthopedic conditions, amputations, and congenital abnormalities as well as those with various catastrophic illnesses and injuries. BAYADAbility can also benefit pediatric clients who require changes to their care plan and equipment due to their growth and development.

As the company has grown, technological advances have allowed BAYADAbility Nurses to reach far and wide. With mobile devices and video conferencing, CRRNs are now able to support and consult remotely in areas that do not have a dedicated rehab nurse—thus helping even more clients navigate that complex passage between hospital and home, ensuring a home life with comfort, independence, and dignity.

**Nurse Lisa and “the commercial”**

The late 1990s also brought a dramatic surge in the public visibility of BAYADA Nurses. The company produced its first television commercial, an ad so effective that many viewers still remember it vividly. Some even think it’s still running. It’s a wordless drama called “Heroes on the Home Front,” a phrase that BAYADA trademarked.

The commercial, also known as “The Storm,” opens with a dark and stormy night. A nameless nurse gets drenched entering her car, grabs her phone once inside, and tells the caller she’s on her way. (Keep in mind that mobile phones were a rarity in the 1990s.) Driving white-knuckled through