

Regina branch:

A symbol of marketing innovation and service excellence



Bayshore Home Health's branch in Regina, Sask.,

is one of the company's newest, but it's already become a strong presence in the community. In just two years, the staff have made Bayshore a go-to name for home health care – and they've had a lot of fun doing it.

Through high quality home care, community service and creative promotion, Area Director Brian Smyth and his team have built brand awareness in a city where Bayshore was not yet well known. "A lot of our marketing is focused on educating people – explaining what home care is, what services we offer, and how we can augment the service people receive from Regina Qu'Appelle Health Region," says Smyth.

The branch provides a wide range of services in Regina and southern Saskatchewan, including nursing, home support, personal care, companionship, shopping, cleaning, yard maintenance and even snow removal. The branch has 60 employees, including three administrative staff, 13 nurses, and 44 care aides and home support staff. Its on-site clinic offers medication infusions, foot care and wound care, and also serves as a training centre for its field staff. About two-thirds of clients are seniors, and the branch also serves clients recovering from injuries sustained at work or in auto accidents.

The branch is located at Albert Street and 12th Avenue, a major thoroughfare, and the staff use eye-catching window displays to promote local events. For example, on days when the Saskatchewan Rough Riders have a game, passersby are treated to the sight of a seven-foot inflatable football player. "The team is a pretty big deal in this province, so people say 'Wow, look at that thing!'" chuckles Smyth.

The branch also takes part in health-related events with organizations such as the Alzheimer Society of Canada, Canadian Diabetes Association and Osteoporosis Canada. "Any time a group does a conference or trade show, we're involved," says Smyth. "We also hold fun events. There are 450 other people in our building, and we recently invited them to a blood pressure clinic with two football players, Paul Woldu from the Montreal Alouettes and Dan Clark of the Rough Riders. The idea was to kick off the CFL season and to 'Come in and make sure you're in shape for the year.'"

From left to right: Erin Haas, Geraldine Ignacio, Bryan Smith and Erin Smith.

The branch's grandest event to date, however, was its royal wedding party. A few days before British Royals William and Kate's nuptials, more than 100 guests enjoyed free ice cream at an outdoor celebration, complete with huge posters of Westminster Abbey and the prince. The event received coverage from two TV stations and a radio station.

The branch also contributes to the community by offering free bone density testing and blood pressure clinics at retirement residences and in association with pharmacies. In addition, it hosts a barbecue at the annual Good Mourning Walk, in support of Regina Palliative Care, a volunteer organization. "We try to be an integral part of the community. It's a good way to build relationships – people in Saskatchewan are cognizant of people doing things for others," says Smyth. "Our caregivers are also proud of the fact that we're active in the community, and that translates to positive comments when they're out seeing clients and talking to potential clients and employees."

His team's efforts have made an impression. New clients regularly call because they remember the Bayshore name, says Smyth. The branch has also developed an excellent reputation with health care professionals. "They see us as a very professional place for patients to go. And when people visit the Bayshore website, they quickly understand the size of the company, the services being offered and the professionalism," he adds.

Building up a new branch has helped establish a workplace culture that values teamwork. "This is an energetic place to work. Employees are well respected, and we're always building on that. There's a family feeling here – caregivers like to drop in once every week or two to see our faces and hear what's going on," says Smyth.

He is especially happy about the feedback he is receiving from the community. "People say, 'Your advertising really stands out,' or 'I've heard great things about the work you're doing.' Those are some of the most satisfying things. People know the Bayshore name now."

For more information, please contact bsmyth@bayshore.ca



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