

grow—and we were growing by leaps and bounds—we wanted to make sure that we were best in class in every product we offered. Each Specialty Practice Leader is responsible for supporting the vision of growth, development, and innovation related to his or her product line. Alignment is our effort to keep focused and provide exceptional service, regardless of how large we get.” Karen compares each practice to a mini-company, with all of the companies aligned around *The BAYADA Way*.



**ABOVE:** BAYADA proudly displayed the CHAP logo on its materials after becoming accredited in 2008.

**LEFT:** The work of Anne Johnson, Division Director of Policy Development, was vital to the CHAP process. She is shown with Mark at the 2008 Awards Weekend.

**BELOW:** An interactive baby manikin. BAYADA's pediatric simulation program for home care is the first of its kind in the country.



## Major steps forward

Affirmation of BAYADA's excellence reached a new level with its 2008 Community Health Accreditation Program (CHAP) accreditation, which assures clients and referral sources that BAYADA meets the industry's highest quality standards in its home care operations.

The investments in education and alignment throughout the decade had an unexpected benefit. They helped BAYADA weather the severe recession that began in 2008 exceptionally well. The company was also able to establish a Hospice Specialty Practice, which has doubled in size since its start in 2009. “It’s just amazing to be part of an organization that quarter after quarter has grown,” says Karen Hojda, Director of Leadership Development and Talent Management in Burlington, New Jersey. Having worked at a publicly held company, Karen knows the upheavals that recessions can cause. “We feel like we’re in ‘The BAYADA Bubble’ because we keep growing—we’re hiring when other companies aren’t,” she adds.

Also as part of the new millennium, BAYADA training programs continued to take advantage of advances in technology. High-tech simulation training enhances field employees’ skills by simulating real-life and real-time scenarios, preparing them to handle emergencies. BAYADA employees developed the scenarios, policies, and evaluation tools that are specific to home care in order to prepare nurses to care for clients with complex needs in the comfort of their own homes. Charlotte, North Carolina, is home to the company's first adult simulation lab where home care professionals can get firsthand, hands-on experience.