

INTRODUCTION

It's hard to believe that BAYADA Home Health Care has come so far since 1975, when I began the company from a single office in Philadelphia. Those early years set the course for where we are now. Today, nearly 3,000 office employees help make it possible for more than 20,000 field employees from 290 offices in 21 states and India to serve more than 26,000 clients a week.

However, numbers aren't the true measure of success. It's the relief a mother feels, knowing she can sleep peacefully at night while her medically fragile child is under the skillful, watchful eye of her BAYADA Nurse. It's the senior citizen who can remain living independently at home with the helping hand of his BAYADA Home Health Aide. It's the home health aide who says, "I love my job. I wouldn't want to work anywhere else."

When I reflect on these past 40 years, these are the things that define success to me. You can't assign a value to the priceless feeling of being in the comfort of home. Or knowing that because of the work you do every day, more people can stay in their homes with their loved ones and treasured memories.

I continue to be humbled by the trust our clients place in us every time one of our caregivers enters their home, and I feel good knowing that BAYADA has made a real difference in the lives of our clients. Our clients have made a difference in our lives, as well, inspiring us every day to work hard to provide the very best home health care services. They deserve no less.

Although we continue to grow and serve more people each year, we never lose sight of our original mission of helping every client have a safe home life with comfort, independence, and dignity. Helping people has been—and will always be—our singular purpose. It is the driving force behind *The BAYADA Way*, our company philosophy, and the heart of everything we do.

I remain grateful to our BAYADA employees for the care they provide and the love they show to our clients. Our employees are truly the heart of home care, and paramount to BAYADA's success, helping us to help more people each year.

We may be a big company now, but we are a big company with an even bigger heart. And regardless of the roles we all play, we are really just people helping people live better lives—with compassion, excellence, and reliability.

As a reflection of BAYADA over the past 40 years, I hope that this book will commemorate our beginnings, our growth, and our accomplishments, and, perhaps, most significantly, capture the everlasting spirit of *The BAYADA Way*.

J. Mark Baiada

