



BAYADA[®]
Home Health Care

Additionally, BAYADA's pediatric simulation program, involving an interactive baby manikin, is the first of its kind for pediatric home care in the country. Kim Lynn, Clinical Support Specialist in Clinical Standards and Quality, designed the initial scenarios and protocols. Sadly, Kim was killed in an automobile accident in August 2012. A total of 24 pediatric simulation labs located in Pennsylvania, New Jersey, New York, Massachusetts, North Carolina, and Georgia are dedicated to her memory.

The company's momentum continued with a huge rebranding effort. The name "BAYADA Nurses" had not fully encompassed the company's services for decades, and alignment underscored the urgent need for a more inclusive name. BAYADA Home Health Care was the logical choice.

The logo and related design elements needed to change with the times, too. A dove had symbolized BAYADA Nurses, chosen as an icon of peace and love. Keeping it was non-negotiable, but updating it was not an easy feat, as Janice Lovequist recalls. She helped manage the process with an outside firm while working as a company graphic designer. (Janice has since become Manager of *The BAYADA Way* Team.) In keeping with the desire for consensus, surveys ensued. "Mark wants to vet everything and make sure everybody's happy, so we had multiple options," says Janice. "People usually don't like change, though, and everyone was picking the logos with our old dove." The group ultimately settled on an elegantly restyled dove that now feels as familiar as the previous one had.

Ongoing commitment to community service

Beyond direct client care, giving back to the community is part of what BAYADA stands for. In addition to the company's unstinting sponsorship of the BAYADA Regatta—the longest running adaptive rowing competition for people with disabilities—"doing good" takes the form of countless charitable acts.

Individual employees and entire offices regularly serve causes of their choosing, often to support local efforts or honor a BAYADA employee or client. Clothing donations for the Salvation Army, fun-runs for disease research, roll-up-your-sleeves help during disasters such as Hurricane Sandy—whatever the cause, BAYADA people come through.

Many efforts combine fun and service. At a recognition picnic for field employees and their families in 2013, the Willow Grove, Pennsylvania, assistive care office raised money for a client, Abi, who had suffered traumatic brain injury after a car accident. She required nursing care 16 hours a day. Collecting through raffle baskets, the office raised money for a nonprofit foundation that supported her cause.

Here is another example of giving back on a more personal scale: In 2014, the Vermont Rutland Hospice office hosted its first memorial picnic and service for families of clients who had passed away. The attendees created colorful prayer flags, recited poems, and tossed rose petals in a pond—activities that celebrated the lives of their loved ones and aided in their own recovery from grief.

ABOVE: Metamorphosis of the logo and dove took years and involved many discussions, surveys, and outside design consultants. The three doves shown in the middle were options that were never used.

OPPOSITE TOP TO BOTTOM: University City (Philadelphia) employees cooked for a local charity.

Suzanne Collins, Clinical Associate, presents a donation from the Delaware Pediatric offices to the Ronald McDonald House of Delaware.

Employees from the Williamsport Adult and Lewisburg Adult assistive care state programs offices in Pennsylvania at a Walk to End Alzheimer's.