

Pediatric CARE Connection

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David Baiada Takes the Helm of BAYADA, Bringing with Him a Lifetime of Lessons from His Father

A message from David Baiada, CEO



Thursday, August 17 was a historic day for BAYADA. Not only was it **Mark Baiada's** 70th birthday, it signaled the official beginning of our transformation into a nonprofit organization. As a family, we made the decision to put mission over money and gift this company to protect it from ever being sold and to help ensure that the mission, vision, beliefs, and values of *The BAYADA Way* will continue for generations to come.

Also on that day, my father became Chairman of BAYADA, while I assumed the role of CEO, taking responsibility for the day-to-day operations and leadership of the company. Rest assured that this transition will be seamless for you—your same care team will still provide the same high-quality care you've come to expect from BAYADA.

As I take the helm of this wonderful company my father started 42 years ago, I bring with me the lessons I learned from him, both as my business mentor and my father. I'd like to share those with you.

- 1 Think big.** Anyone who knows my father has likely heard the story of how Kermit the Frog influenced the way he built his company. In *The Muppet Movie*, Kermit envisions stardom and sets a course to make it to Hollywood. Along the way, he meets many similar-minded characters, each with varying skill sets, who share his dream. Together, they journey to Hollywood by bus, having adventures on the way, and then reach their destination and accomplish their goals. The lesson? Surround yourself with people who share your passion, and you can do amazing things together.
- 2 Listen closely, show empathy, and respond to the needs of others.** My dad's business approach involved doing what came naturally: listening. To this day, he tunes into people's needs with curiosity and authenticity. His understanding and empathy for both clients and clinicians is the foundation of his success. I follow his lead by routinely visiting clients and staff across the country, which keeps me connected to the 'why' of what we do.
- 3 Continuously improve yourself and your work.** I was raised to understand that when I was close to reaching one goal, I'd better have another one in mind to start working on next. My father continues to illustrate this lesson in his perpetual desire to improve, deliver better service, and

create an ever-evolving culture and workplace. I am inspired by his humility and willingness to learn, improve, and evolve as a leader and as a father.

- 4 Be creative, flexible, and determined.** I admire deeply and always try to emulate my dad's ability to relentlessly pursue the best solution to a problem or challenge. Growing up, my father repeatedly told me a story about my grandfather needing a sea wall built to protect their riverfront family home in Delanco, NJ, from the threat of rising tides. He assigned tasks to my dad and his four teenage brothers with one simple instruction: "Figure it out." It took a lot of blind confidence, determination, patience, and persistence, but many decades later, that sea wall still stands as a reminder that working together and working hard can result in something strong and enduring, even without necessarily knowing where to begin.

The family and business values my father modeled for me are inexorably linked. As I continue the journey my dad began, I am humbled and grateful for the opportunity, but in the end, I'm just a son wanting to make his dad proud.

Thanks to all of you who joined in the celebration of Mark Baiada's 70th birthday. Mark was overwhelmed with the outpouring of love, gratitude, and good wishes from clients like you. If you'd like to visit our website to view all the written and video messages—or leave one of your own—please go to www.welovemark.bayada.com. ■



See How We've Grown

It's a scene played out every day in homes like yours across the country. Nurses are taking care of children with complex medical needs, surrounded by their families at home, where they want to be.

BAYADA cares for an average of more than 3,000 pediatric clients each week, statistics that illustrate how far we've come from our humble beginnings. BAYADA Founder and Chairman **Mark Baiada** started with one office in Philadelphia in 1975. As BAYADA grew, new offices offered both pediatric and adult care services. However, in 1995, the BAYADA location in Morristown, NJ, split into two offices. The original focused on adult care, while the second became the company's first office dedicated solely to pediatric care.

Today, there are 74 offices in 13 states that provide pediatric care. With this growth, we renewed our focus on programs to recruit, train, and retain the best and brightest nurses to care for your child. These include:

Pediatric Nurse Fellowship Program: Through this program, BAYADA can waive the one year of experience requirement and fast-track the process of hiring nursing school graduates with at least 750 hours (about 4-6 months) of experience.

The Pediatric Nurse Residency Program: This full-time, 12-week training program prepares nurse graduates for their transition into a nursing role in pediatric home health care.

Simulation Training Lab (SIM): The SIM Lab uses computerized manikins to simulate real-life emergencies as well as daily care needs, giving nurses the opportunity to learn, practice, and enhance their clinical skills. In some cases, it can expedite care coverage because a nurse can train to meet a child's specific care needs.

