



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 35 offices 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 offer specialty services that include temporary staffing of health care professionals, pharmaceutical products support services, health education programs, intravenous infusion clinics and dialysis centres.

www.bayshore.ca



Prominent Canadian researcher discusses recruitment challenges at Bayshore seminar

Dr. Linda Duxbury, one of Canada's leading workplace health researchers, discussed how health care organizations can overcome the increasing shortage of qualified health care workers, at recent seminar organized by Bayshore Home Health.

The seminar, entitled *Managing a Changing Workforce*, was held in Mississauga, Ontario and co-sponsored by Aon Consulting and Pallet Valo LLP. It was open to invited guests from the health care community and Bayshore's management staff.

Dr. Duxbury is a professor at the Carleton University School of Business and the author of numerous papers and books about work-life balance. At the seminar, she spoke about human resources strategies that health care organizations can use to support recruitment, retention, workplace balance and career development. One of her key points was that companies need to train managers to be supportive of their staff, as employees, in reality, work for their manager and not their company.

"We invited Dr. Duxbury to speak because she is well-known in her field, has proven expertise and is a dynamic speaker," says Holly Quinn, Bayshore's Director of Clinical Programs. "We want to tap into her knowledge and research to help us develop thought-provoking ideas and effective strategies to the workforce challenges the home care industry faces."

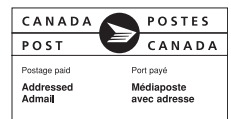


Bayshore President Start Cottrelle with Dr. Linda Duxbury, professor at Carleton University's School of Business.

As the supply of nurses and caregivers becomes more stretched in meeting the increasing demands of the aging Canadian population, the home care industry will need to become more effective in attracting and retaining health care professionals.

In order to meet this challenge, the industry will need to "innovate and do things differently," says Kevin Webster, Bayshore's Managing Director. "We have to market to a broader

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The greatest health care story never told

If you or a loved one is injured, ill or dying, and through choice or necessity need health care in the home, you know how important it is. You know how important it is to be able to find quality, affordable home care services, delivered by dedicated, skilled and compassionate people.

These services are a critical piece of the health care picture in Canada, and will undoubtedly become more so as the population ages. Yet many people do not even know these services exist – that home health care is a viable option.

We need to take every opportunity to tell Canadians that they have a choice. They can choose to remain in the home while recovering from an illness, receiving treatment for an injury or leaving this earthly realm. And they can receive care from professionals skilled in areas such as geriatric, serious injury and palliative care.

We at Bayshore understand what it means to provide home care service to those who need it. We also know the truth of this statement from a 2002 federal government report on the future of health care in Canada: “Home care is the next essential service and one of the fastest growing components of the health care system.”

It’s high time everyone in Canada knows.

Stuart Cottrelle
President, Bayshore Home Health

As I see it



National Service Centre moves to bigger, brighter location

Bayshore’s National Service Centre and its more than 70 staff have moved to a larger office at 2155 Dunwin Drive in Mississauga, Ontario, a short distance from the former head office location. The move was necessitated by the sale of the building which had housed the former office, and the need to better accommodate staff hired over the past several years to support the company’s growing business which includes more than 35 home care offices and 20 infusion clinics.

When Bayshore President Stuart Cottrelle began planning the National Service Centre’s move, he took out a map and plotted the homes of all employees who worked there. His main concern was ensuring that the new location was conveniently located for the majority of staff – quite a challenge, given the scarcity of office space in Mississauga.

The move was completed in January and, according to an employee survey, Stuart succeeded. The benefits most frequently cited include: better office layout; more space for employees, meetings and equipment; better lighting; and ample parking. Plus, the new location is closer to amenities and is accessible by bus.

For more information, please contact scottrelle@bayshore.ca

Nurse and caregiver of the year accept 50 Best Managed Companies award



From left to right: Peter Kibich, caregiver with Bayshore’s Edmonton branch, Stuart Cottrelle and Zulma Hernandez, nurse with Bayshore’s Windsor branch.

The 2006 Nurse and Caregiver of the Year for Bayshore Home Health were given the honour of accepting the prestigious 50 Best Managed Companies in Canada award on behalf their employer, at a recent awards ceremony and dinner in Toronto.

Bayshore was the only company that did not send a president or CEO to the podi-

um to collect the award. “It’s the caregivers who make this company great, and we wanted to recognize them,” says Bayshore President, Stuart Cottrelle.

Nurse Zulma Hernandez, of the Windsor branch, and Peter Kibich, a Health Care Aide with the Edmonton office, were both thrilled to be part of the momentous occasion.

“It was a real honour,” says Zulma. “It makes me feel proud of the job that I’m doing, working for a great company that is recognized as one of the best managed companies in Canada.”

