



CARE Connection

A publication for clients of BAYADA Home Health Care | Celebrating 37 years of compassion, excellence, and reliability

Volume I Number 1 • Spring 2012

www.bayada.com

A letter from Mark Baiada, founder and president of BAYADA Home Health Care



We are pleased to announce that Bayada Nurses is now BAYADA Home Health Care.

On January 17, 2012, the company's 37th anniversary, we changed our name to more clearly and consistently communicate that *The BAYADA Way*—our company philosophy—is at the heart of everything we do, and

to better explain our breadth of services and team of multidisciplinary professionals.

Our new name and identity is an opportunity for all of us at BAYADA to reaffirm our commitment to providing you with even better care. Delivering the highest quality home health care services with compassion, excellence, and reliability remains our top priority.

Because we believe it is important to communicate clearly and consistently with our clients, we created this quarterly client newsletter, *CARE Connection*, to help us stay connected. Each issue will provide helpful information and share stories about our clients and employees. Our updated www.bayada.com website will also include information about our range of services, links to additional resources, and BAYADA client and caregiver stories that bring *The BAYADA Way* to life.

Thank you for trusting BAYADA with your home health care services. If you have any questions about your services or our refreshed brand identity, please don't hesitate to contact your office team.

Warmest regards,

J. Mark Baiada



The BAYADA Way®

The essence of *The BAYADA Way* is our belief that our clients come first and that you deserve home health care delivered with compassion, excellence, and reliability.

We measure everything we do with a simple question—is this *The BAYADA Way*? If we can say yes, it means that:

- You and your family feel cared for and supported
- You are receiving care that meets the highest professional, ethical, and safety standards
- You and your family can rely on us and you are able to live your life to the fullest, with a sense of well-being, dignity, and trust

Being cared for *The BAYADA Way* is a goal we try to achieve with every client we serve.

How *The BAYADA Way* began

In 2002, Mark Baiada began a companywide initiative to define and express the mission, vision, beliefs, and values that have guided our work as home health care professionals.

This important project involved thousands of clients, family members, and employees. Through a series of focus groups, overnight retreats, written surveys, and feedback sessions, *The BAYADA Way* emerged.

Traveling across the country in "The BAYADA Bus" to personally deliver *The BAYADA Way* to each of the 128 offices at that time, Mark and *The BAYADA Way* team sought to listen closely and respond to the needs of our clients and professional caregivers.



The team managing your care

At BAYADA, you have a dedicated team that works collaboratively to ensure that all of your needs are met. Please contact your local office team with any questions, concerns, or suggestions you may have.

Here is a quick guide of who's who in your office, with a brief description of who to call for what.

Director: Responsible for overall office operations including client service, compliance with policies, licensure requirements, and regulatory affairs. The director can address any question or concern not resolved by the other members of your team.

Client services manager: Schedules your BAYADA health care professionals and coordinates your services. Your client services manager can answer any questions about your schedule, care professionals, or billing and insurance matters.

Clinical manager or primary clinician: Responsible for the clinical oversight of services provided by your BAYADA caregivers; they will assess, plan, and supervise your clinical care. Your clinical manager or primary clinician can answer questions about your plan or care, a doctor's order, and concerns with medical equipment, supplies, or medical-related matters.

On-call manager: After-hours manager ready to respond to all types of calls after regular business hours. The on-call manager will follow up with your clinical manager and client services manager as necessary.

Other members of your office team can include an associate, recruiting manager, administrative coordinator, associate, clinical liaison, or marketing manager. Associates support all office functions and provide support to the managers; they will help answer your questions as well.

Recognize a BAYADA professional through the Hero on the Home Front Program

At BAYADA Home Health Care, our mission is to provide you and your family with the highest quality home health care delivered with compassion, excellence, and reliability. We constantly strive to honor those professionals who embody our mission, are considered heroes by the clients they serve, and meet the highest professional, ethical, and safety standards.

By rewarding and recognizing those who exemplify our core values, we are able to provide clients like you with reliable services that enable you to live your life to the fullest with a sense of well-being, dignity, and trust.

Every BAYADA client should expect the level of service offered by these professional caregivers, and feedback about your current services is essential to directing your care. With your help, we can better meet your needs and strive to recognize the heroes among us.

The Hero on the Home Front Program is one way we recognize our BAYADA caregivers. Through stories shared by both clients and office personnel, we learn about the ways that many of our care professionals are improving the lives of our clients and their families.

There are multiple levels to the recognition program, and our highest honor goes to those BAYADA caregivers selected as our

Heroes of the Year. One registered nurse, licensed practical nurse, home health aide, and one other professional, such as a therapist, are recognized companywide at an annual awards ceremony held each spring.