Legislative Affairs: Our legislative affairs program advocates for increased reimbursement so that we can offer a more competitive salary, thus attracting more nurses to pediatric home care.

Expansion into underserved markets

BAYADA opens in New Hampshire
In many areas in the US, children with special needs can't get home care services because low reimbursement rates make it difficult to pay nurses what they deserve.

This was the case in New Hampshire, where a group of parents of children with special needs advocated for change. Many of the children were eligible for 80 hours of nursing care a week, yet months went by without any nurses to cover their shifts. Without home care nursing, the children were repeatedly rehospitalized or placed into long-term care, or parents were forced to give up work to provide full-time care at home.



The New Hampshire office team recently celebrated the opening of their new office. Pictured from left to right are Associate Director Melanie Vermette, Director Megan Tom, and Clinical Manager Julia Leao.

The reason for this constant struggle to find nurses revealed a troubling trend. Low hourly wages set by Medicaid—so low that nurses wouldn't take the jobs.

Undaunted, the families got to work, joining forces with the New Hampshire Home Care Association to lobby the state for a rate increase. Their efforts paid off! In April 2016, the state implemented an increase, making pediatric home care nursing rates more competitive and opening the door for BAYADA to start providing services to the children of New Hampshire who need care at home.

"Our expansion into New Hampshire and other markets is a shining example of *The BAYADA Way* vision to serve millions of people worldwide come to life," said New Hampshire Pediatrics Director **Megan Tom**.

BAYADA Pediatrics Growth:

2010: **3,930** clients served

2016: **5,061** clients served

Westward bound

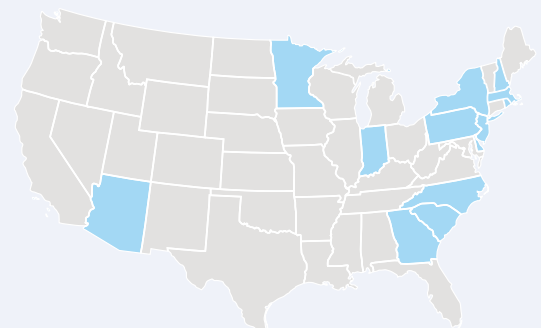
In Phoenix, BAYADA is one of the few providers that specialize in pediatrics. The new office serves the 9,000 square miles of Maricopa County, which includes suburban communities as well as rural areas that play host to a large immigrant and Native American population.

"My goal is to make BAYADA Pediatrics the provider of choice because of our clinical training and the great care we provide," said Director **Steven Caudhill**.

In Indiana, Division Director **Tina Gonterman** shares a similar goal. She embraced the chance to open a BAYADA office in her hometown of Indianapolis. Two years later under the direction of BAYADA Director **Tamara Bowman**, the office is providing care to 40 clients.

Tina is taking a unique approach to expansion. "My goal is to find the right leaders first, then draw on their hometown knowledge to identify new locations for growth," said Tina. She hired BAYADA Director **Kim Imel** to launch a new office in Fort Wayne in March. Two hours to the west, Valparaiso native **Melissa DeSutter** is ready to follow suit, with plans in place for her to become director of a new office opening in the coming months.

BAYADA provides care at home and school to pediatric clients in the following states:



Arizona
Delaware
Georgia
Indiana
Massachusetts
Minnesota

North Carolina
New Hampshire
New York
New Jersey
Pennsylvania
Rhode Island
South Carolina ■

Introducing “BAYADA Pediatrics Care Connect” Electronic Documentation Application: Coming to Your Home Soon!

In January, BAYADA Pediatrics launched a pilot study for a new electronic documentation system that held promise for improved care for your child and improved connectivity between your child’s nurses and your BAYADA office.

Following the three-month pilot that included six offices representing 200 clients and more than 300 field employees across the country, we are proud to share that the electronic documentation system, newly branded as BAYADA Pediatrics Care Connect, lived up to expectations!

Moving forward, BAYADA Pediatrics Care Connect will be implemented in all of the BAYADA Pediatrics offices throughout the company so that every nurse and every client can benefit from this state-of-the-art technology. The implementation will be rolled out in phases, with a new BAYADA Pediatrics division brought online each month.

The cloud-based mobile application allows nurses to electronically complete, sign, and submit clinical notes and addendums to their service offices, all in a secure environment. BAYADA Pediatrics Care Connect has been proven to enhance quality of care and communication among your child’s care team, increase efficiency by saving valuable time, and improve the nurses’ and aides’ work experience, allowing them to focus more on your child’s care. The tablets have also improved many of our back-end processes, giving your office team more time to focus on providing excellent services to you and your family instead of cumbersome paper management.

