



ABOVE: The company's first Medicare certification in 1980 proved to be a vital step forward.

RIGHT: Denise Pushnik, then Director of the Denver office, in 1982. Denver was office number 7. Expansion to Florida and Colorado signified key growth and a willingness to “think bigger.”

most compassionate and trusted team of home health care professionals.”

A big step toward the dream took place in 1980, when the company received its first Medicare certification, allowing it to care for many more clients. RN Home Health Care expanded its reach geographically and professionally, by adding such services as skilled nursing and pediatric care. By 1982, six offices had been opened—not just in suburban Philadelphia and New Jersey, but as far west as Denver, Colorado, and as far south as Pinellas Park, Florida. Accordingly, given the increased need for administrative space, the company moved its headquarters to Moorestown, New Jersey in 1982.

The move also allowed David Baiada, then age 6, to attend the historic Moorestown Friends School, whose campus is just a few blocks from the company's headquarters. MFS has since educated many young Baiada family members from preschool through grade 12. Founded by the Society of Friends in 1785, the school adheres to the Quaker values of simplicity, peace, integrity, community, equality, and stewardship. These values resonated strongly with Mark and have their counterparts in *The BAYADA Way*.

Business expansion continued, thanks to the company's solid relationships with clients and referral sources, its outstanding reputation, and its hardworking, reliable employees. Once a new office was opened, it would grow case by case—one week, one month, one year at a time. As offices grew, they typically split into smaller ones, sometimes offering just a single specialty, such as pediatric nursing or



“I remember a terribly hot summer in Philadelphia in the early 1980s. We all felt bad because so few of our elderly clients had air conditioning. Many of them lived in difficult neighborhoods. They were afraid to open their windows because of the chance of crime. They were suffering. Mark bought fans for a whole group of them. Back then we didn't have the money, but Mark did it. It was sheer kindness. I remember thinking, that's what I want to be part of.”

SHERRI PILLET, who started in 1980 and is now Division Director of Employee Relations, Burlington, New Jersey