Do you have a hero you'd like to nominate? You can call your local office, write a letter and send it to your office, complete a nomination form found on our website, or email your comments to HeroProgram@bayada.com. We would love to hear from you!

BAYADA 2011 Heroes of the Year

We are proud to share that MSW Barbara Sauer, HHA Jane Harrison, LPN Toni Kearns, and RN Cathy Akbari were recognized as our Heroes of the Year during our 2011 companywide annual meeting during a special ceremony as a tribute to their fine work.

Please visit our website at www.bayada.com and click on "Recognition Programs" under *The BAYADA Way* tab to read what BAYADA clients had to say about their heroes or nominate your own BAYADA Hero by completing a Hero nomination form.

CLIENT CORNER

A nose for poetry

Wife, mother, grandmother, friend, student, teacher, artist, poet, leader, motivator, fighter, and survivor. These are all words that describe an extraordinary woman and client from our Willow Grove, PA Adult office, Kathryn V. Kathryn was diagnosed with amyotrophic lateral sclerosis (ALS), also known as Lou Gehrig's disease—a devastating progressive neuromuscular disease that affects the nerve cells in the brain and spinal cord, leading to muscle weakness and severe impairment of mobility, speech, swallowing, and breathing. The average life expectancy of an individual diagnosed with ALS is usually three to five years. However, with advanced research and better medical care, more individuals have been living longer, more productive lives.

Kathryn has beaten the odds and survived this disease for the past 13 years. She is a happy person, who with her strong and quiet presence, has made her mark in life with her many talents in mathematics, education, and the arts, bringing joy to many of her students and loving family members.

Although Kathryn is paralyzed, has trouble speaking, and uses technology to help her to communicate, she is always on the go. Kathryn and her husband Gerry are active members in their community and serve on the Board of Trustees for The ALS Association Greater Philadelphia Chapter.

In Kathryn's spare time she attends ceramic class, writes poetry, attends poetry readings, and is publishing a book with the help of her husband and daughter-in-law. The book includes 33 of Kathryn's poems and images of her ceramic work. You may be wondering how Kathryn can do it all. She uses the latest technology, a reflective sensor dot that is placed on her nose. This dot is tied into a computer, which picks up signals and allows Kathryn to communicate her thoughts and ideas with those around her. Then, with the help of her husband, family, and BAYADA caregivers, her incredible ideas and words become a masterpiece.

Kathryn's poems are insightful and describe the world around her. They inspire, warm your heart, and bring tears to your eyes. Recently, Kathryn was inspired to write a poem about her home health aide, 2008 Home Health Aide Hero of the Year Connie Smith, called *Lady in Red*.



Lady in Red

A lady in red
brings tender care,
Fills my needs,
answering a prayer.

To learn more about Kathryn
or other BAYADA clients,
please visit www.bayada.com.

Would you like to share your
story or ideas for this publication?
Please call the Communications
office at 856-273-4600 or email
CAREconnection@bayada.com.

Feedback is essential to improve your services

Receiving feedback—positive or negative—is essential to providing you with the highest quality of care. As a BAYADA client, you should always feel free to contact us about the services you receive. You may want to express a concern, make a suggestion, or inform us about the quality of care you are provided.

A good way to voice your concerns and share your opinions is by contacting your client services manager or clinical manager at your office. They are part of your professional care team and want to hear about the care you are receiving. You can also call the office director to have your voice heard or resolve any problems.

Another way you can share your opinions is by sharing your feedback through our company client satisfaction survey. Your feedback plays a vital role in our ongoing efforts to provide services with

compassion, excellence, and reliability to all of the clients we serve. To ensure the confidentiality of your responses, we have engaged Press Ganey Associates, Inc., an independent research firm, to administer the survey and provide us with the survey results.

We are committed to respecting your confidentiality and privacy. We keep anything we learn about you confidential, and our policies and procedures are in place to protect your personal health information.

For questions about your service or a particular policy, practice, or procedure, we encourage you to contact your office team or director for clarification. We also encourage you to return the client satisfaction surveys you receive from BAYADA in the mail. The survey results provide us with a wide range of information to help us continuously

improve the quality of your services. Thank you for the trust that you have placed in BAYADA. Please know that we will always be available to meet your home health care needs.

Other ways to share feedback

Anonymous hotline phone:
866-665-4295

Anonymous hotline email address:
hotline@bayada.com

Online compliance report:
www.bayada.com/compliance

Mailing address:
BAYADA Home Health Care
Headquarters
290 Chester Avenue
Moorestown, NJ 08057

BAYADA Home Health Care provides nursing, rehabilitative, therapeutic, hospice, and assistive care services to children, adults, and seniors in the comfort of their homes.

Para obtener una copia en Español de este boletín, por favor comuníquese con su oficina de BAYADA



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