

Bayshore Bridges



Better care for a better life

Bayshore Home Health has been dedicated to enhancing the quality of life, dignity and independence of Canadians in their homes since 1966. We are Canadian owned and operate more than 40 home care offices and 20 community care clinics across Canada.

Offering a wide range of home and community health services, we strive to make a difference in our clients' lives – *every visit, every time*. Our nursing, personal care, home support and companionship services are available privately, as well as through government care programs, personal and group insurance plans and workplace safety insurance.

We also provide nurses/caregiver staffing services, health education programs and treatments in our dialysis centres. Through our subsidiary Bayshore Specialty Rx, we offer infusion pharmacy, infusion clinic and pharmaceutical support services to a variety of healthcare and pharmaceutical organizations.

www.bayshore.ca



Coaching Ourselves program develops leadership skills and friendships



The Coaching Ourselves training session for Bayshore's facilitators included (seated from left to right): Brigid McKennirey, Marie Graham, Maureen Prairie and Wendy Hnytko. Kneeling is Coaching Ourselves trainer Phil LeNir. Standing, left to right, are: Lea Romero, Holly Quinn, Cheryl Chambers, Anne Hardy, Liz Davy, Peggy Copeland, Doris Cyre and Monica Seawright.

An innovative education program is giving Bayshore Home Health's administrative staff the opportunity to learn leadership skills – and get to know themselves and each other in the process.

Coaching Ourselves, developed by Henry Mintzberg, a professor and author on organizations and management, and Phil LeNir, former director in a global high-tech firm, is used by organizations around the world to cultivate leaders. "It gives participants a solid foundation to go forward in a leadership capacity," says Liz Davy, Bayshore's Director of Human Resources.

Participants are arranged in groups of six to eight, including a facilitator who has received

a day of training and who keeps the group on track. The program uses modules that cover a range of topics, such as decision-making and management styles. The groups select topics, then get together for at least five weekly or bi-weekly 90-minute sessions.

For the program's pilot phase, launched last spring, five groups completed eight sessions. The experience was so positive that some participants signed up again. There are currently 13 groups in the program.

Groups are not limited by geography. Some have members who work at different branches,

(continued on page 2)

2155 Dunwin Drive, Unit 10, Mississauga, Ontario L5L 4M1



ADDRESS CORRECTION REQUESTED
CORRECTION D'ADRESSE DEMANDÉE



RETURN POSTAGE GUARANTEED
PORT DE RETOUR GARANTI

The possibilities are endless!

One of the greatest aspects of Bayshore Home Health is the many opportunities that are available to our employees. We believe that it's important to continue learning, growing and challenging ourselves, and to that end, we encourage our staff to develop their skills and knowledge.

Our new leadership skills program, Coaching Ourselves, is an excellent example. By working with a small group of like-minded colleagues, participants can learn a great deal about what it takes to be an effective leader – and these skills can be applied in everyday situations. This exciting program can be beneficial for administrative employees as well as managers.

Continuous learning could also mean taking on new responsibilities, perhaps even seeking opportunities at another Bayshore branch. I encourage all of our employees to explore their options, because personal growth makes us all stronger.

Stuart Cottrelle
President, Bayshore Home Health

As I see it



Internal transfers and promotions encouraged at Bayshore

Internal transfers and promotions are a way of life throughout Bayshore Home Health's more than 60 offices and community care clinics across Canada. In fact, they are encouraged. All job opportunities are posted on the company's internal website, where interested employees can apply for any position they are qualified for. This enables employees to explore new career opportunities and achieve personal and career growth. It also enables the company to grow stronger through retention of knowledge and experienced staff. Many internal transfers take place each year.



Nadia Bushnaq
When Nadia Bushnaq, a Client Service Manager at the White Rock, B.C., branch planned to move to Alberta, her Area Director in White Rock, called Calgary's Area Director personally. "The transfer was easy," says Nadia. "Once my qualifications were confirmed, I joined Calgary as a Human Resources and Private Client Coordinator." Nadia is currently Acting Area Director of the branch.

Lisa Walker, a Client Service Coordinator at the company's Fergus, Ont., branch planned to resign from Bayshore when moving from Nova Scotia until she learned of the office in her new hometown. "Everything was in place when I got here," she says. "I met with the Area Director, got settled, then started right in."

Internal moves can also advance careers. Janice Hutchinson joined the company's National Service Centre in Mississauga as a Business Analyst, to tackle new challenges after eight years at the branch level. Likewise, Lori Lachance was thrilled to return to Smith Falls, Ont., from Ottawa for her promotion as Area Director for Smiths Falls and Pembroke branches.

Lori encourages employees considering a change to take the initiative to explore opportunities within Bayshore. "It's a very positive experience. It's nice to work for a company that appreciates your hard work and dedication." Janice agrees. "Every branch has great people and a desire to be the best," she says. "The locations may differ, but everything Bayshore stands for remains the same."

For more information, please contact ldavy@bayshore.ca

Countdown to Hike for Hospice

For the fourth year, Bayshore Home Health will sponsor and participate in Hike for Hospice Palliative Care. On May 3, staff from Bayshore branches across Canada will hit the pavement to raise funds for their local hospices.

