

Quebec City branch:

Defining its new place and philosophy



One of Bayshore Home Health's newest branches

has actually been operating for about 15 years – but until recently, it was a satellite of the company's office in Montreal. In early 2011, Quebec City received its own full-fledged branch, with a new location and many fresh faces. It's already breaking ground in a potentially enormous market.

Area Director Bianca Renaud, who manages the branch, joined Bayshore last November. Within a few weeks, she moved into a larger office and purchased new furniture. Then she hired management staff to join her: Brigitte Descoteaux, Manager of Clinical Practice, and Suzanne Soucy, Human Resources Coordinator, both of whom are very experienced in their fields. "I think it's important when you start a new branch to hire the right people who will fit with what you want to accomplish," says Renaud. "We all must work together to ensure that our branch will succeed."

The branch serves Quebec City and smaller towns on the east side of the province of Quebec, up to the north. "We have a huge territory – not as many people as what Montreal covers, but our geography is large," says Renaud. "In Quebec City, there are about 700,000 people, but adding the other communities, the total is 1.5 million."

To build the branch's clientele, Renaud has made numerous presentations at hospitals and medical clinics. Now, her staff receive referrals from Centre Hospitalier Universitaire de Québec (CHUQ), which is divided into three major facilities: L'Hôtel-Dieu de Québec, CHUL, and Hôpital Saint-François d'Assise. To meet the demand, Renaud has increased field staff by more than 20 percent, growing from 75 to 95 personal support workers, registered nursing assistants and registered nurses. "We're pretty busy!" says Renaud. "Just last week we hired three nurses."

The Quebec City branch has also developed a relationship with Le Centre de Stomie du Québec, a facility on the east side of Quebec that specializes in urology, parenteral nutrition and ostomies. The branch has also forged a partnership with La Maison Michel-Sarrazin, a palliative care centre for people with cancer.

Despite strong competition across the province, Renaud believes her branch has a unique offering. "What we do for our clients, I think it's different. We have high skills, and that's what we hear from our customers – that our staff are skilled and have passion, empathy and compassion," she explains. "We also have some advantages –

From left to right: Melanie Gagnon, Bianca Renaud, Delores Woodley, Brigitte Descoteaux and Suzanne Soucy.

Bayshore is an ISO-certified company, and that's very important. I'm proud to be part of a national company with national resources, and Bayshore has such a great reputation. My role as an Area Director is to make sure the Quebec community knows that Bayshore is a great company and that we're here for the people."

The branch is centrally located in the Sainte-Foy area of Quebec City, near the Université Laval. "We like to have people visit us at our office, and I always encourage staff to open their doors, so people can see who we are and how we work," says Renaud. "Like every branch, ours is a 24/7 business. There's always someone available to answer the phone – we share after-hours on-call among the staff and that seems to work well." She adds that she plans to expand the branch's services and specialties after building a strong foundation.

The Quebec City staff participate in ongoing education year-round. Descoteaux recently received training to lead workshops on topics such as lifts and transfers, fall prevention and workplace safety. The branch will have more activities and events for staff over the year, including social events such as a holiday and summer parties. "We want staff to be more involved and contribute to developing our Bayshore philosophy. Bayshore has a national philosophy, but each branch has a regional flavour, and I think it's important to encourage that," says Renaud.

The branch is poised for strong growth, and if its first few months as a stand-alone office are any indication, there will be a lot of exciting changes in the near future. "We have a lot of positive energy. Everyone is committed to success and works hard – I see the progress every week," says Renaud. "And also I like when our clients call us to say the team did such a great job – the field staff are the heartbeat of our branch."

Adds Renaud: "The baby boomers who call to request services for their parents, they thank us for the good quality of care their parents received. For us, that's a good reward. We're a small branch, just four people in the office, but you have to start somewhere. I'm very confident that our branch will continue to build on its success."

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