

### Educational advancements

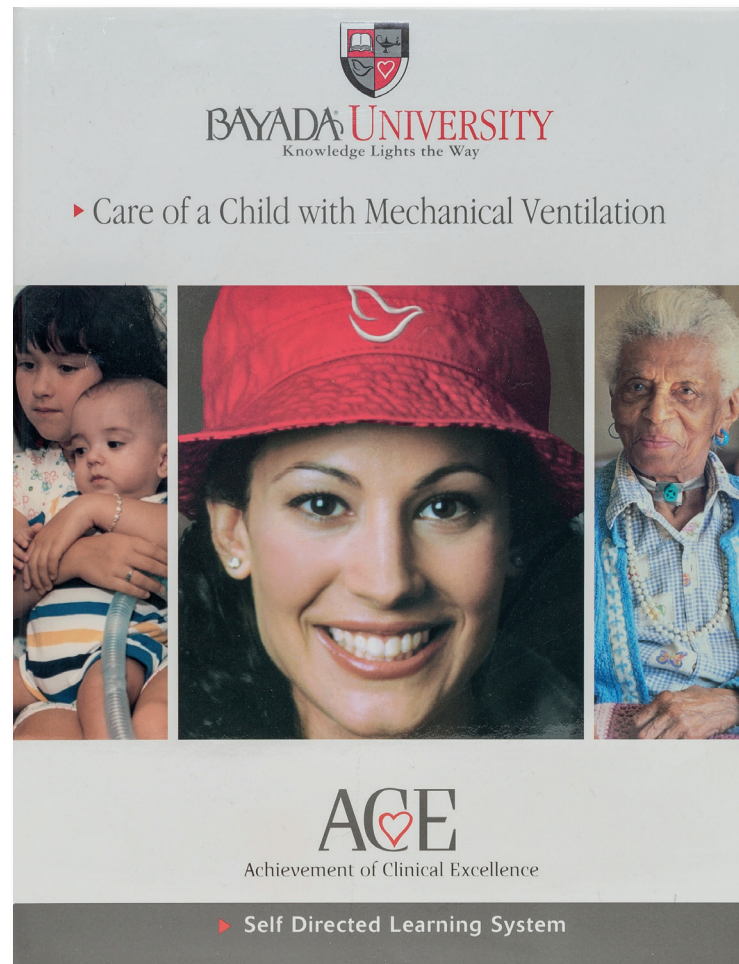
In yet another vital area, employee education, BAYADA was poised to gain momentum. The “figure it out” approach had helped the company build many proverbial sea walls in the early years, but gone were the days of winging it. The company had constructed a solid foundation for learning in the 1980s and 1990s. By the 2000s it was in a strong financial position. What better way to invest in the future than to invest in learning?

Mark had been raised to believe that formal education was crucial to success, along with hands-on work experience. “My parents both understood the importance of education. My mom immigrated here and it didn’t take long for her to figure out if you wanted to be successful, you needed an education,” he says.

“Learning gives you the ability, which leads to competence. Then competence leads to confidence that ultimately leads to success.”

Mark’s love of education translated to increased professional development opportunities at every level. Piece by piece, the company added initiatives such as tuition reimbursement, the BAYADA Presidential Scholarship Program for employees, and webinars that took advantage of new learning technologies to transcend geography.

These efforts evolved into BAYADA University—the umbrella term for a host of initiatives that include two on-site learning centers (Burlington, New Jersey, and Charlotte, North Carolina), one-on-one instruction and preceptor models, self-directed learning, e-learning modules, and mentoring programs. Each new office employee attends



**ABOVE:** Clinical educational materials, early 2000s.

**RIGHT:** The BAYADA University seal encompasses formal learning, Florence Nightingale’s iconic nursing lamp, a compassionate heart, and the BAYADA dove’s olive branch.

