

Sudbury branch: Reaching out to the community it cares for



Bayshore Home Health's delivery of home and community health care services stretches from coast to coast. Each of the company's branches has a unique story to tell, and beginning with this installment of *Branch of the Month*, we'll take you on a cross-country road trip to get to know some of the people who are bringing Bayshore's culture of commitment to life.

Our first stop is in Sudbury, northeastern Ontario's focal point for government, health care, education and business. Bayshore's Sudbury branch is one of the company's newest, but in just five years, it has become an important member of the community.

The branch serves a broad geographic area, spanning from North Bay to the end of Manitoulin Island. Nearly 400 home support and nursing field staff provide services such as an ambulatory clinic, visits to clients with serious injuries, nursing and personal support services through the North East Community Care Access Centre, care to clients of insurance companies and the Ontario Workplace Safety Insurance Board, and privately purchased services. About 25 administrative staff work in the office, which is located at the Four Corners, a busy part of town not far from the main street. Many clients live in the immediate area. A satellite office in Espanola provides services to clients of Manitoulin Island.

Jeff Sampson, the branch's Area Director, explains that the branch is working diligently to spread the word about what it can offer the community. "It's sometimes a challenge to educate people about what we do, but the awareness level has risen in the last several years."

Jeff credits his staff for taking the initiative to get involved in the community. "We have a committed team that's taking the time to inform people about our services." He lists several examples of how the branch is getting to know its neighbours: providing public education, taking part in hospital planning committees, sponsoring events and joining the local chamber of commerce.

Brenda Draper, the branch's Director of Clinical Management, is especially pleased about Bayshore's

involvement with the drive for a local hospice. "We do a lot of fundraising, including Hike for Hospice," she says. She adds that for the past four or five months, the branch has been holding monthly breakfasts where two or three managers cook breakfast for the staff, with proceeds going to the hospice. "We bring our grills and start before 7 a.m. They love it!"

The branch is collaborating with other groups in the area to enhance public health. For example, two of Bayshore's nurse managers attend education sessions and support groups at the local chapter of the Alzheimer Society, helping to spread awareness about what the organization does. The branch is also developing a partnership with a local palliative care association.

When asked to describe what is unique about the Sudbury branch, Brenda says, "Definitely the people. We've got quite a few people who have been with us since we opened. They take pride in what they do, work hard and go the extra mile when they have to."

Jeanine Bolger, Pay-Bill Supervisor, says, "Our people love what they do. It's not an easy job." She adds that although caregivers must often work alone and travel a lot, they are very accommodating. "What's nice is when we receive notes from clients asking us to tell our caregivers that they did a good job."

Jeanine says that the office has an open, relaxed atmosphere and that employees are very supportive of one another. "I love my job. I brag about Bayshore to everybody, all the time, everywhere," she says. "I've never felt more important and more involved, and that my opinion matters, as I do in this job. You're allowed to make mistakes, and our company encourages growth and education."

If you're ever in the area, the doors at Bayshore's Sudbury office are open. "Come visit us!" says Jeanine. "We love visitors, and we love to host things."

For more information, contact jsampson@bayshore.ca

Left to right are Jeff Sampson, Sudbury branch Area Director, with 2007 Branch Caregivers of the Year, Linda Lees and Brenda Boughton, as well as Director of Clinical Management Brenda Draper.



Better care for a better life

www.bayshore.ca

Bayshore
Home Health