raincoats, and nursing pins. The nurse wears my mother’s nursing pin in the commercial.”

Created by a New Jersey ad agency and produced for a thrifty $200,000, the commercial involved a director, a 50- person crew, and catered meals. “I felt like I was with Steven Spielberg on a movie set,” Ann recalls. “It was so much fun!” The crew filmed over two nights from 6:00 P.M. to 6:00 A.M. Setting the commercial in the dark of night, says Ann, “made it scarier and more important for the nurse to get there.”

As for the storm, it was generated by a towering machine attached to a fire hydrant. Ann recalls that “the director would say, ‘Give me rain!’ and it would pour from this machine, which was higher than a big tree. Nurse Lisa was constantly getting soaked.” The character was played by actress and model Lisa Gorlitsky, who had been chosen for her resemblance to actress Julianna Margulies, then popular for her portrayal of hard-working nurse Carol Hathaway in the TV show *ER*.

Nurse Lisa, as BAYADA dubbed her, became the company’s public face. For years, she appeared on recruitment posters, brochures, and even a huge billboard in downtown Philadelphia.

“Every time you would see that commercial, you would be proud of it,” says Marty (Martha) Soroka, Division Director of the Personal Care Assistant office in Philadelphia, who has been with BAYADA since 1977. “It made such a difference. People really did recognize the BAYADA name. Our aides even mentioned how proud they were.” The commercial can still be seen on YouTube, where it has been viewed more than 10,000 times.

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The Hero Program

While the television commercial boosted brand awareness, its strongest legacy is perhaps the Hero on the Home Front Program. The company launched it in 1998 to celebrate its real home care heroes. (The name has since been shortened to the Hero Program.) The linchpin of the company’s employee recognition efforts, the program honors RNs, LPNs, home health aides, therapists, and medical social workers who perform beyond expectations. Office employees and clients nominate these individuals, using the three core values of *The BAYADA Way* as criteria: compassion, excellence, and reliability.

Each hero enjoys a recognition party in his or her honor with family members and sometimes even clients in attendance. These heroes are first nominated and honored quarterly with recognition parties at the local office level,