

## *Moncton branch:*

# Serving the community with teamwork and a “client first” approach



### **Bayshore Home Health’s Moncton branch, is always**

busy – the phones are constantly ringing, a steady stream of field staff visit and the schedule is packed with education sessions and community outreach events. The secret to the branch’s success, says Area Director Karen Fullerton, is to work hard but also have fun.

The branch offers nursing, home care and infusion services across a vast area of New Brunswick. It serves the Greater Moncton Area and recently expanded its service area to the outlying towns of Cap-Pelé, Shediac, Tracadie-Sheila, Grand-Barachois, Sackville, Rexton, Richibucto, Havelock, Petitcodiac and Miramichi. From Moncton, the travel time for some of these places is up to an hour and a half.

The employees comprise four administrative staff, 62 home support workers, 12 RNs and 2 LPNs. Thirty-three were hired within the past year, mainly to support drug testing services for employers, child protection and addiction treatment agencies, and in private custody disputes. The branch’s Francophone client list has also grown since Maryse LeBlanc, Manager of Clinical Practice, joined the branch a year ago.

The branch is centrally located in a professional arts building attached to The Moncton Hospital. This proximity has helped the branch foster a good working relationship with the hospital’s discharge planners. The branch is also starting to work with Moncton’s Dr. Georges-L. Dumont Regional Hospital which provides services in both English and French.

The branch’s referred clients include short-term post-operative patients, insurance clients and people who have an acquired brain injury, spinal cord injury or require palliative care. The branch also serves many seniors. “We have a ‘client first’ culture. We’ve adopted a ‘never say no’ approach to all referral requests that come in, offering a 12-to-24-hour service policy,” says Fullerton, who joined the branch in 2009 and has been a nurse for nearly 30 years. “As a result, we’re receiving very positive feedback and we’ve established a first-call working relationship with the discharge planners at the hospitals.”

It’s a good thing that the administrative staff members work well together – their office is a mere 488 square feet. “It’s character-building!” laughs Fullerton. “The small space can be tough, but we like each other and have fun together. We’re constantly in each other’s business, helping each other troubleshoot daily.”

This year the branch will be adding wound care to its services. “There is a real need in the community. We want to help physicians and hospitals carry this through to special care homes,” says Fullerton. “We’ll have specially trained nurses providing education and hands-on training for their colleagues. It will be our first service under Bayshore’s Optimacura suite of clinical programs.”

Community outreach is an ongoing project. In collaboration with pharmacies, the branch offers free blood pressure clinics, cholesterol screening and advice on health maintenance. Fullerton anticipates more clinics in 2011, now that her staff of RNs has grown.

Staff appreciation is also a priority for the branch. It celebrates Nursing Week and Home Support Week, and offers staff incentive programs. Employees are invited to a holiday party, complete with catered food and door prizes. Year-round, staff drop in at the office regularly. “We see all of them at least once every two weeks,” says Fullerton. “It’s important that they feel connected.”

The branch has also ramped up its charitable activities in the past year. Since September 2010, Fullerton has been the President of Hospice Palliative Care Greater Moncton. This past May, the branch also raised \$8,600 for Hike for Hospice Palliative Care with the support of 100 participants. The numbers are especially impressive because it was the first time the branch had taken part in this national fundraiser.

The branch also helped establish, and is currently supporting, a boutique named The Hospice Shoppe. Based on a similar store in Saint John, it sells high quality second-hand high-end goods. “It’s a revenue builder to establish Moncton’s first free-standing hospice residence,” explains Fullerton. “The shop has been generating increased sales. We hope that within two to four years, we’ll have our first hospice to serve the community.”

The branch approaches fundraising with the same dedication it brings to all of its endeavours. “To describe the branch in a nutshell, we’re driven to give our best, and we attempt to add a good measure of humour to everything we do,” says Fullerton. “We work together to solve the daily hurdles and have a lot of fun!”

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From left to right: Carol Crandall, Karen Fullerton, Sandra Zamora and Maryse LeBlanc.



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