Peter also enjoyed the event. “The whole trip was a very good experience,” he says. “We were met by Stuart Cottrelle and his wife at the awards dinner. This made me feel very welcome. A person needs to go through it personally to know what a great experience it really was.”

For more information, please contact mkrunic@bayshore.ca

Bayshore Seminar

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spectrum of health care professionals as well as develop the managerial skills and programs to meet their needs and maintain a satisfied workforce.”

Bayshore is focusing on two key human resources management strategies: better understanding the key factors for recruiting and retaining a talented and satisfied workforce; and recognizing and more effectively managing generational differences in the workforce.

By seeking the expertise of people such as Dr. Duxbury, and helping to make her knowledge and research more widely available to the health care community, Bayshore is demonstrating leadership on an issue that is challenging to all health care organizations.

For more information, please contact kwebster@bayshore.ca

Bayshore forms partnership with Canadian Spinal Research Organization

Bayshore Home Health has begun a three-year partnership with the Canadian Spinal Research Organization (CSRO) that will help enhance the level of care for people across the country with spinal cord injuries. The key initiative of the partnership is that Bayshore's clinical experts will assist the CSRO in the development of a comprehensive training program, which will be used to train Bayshore's caregivers to deliver a wide range of attendant care services. The partnership enhances the ability of the CSRO to expand the reach of its expertise across Canada.

"Community partnerships, like this one with the CSRO, strengthen our caregivers' knowledge and skills in caring for clients with serious injuries," says Bayshore Business Development Manager Suzanne

Amodeo, who promotes the company's serious injury care services.

The CSRO is a national organization, dedicated to the improvement of the physical quality of life for people with spinal cord injuries and related neurological deficits, through scientific and medical research.

For more information, please contact samodeo@bayshore.ca

Windsor branch wins hospice staffing contract

Bayshore's Windsor branch has been awarded a contract to supply palliative care staff to Hospice Village, the city's first residential hospice facility. The contract runs until September 2008. Hospice Village is an eight-bed residential facility run almost entirely on private donations, by volunteers.

"This hospice is for people who are dying and who can't be in their own home, for



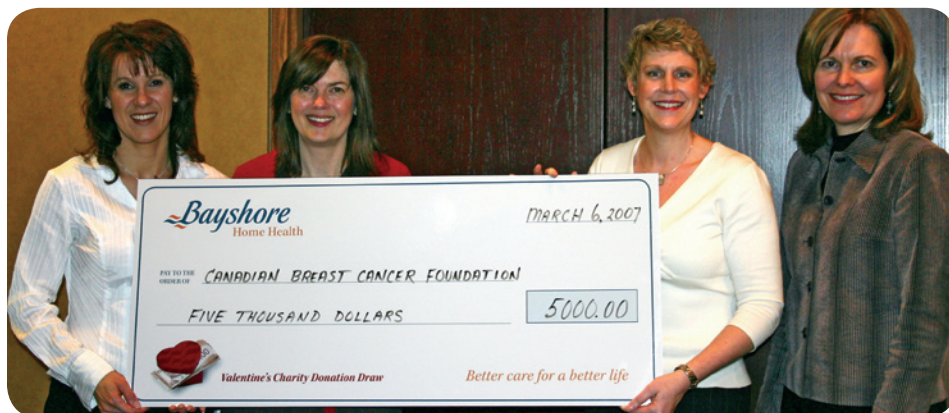
Jennifer May has been appointed Community Relations Manager for Bayshore Home Health's Eastern Ontario region.

Her role is to build community relationships develop business for branches in Cornwall, Brockville, Smiths Falls and Ottawa. Prior to joining the company, Jennifer worked in a business development role for a long-term care insurance company. She holds an Elder Planning Counsellor designation.

whatever reason," says Windsor branch Area Director Mike Thoms. "It's a big step forward for the Windsor area."

For more information, please contact mthoms@bayshore.ca

Winner of Bayshore charity draw donates \$5,000 to CBCF



From left to right: Karen Sydlowski, Development Officer, Canadian Breast Cancer Foundation; Heidi Bedard, Senior Director, Development, Canadian Breast Cancer Foundation; Carolyn Singleton, WCB Case Manager; and Donalda Farwell, Area Director, Bayshore Edmonton branch.

Bayshore Home Health's branches across Canada celebrated Valentine's Day by reaching out to their communities and giving their referral sources in the health care sector the opportunity to donate \$5,000 to the charity of their choice through a unique draw.

The winner of the company's Valentine's Charity Donation Draw, Carolyn Singleton, resides in Edmonton and is a case manager with the Alberta Workers' Compensation Board. She is donating her \$5,000 prize to the Canadian Breast Cancer Foundation (CBCF).

