

## Recognize and Reward: “Our Employees Are Our Greatest Asset”

From everyday exchanges between coworkers to expressions of gratitude from clients, a culture of appreciation and recognition permeates BAYADA. It started the day the company opened for business and has been nurtured ever since.

Preserving and sharing those expressions of gratitude are central to BAYADA’s way of working. From the earliest company newsletters onward to the *BAYADA Bulletin*, issues have included thank-you notes from clients and their families, as well as notes of gratitude from company leaders.

And when offices meet goals and otherwise do an outstanding job, the company sends tangible thanks in the form of gift cards, candy, flowers, and other mementos. “It’s so easy just to say thank you, and it really makes a difference,” says Anita Palmer, Project Coordinator, who manages the process of sending billing record gifts. The feelings flow both ways. Mark and Ann cherish notes of gratitude from employees.

The company also highlights certain aspects of *The BAYADA Way* for an entire year through campaigns such as the Year of Gratitude, Year of Recognition, and Year of Reliability, providing tools and resources to promote and celebrate the theme. Parties, awards, and recognition are an integral part of the campaigns—carrying forward the “work hard, play hard” ethic that has characterized BAYADA since the beginning.

As *The BAYADA Way* states succinctly: “We believe our employees are our greatest asset.” When you have a valuable asset, you protect it, and the company does just that through the following recognition programs and awards.



**TOP TO BOTTOM:** BAYADA Bucks can be earned and redeemed in a number of ways.

Year of Gratitude bracelets are given in sets of two—one to keep and one to give as a thank-you.

High Five notepads make it easy to compliment coworkers.

Year of Reliability pledge cards helped employees live up to self-made promises.

## Recognition Programs

### BAYADA Bucks

Recipients may earn BAYADA Bucks by attaining perfect attendance, covering last-minute callouts, being named the employee of the month, and more. As their BAYADA Bucks accrue, employees can spend them on branded merchandise, items for everyday use, or even high-end gifts in the BAYADA Bucks Catalog.

### BAYADA High Five

As part of the Year of Recognition, the BAYADA High Five evolved into an ongoing program that encourages daily recognition for coworkers and colleagues. Materials that depict a hand giving a high-five carry the personally written messages on buttons, stickers, greeting cards, postcards, and notepads.

### Years of Service

Through the Years of Service program, BAYADA recognizes attributes such as loyalty and commitment. Tenured field employees are awarded with certificates, special awards or gifts, and specific BAYADA Bucks denominations, which they may redeem for a gift of their choice. Office employees honorees receive their awards at the annual Awards Weekend celebration. At the 2015 event, more than 240 office employees were recognized for service ranging from five to 40 years.

### Companywide Contests

Annual, companywide field employee contests are designed around a specific theme supporting *The BAYADA Way*. The contests are promoted through communications, office decorations, and weekly prizes to honor and recognize all employees who demonstrate company values.