

Halifax branch:

Patience and commitment to service lead to rapid growth



Bayshore Home Health has been providing nursing services to the community of Halifax for more than two decades – and it's about to get a lot busier!

In July, the company's Halifax branch learned that it had been awarded a four-year, \$29-million staffing contract by the Capital District Health Authority (CDHA), the largest of Nova Scotia's nine health districts. The CDHA provides health care services to more than 40 per cent of the province's population, as well as residents of New Brunswick, Newfoundland and Prince Edward Island. For the past decade, the CDHA had been using several staffing agencies to meet its needs. The contract with Bayshore is its longest and most valuable to date.

Under the new contract, Bayshore will provide registered nurses, licensed practical nurses, patient attendants, unit aides, unit clerks, personal care workers and continuing care assistants for eight hospitals when external staffing is needed. To service the CDHA contract, the branch has opened a second office in the same building and has hired a large number of new employees. Madeleine Clancy, who has extensive experience in recruiting staff for acute and long-term care facilities, has joined the branch as the office administrator responsible for managing the contract.

"We have had seven job fairs and hired about 130 field staff to date. Our goal is to hire over 250 field staff in total," says Ann Fontaine, Area Director of the branch.

Prior to the contract, the branch had more than 100 field staff who delivered home and community health care services to local residents, as well as staffing services to a variety of long-term care facilities and institutions (including CDHA). The number of administrative staff has also increased, from eight to 19, including 10 new client service coordinators.

Bayshore will provide all staff training required for the contract, including non-violent crisis intervention, CPR, health screening, patient attendant training and on-site orientation. The branch also has an acquired brain injury facilitator to teach an ABI course to its field staff.

"Over the years, we've developed exceptional clinical training and development programs that allow us to provide the very best health care professionals to our clients throughout

the area," says Fontaine.

The branch continues to provide home care services to clients of CDHA, Veterans Affairs Canada, the Workers' Compensation Board of Nova Scotia and various insurance companies, through its original office. Located in central Halifax within walking distance of three of the major hospital sites, the branch also features an infusion clinic for patients requiring chemotherapy and adjunct medications to chemotherapy, and provides in-home enzyme replacement therapy.

Fontaine describes the branch's culture as client-oriented and client-centred, and the term "client" includes Bayshore employees. "If you don't maintain and retain your employees, you might as well close your doors," she explains. "We have an open-door policy. We address issues as they arise – immediately – even something that may seem minor. Retention is a real focus of what we do."

The branch also serves its community by supporting local charities. It has a strong association with the Nova Scotia Hospice Palliative Care Association. Fontaine has been a member of its board of directors, and Bayshore sponsors the association's annual meeting. The staff at the branch have participated in the Hike for Hospice for the past three years. Last year, they raised more than \$11,000 for the Hospice Society of Greater Halifax.

With the new CDHA contract, the branch will have the opportunity to provide more of the area's residents with its exceptional clinical expertise, consistent customer service and commitment to delivering excellent health care.

"Winning this contract is a testament to persistence, patience and commitment to client relationship management. Over the past 10 years, Halifax branch Area Director Ann Fontaine and her team worked constantly to increase Bayshore's reputation as a high quality care provider," says Bayshore's President Stuart Cottrelle. "They helped to move Bayshore from a position of alternate service provider to our current position of sole provider of relief staffing services to CDHA."

For more information, contact afontaine@bayshore.ca

Standing, left to right: Ginnie MacMullin, Sheila Borden, Karen Lloyd, Elizabeth Schmidt, Kathy Bugden and Ann Fontaine. Seated, left to right: Heather Edwards and Karen Farrell.



Better care for a better life

www.bayshore.ca

Bayshore
Home Health