Last year, the company's branches raised more than \$130,000 through the event, in which over 600 staff and family members participated.



Holly Quinn, Bayshore's Director of Clinical Programs and its national leader for the Hike, hopes more will join in. "It's not just about raising money – it's also about increasing awareness of the great need for hospice palliative care."

Many employees are eager to participate in the Hike because it supports a cause that's so relevant to their work – and close to their hearts. "Staff get very engaged because they're attached emotionally. The Hike really seems to hit a chord with home care workers," says Quinn. "The greatest thing is that every penny raised remains in the community."

For more information, please contact hquinn@bayshore.ca

Coaching *(continued from page 1)*

and they meet through teleconferencing. Davy points out that Coaching Ourselves lends itself particularly well to a decentralized organization such as Bayshore.

While there is no homework between sessions, participants are encouraged to discuss and think about ways to apply their new knowledge. "The learning takes place as you go through the case studies and talk about situations you've been involved in and how you might handle them differently now that you've digested this material," says Davy.

An unexpected benefit of the program is that it has forged new bonds between staff members. "People call each other between sessions to talk about what they've learned and how they might use it," says Davy. "The program has given people the opportunity to get to know each other and understand their issues."

For more information, please contact ldavy@bayshore.ca

All systems go at Ottawa branch during transit strike

Bayshore Home Health's Ottawa-Government Services branch recently endured a 62-day transit strike that left 50 staff without transportation. The situation was daunting, to say the least. "Our workers see four to six clients a day," says Wendy Alexander, Area Director of the branch.

The strike began early last December. The branch's management team and office staff created ride schedules and became drivers, even ferrying workers after work and on weekends. With funding from the Champlain Community Care Access Centre (CCAC), the branch rented four cars and hired drivers, and office staff used Mapquest to provide directions.

"I'm really proud of how the whole team came together," says Alexander. "Our clients were impressed with our response. I also learned our partnership with the CCAC is very strong. Now, we feel like we can solve any problem!"

For more information, please contact walexander@bayshore.ca

New community care clinics in Windsor and Chatham

Two new community care clinics in Windsor and Chatham, Ont., operated by Bayshore, will offer a range of nursing and care services. These include drug infusions and injections, wound care, ostomy consultations, central line maintenance, pain and symptom management, continence management, foot care and health education. These services will be available in a comfortable, convenient and cost-effective setting to clients referred by local CCACs.

For more information, please contact tash@bayshore.ca

Mississauga branch walks for Alzheimer's

Last February, Bayshore's Mississauga-Private Services branch sponsored and participated in Alzheimer Society Peel's Walk for Memories at Bramalea City Centre. "Bayshore's Unforgettables," a group of 10 staff and family members, raised \$2,090, the highest of all participating teams. The money will help support the organization's day programs, counselling and education services, and respite home care.



Bayshore's Unforgettables from Mississauga.

"It's a very worthwhile cause," says Julie Curritti, Area Director, who says the branch has a good relationship with the local chapter of the Alzheimer Society. She adds that the event has benefited Bayshore as well. "It's team-building, it develops a sense of community and it was good exercise!"

For more information, please contact jcurritti@bayshore.ca

New branches in Ontario ready to meet community needs

Bayshore is currently in the process of opening four new branches in Ontario. One is in Markham, a large market north of Toronto that is underserved in terms of private home care. Another will open in Brantford to serve existing clients in the area. It will be managed by Josephine O'Riordan, Area Director of the Hamilton branch.

A Belleville branch will be managed by Anita Fitches, Area Director in Brockville, and a Pembroke location will be managed by Lori Lachance, Area Director in Smiths Falls.

"We feel it's important to have a presence in communities we serve," says Mike Kronic, Bayshore's Director of Marketing. "It helps build strong relationships with our clients, referral sources and the community."

For more information, please contact mkrunic@bayshore.ca

Tablet program takes nursing high-tech



enhanced care in clients' homes.

As part of an initiative from Ontario's Ministry of Health and Long-Term Care, dozens of Bayshore's nurses recently began using electronic tablets to deliver



Bayshore Home Health's St. Catharine's branch recently welcomed **Jodie Schaefer** as its new Area Director. Prior to joining the company,

Jodie worked in a marketing and business development role in the financial services sector. She brings to her new position a strong management background and community relations experience. She also possesses extensive knowledge of the Niagara market.

"When you're a visiting nurse out in the community, you can't have a library of books to look up things," says Holly Quinn, the company's Director of Clinical Programs. "This program is moving nurses into e-health. They now will have access to web-based resources to look up evidence that supports effective care planning. The objective is to improve client outcomes."

Nurses can also use the tablets to educate clients on topics such as diabetes and heart health. And, beginning in April, they will be able to access patient data on the devices. "Nursing knowledge is exploding at such a rapid rate," says Quinn. "The tablets provide the ability to access knowledge we need right at the point of care."

For more information, please contact hquinn@bayshore.ca

Bayshore is one of Canada's 50 Best – again!

