

BELOW: Ann Claffey Baiada brought transformative change to the Baiadas and BAYADA.



*“We are nice all the time.
It’s not all that easy to be nice all the time.”*

CRIS TOSCANO, DIVISION DIRECTOR

In his quest for BAYADA Nurses to help more people, Mark began to think about adding rehabilitation services. He knew that rehab was a demanding specialty, one that couldn’t be undertaken lightly. In 1988, he discussed the idea with a colleague who encouraged him to talk to a friend of hers—Ann Claffey, RN, CRRN (Certified Registered Rehabilitation Nurse). The mutual friend described Ann as a hardworking dynamo who had built a successful rehabilitation nursing program for a BAYADA competitor in the Philadelphia area.

“Ann had a reputation of doing great clinical management and getting all the rehab business, all the referrals,” says Mark. “So I wanted to talk to her and possibly hire her.” The two met in December 1988 and discovered they had a lot in common. At the end of the meeting, Mark asked Ann to join BAYADA as the first rehab nurse on staff and to launch a rehabilitation nursing program.

A single mother with three daughters—Jaclyn, then age 12; Kelli, age 10; and Christin, age 4—Ann had been working two part-time jobs and one full-time