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## FOR IMMEDIATE RELEASE

### **Bayada Nurses is Now BAYADA Home Health Care**

*New identity reflects clearer mission focus and depth of specialized services  
amid growing demand for home health care*

MOORESTOWN, NJ—January 17, 2012—Bayada Nurses, a leading provider of home health care services to people of all ages, changed to BAYADA Home Health Care on January 17—the company’s 37th anniversary. The name has changed to more clearly communicate *The BAYADA Way*, the company’s guiding philosophy, its broader specialty practices of Home Health, Adult Nursing, Assistive Care, Pediatrics, Hospice, Habilitation, and Staffing, and its multidisciplinary team of home health care professionals.

“I believe our name now reflects what we do,” said Founder and President Mark Baiada. “Nurses are our primary employees—about half our workforce. But we also have home health aides, speech pathologists, occupational therapists, physical therapists, social workers, support people, and a large managerial staff ensuring our clients receive excellent care. I want it to be clear that we’re a team.”

What’s most important for Baiada is that the team is made up of like-minded individuals with a commitment to *The BAYADA Way*— the company’s philosophy. “*The BAYADA Way* is at the heart of everything we do,” says Baiada. “It is the set of beliefs that guide us in our daily interactions with our clients, our community, and each other and is something that really sets us apart. I want to make sure we build and maintain a lasting legacy as the world’s most compassionate and trusted team of home health care professionals.”

To better express the spirit that represents *The BAYADA Way*, the dove in the logo was redesigned to incorporate three ribbons: one for each of the company’s core values of compassion, excellence, and reliability. In proportion to the name in the logo, the new dove is also larger than before to reflect a stronger spirit.

The company is evolving to meet the increased demand for quality health care in the home. The growing demand for in-home care services was validated in a recent survey of 400 consumers conducted by G-group Market Research, New York, NY. Of those surveyed, 85% of the people would prefer to be cared for in their home as they age. Additionally, 74% believe that care in the home is the most affordable type of care and 66% believe that care in the home is the best care they can receive—far outweighing

any other option including care in an assisted living facility at 17%, care in a hospital at 11%, care in a family member's home at 4%, or a nursing home care at 4%.”

*Founded in 1975 by J. Mark Baiada, BAYADA Home Health Care provides nursing, rehabilitative, therapeutic, hospice, and assistive care services to children, adults, and seniors in the comfort of their homes. Headquartered in suburban Philadelphia, BAYADA employs more than 17,000 nurses, home health aides, therapists, medical social workers, and other home health care professionals who serve their communities in 20 states and India from more than 240 offices. For more information, visit [www.bayada.com](http://www.bayada.com).*

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