For the third consecutive year, Bayshore Home Health has been named one of Canada's 50 Best Managed Companies. "We're honoured that Bayshore is viewed on a level that's comparable to the very best companies across the country," says Stuart Cottrelle, the company's President. Bayshore was first awarded the designation in 2006 and has requalified the last two years. The award program is sponsored by Deloitte, CIBC, National Post and the Queen's School of Business.

For more information, please contact mkrunic@bayshore.ca



What our clients say

Caregivers at Bayshore Home Health in Charlottetown have provided compassionate care for my husband over the past 10 years. Now, at age 92, his needs proved to be more than I and my helpers could meet. My husband was moved to a nursing home last month.

We were both so grateful to have help from Bayshore staff for so long. Without them all, including the office staff, he would not have been able to live at home as long as he did.

– *Wife of Charlottetown branch client*

Thank you so much for all your assistance during my mother's illness. Your nurses were fantastic. They were so loving and kind and made my mother feel so comfortable and allowed her to stay at home until her last days, which was her wish. Thank you again for all your help. You will never be forgotten.

– *Family of Mississauga-Government Services branch client*

Thank you so much for the very valuable services that are provided through your company. I am sure Barbara Read and Mary Claire Jacobs, as front line providers, see the clients first hand and receive "thank yous" every day. But perhaps those of you further up the line do not hear so many "thank yous."

My mother switched to Bayshore about a year ago and we have been very pleased with the

service, both the homemaking and office staff. I am a retired provincial employee, with my last seven years with Family and Community Services, so am very familiar with home support companies. I have found the services and employees from Bayshore to be very good. I would not hesitate to recommend Bayshore to any family requiring home support.

– *Daughter of Saint John branch client*

You should know that you have a great staff in your Sudbury Regent Street team. I walked in very scared and not knowing what to expect. As soon as I walked in your staff put me at ease. They made me feel safe and explained all, which made my husband and myself feel much better. When your face is deformed and puffy and red, you don't feel good about yourself. That's how I felt, going in. Angie made me feel much better when I left.

– *Sudbury branch client*

Once again, I want to say how wonderful your service (you specifically, but also the entire team at Bayshore) has been and should you ever need a client reference, I would be pleased to speak to potential customers. My dad's recovery [resulted from] the services you and your staff so effectively provided to us in the past week. I can't thank you enough.

– *Daughter of Toronto branch client*

Brockville branch reaches out to seniors in the community

The 1000 Islands Mall in Brockville, Ont., recently became a magnet for local seniors. The big attraction was the one-day Healthy Hearts Senior Expo, organized by Bayshore Home Health. "Seniors were telling us they didn't know where to get health information they need, so we created a one-stop shop," says Cheryl Marshall, Community Relations Manager for the company's local branch.

After a similar event attracted about 80 seniors last year, Marshall decided to expand. She partnered with the shopping mall and invited 30 exhibitors, including health organizations, to participate. The event was a smashing success, with over 100 seniors, family members and caregivers picking up lots of free information.

"Seniors thanked us and said, 'We need more



Bayshore's nurse Kelly Bucking (far right) reviews bone density results with visitors to Bayshore's booth at the Healthy Hearts Seniors Expo in Brockville, Ont.

of this in the future," says Marshall. "This was a great way to engage referral sources, help mobilize other care providers, and support the home health care model."

For more information, please contact cmarshall@bayshore.ca

Office Directory

NATIONAL SERVICE CENTRE
1-800-668-9490

EASTERN CANADA

Charlottetown	902-892-7355
Fredericton	506-458-9934
Halifax	902-425-3351
Moncton	506-857-9992
Saint John	506-633-9588

ONTARIO

Barrie	705-722-8993
Belleville	613-967-7229
Brantford	519-751-9497
Brockville	613-345-3371
Chatham	519-354-2019
Cornwall	613-938-1691
Espanola	705-869-1545
Fergus	519-843-6731
Guelph	519-843-6731
Hamilton	905-544-8282
Kitchener	519-749-8716
London	519-438-6313
Markham	905-944-9451
Mississauga (G)	905-896-0200
Mississauga (P)	905-277-3116
Oakville	905-844-5588
Oshawa	905-433-4002
Ottawa (G)	613-733-4408
Ottawa (P)	613-226-7682
Pembroke	613-732-3269
Richmond Hill	905-896-0200
Sarnia	519-383-6979
Sault Ste. Marie	705-942-3232
Smiths Falls	613-283-1400
St. Catharines	905-688-5214
Sudbury	705-523-6668
Thunder Bay	807-345-5322
Timmins	705-268-6088
Toronto	416-927-7850
Vaughan	905-707-1532
Windsor	519-973-5411

QUEBEC

Montreal	514-879-5657
Quebec City	1-800-322-9228

WESTERN CANADA

Burnaby	604-739-7454
Calgary	403-229-3929
Edmonton	780-436-8484
Kelowna	250-717-7528
North Vancouver	604-984-8406
Vancouver	604-873-2545
Victoria	250-370-2253
White Rock	604-531-6111
Winnipeg	204-943-7124

G – Government Services
P – Private Services