The nurses and aides who were involved in the pilot were overwhelmingly positive about this sophisticated, user-friendly tool. It is our hope that this new technology will help us to attract and retain more of the best and brightest nurses and aides to fulfill your child’s staffing needs.

Jeanne Langley, LPN from the BAYADA Pediatrics office in Greensboro, NC, loves using the new tablet for electronic documentation.



To learn when BAYADA Pediatrics Care Connect will be introduced in your area, please contact your office team.

A special thank you is extended to the nurses and clients from the following offices who participated in the pilot:

- Greensboro, NC
- Indiana County, PA
- Pittsburgh, PA
- St. Cloud, MN
- St. Paul, MN
- Union, NJ

Hearts for Home Care | Champions Among Us Families Shine in Philadelphia at Advocacy Day

Many past *Champions Among Us* articles focused on a specific family who has made a difference in the way they care for their loved one, and how they advocate to help many other families. This article focuses on how several families came together along with caregivers and other key stakeholders for a town hall event at Temple University in Philadelphia, PA. The event brought attention to an important topic—the need to improve wages for aides who provide home care to adults across the greater Philadelphia area.

Home care agencies receive reimbursement for services by the Pennsylvania Office of Long Term Living (OLTL) waiver personal assistance program. However, the reimbursement rate is so low that it leaves agencies with limited funds, forcing them to pay home health aides much less than the wages they deserve.

Among the many people who shared their stories during the town hall was home care client **Charles Milliner**, who spoke about his tragic illness and the important role his aide plays on a daily basis. “The aides provide exceptional care to those who need it, oftentimes allowing another person in the family to remain employed,” he explained.

BAYADA Home Health Aide **China Livingston** was also a featured speaker. “Because of the low wages, I need to work two jobs and spend very little time with my own family,” she said. “I also know that other caregivers leave and take other work because it pays more.”

Highlights of the day included a series of small focus group meetings where families, home care employees, elected officials, and legislative staff members had the chance to talk about the value of home care and how a rate



BAYADA client Charles Milliner speaks during Advocacy Day in Philadelphia

increase would bring more people into the caregiving profession.

Families explained that with more capable aides in the workforce, there would be fewer open shifts when a client needed to start their services quickly or when an aide could not work due to an illness, injury, or vacation. It was also noted that as more people age and need personal assistance at home, a caregiving workforce could be ready and in place to help. ■



Hearts for Home Care

A BAYADA program supporting quality home health care.



A BAYADA Home Health Care specialty practice

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CARE Connection is a publication for BAYADA clients and their families.



Apply for an Absentee Ballot and Make Your Voice Heard

Elected officials at the local, state, and federal levels make political decisions that can have a significant impact on you and your loved ones. The most effective way for you to help elect legislators who support home health care is to get out and vote on Tuesday, November 7.

If you are unable to get to your local polling place due to a disability or the need to care for a family member, you are eligible to vote by absentee ballot.

The instructions for applying for a free absentee ballot vary by state. Please visit the website listed for your state to find out how to apply. ■

AZ: <http://bit.ly/AZabsenteeballot>
CO: <http://bit.ly/COabsenteeballot>
CT: <http://bit.ly/CTabsenteeballot>
DE: <http://bit.ly/DEabsenteeballot>
FL: <http://bit.ly/FLabsenteeballot>
GA: <http://bit.ly/GAabsenteeballot>
HI: <http://bit.ly/HIabsenteeballot>
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VA: <http://bit.ly/VAabsenteeballot>
VT: <http://bit.ly/VTabsenteeballot>

Advocacy Helps Defeat Bill Proposing Drastic Medicaid Cuts

During the summer, the US Senate voted against all three proposed repeals of the Affordable Care Act (ACA) that would have meant drastic cuts to Medicaid.

Thanks to you, we sent over 70,000 emails to key senators urging them to vote "No" to Medicaid cuts. We also shared dozens of personal videos about how the proposed Medicaid cuts would impact our clients and their caregivers.

In addition to the proposed elimination of the ACA expansion, the debate included provisions to cap Medicaid spending per beneficiary. Several of the provisions would have had a

devastating impact on our clients with complex medical needs or who rely on rare medications.

This success proves that you can be a champion for the important people in your life!

To learn more about advocacy in home care and how you can be involved, visit our advocacy website at www.heartsforhomecare.com. If there are any regional events related to advocacy in home care that you would like to have highlighted in our publication, please email **Rick Hynick**, director of client and family advocacy, at rhyneck@bayada.com ■