

“Mark always talks about audacious goals. I always did, too. I think that’s been part of our success. As a Division Director, I set my goals far into the future. It was fun to do that, to see some people buy into it and grow to become Directors, Area Directors, and Division Directors.”

WERNER HOPPE, who joined in 1992 and is a Division Director

Harry, home at last

Harry had never lived on his own. Born with cerebral palsy, he was cared for at home until age 12, when his mother died. By then his condition was too difficult for his father to handle. Because professional home care was not available in the 1940s, Harry’s father had no choice but to put him in a nursing home. And there he stayed—until he was 65.

But following a class action lawsuit in the late 1990s, Medicaid clients like Harry finally had the opportunity to receive subsidized care in the community. That enabled BAYADA to move Harry and a few other individuals needing 24-hour-a-day care into the same apartment building (a “client cluster”), where BAYADA Home Health Aides provided care.

It was a new beginning for all concerned. Previously institutionalized clients could now turn to companies such as BAYADA, and those companies could afford to care for them. For Harry, the legal decision also opened the door to a world of personal decisions. For instance, when aides let him pick out what to wear, he had trouble deciding—he’d never had the choice at the nursing home. When asked what he wanted to eat, Harry was equally stumped—he’d never had the freedom to choose. But confronting indecision proved to be a good problem, and Harry lived happily in his new apartment home until he passed away at age 72.

“Our aides became Harry’s family and provided a quality of life he never would have known otherwise,” says Maureen Wright, Area Director of Philadelphia Specialized Contracts. “To me, that represents why we do what we do.” 🌸



LEFT: A sampler cross-stitched for Mark by employee Terri Lupinetti in 1987.