Carolyn was thrilled to win the draw, and

she knew instantly she would choose the CBCF as prize recipient. She is a recent breast cancer survivor. Carolyn was shocked when she was diagnosed with breast cancer just over a year ago, as she was only 38 years old, has no history of the disease in her family and follows a healthy lifestyle. If it wasn't for her cat, she might not have found out in time.

"My cat was lying on my stomach and kneading my chest and she hit a sore spot," explains Carolyn. A lump was detected and months of treatment followed, but Carolyn is now back at work, feeling fully recovered and very passion-

ate about alerting women to the importance of early detection, whether or not they fit the breast cancer profile. "Do your self-exam regularly!" she says.

"The draw was created as a way to say thank you to our many referral sources and contacts in the health care sector and build business relationships," says Mike Kronic, Bayshore's Director of Marketing.

Bayshore's branches distributed draw cards to people such as social workers, discharge planners, doctors and hospital staff. Each card contained a password that allowed the cardholder to enter his or her name in a draw form on Bayshore's website.

Nearly 1,000 people across Canada entered the draw in the two weeks of the promotion. The Barrie, Ontario branch, under the leadership of Area Director Taro Shako, inspired more than 200 entries.

Taro says the branch's excellent showing was a reflection of the enthusiasm of everyone in the branch. "Everyone got excited about participating. We promoted the draw by email, through the newsletters of other organizations and at local hospitals."

For more information, please contact mkrunic@bayshore.ca

What our clients say

Bayshore excelled by being so concerned about the patient's health and talking with the patient's family on medication and also how to take care of them. Just keep caring for the sick and they will be as pleased as I was, as I could not have done it alone.

– *Wife of Hamilton branch client*

I have had Bayshore nurses for 10 years and I have had the best care than anyone could for a person. If anyone asks me what nurse I had, I will say Bayshore's are the best.

– *Hamilton branch client*

Your knowledge and care on wound care procedures was superb. Elane Van Gaalen, Bev Clement and Nancy Botosan went beyond what was necessary in both my physical and emotional care during my eight month recovery and three surgeries.

– *Windsor branch client*

Debbie was extremely careful to treat my wound (hernia surgery) from infection and we were impressed. The patient is my husband and is a retired professor of biology. From our point of view there was no room to improve, the treatment was top class.

[Your personal care aide] was willing and kind and clean. She chatted with Raymond and encouraged him to enjoy the day and complied with all my directions. "What can I do for you?" was her attitude, for which I was grateful.

– *Wife of Burnaby branch client*

Dorothy Wright provided excellent, professional care. Her care allowed me to come home from the hospital earlier. She removed my staples which saved us a trip from Brights Cove into town.

We were not aware that such good home care is available. It would be good if you could get that message to the community.

– *Sarnia branch client*

Please pass on my sincere and heartfelt thanks to Russell Crowell. Russell sure made a huge contribution to Fred's quality of life the last few years. I don't know personally how I would have been able to manage without his compassion and caring personally. Fred thought the world of Russell. Thank God for people and caregivers with his expertise and caring nature.

– *Widow of Fredericton branch client*

Bayshore Service Club

5 Years

Stephan Ban *Mississauga*

Dale Butcher *Winnipeg*

Tunde Ilonka *Winnipeg*

Madeline Vanderzweep

Cornwall

Chris Horne *Mississauga*

Maria Keresztesi *Mississauga*

Valeria Mateicuic *Mississauga*

Petra McLorrain *Mississauga*

Aice Cairns *Smiths Falls*

Denyse Cooper *Smiths Falls*

Sandy Frizzell *Smiths Falls*

Connie LeRoy *Smiths Falls*

Sandra McGregor *Smiths Falls*

Irene Mercado *Edmonton*

Kimberly Mitchell

Thunder Bay

Tracy O'Reilly *Brockville*

Anita Fitches *Smiths Falls*

Sandra McGregor *Smiths Falls*

Carol Suthers *Smiths Falls*

Gary Patey *Stoney Creek*

Don Wang *Mississauga*

10 Years

Carolyn Dewitt *Calgary*

Olga Gontko *Calgary*

Ermine Joseph *Calgary*

Mirka Krecmar *Calgary*

Jossie Prossner *Calgary*

Teodora Manalac *Edmonton*

Ann Cameron *Fredericton*

Sue Cole *Stoney Creek*

Felicidad Dela Rosa *Toronto*

Hazelyn Henry *Toronto*

Jean Kent *Winnipeg*

15 Years

Doug Clow *Calgary*

Tina Cobey *Calgary*

Kathy Sladic *Mississauga*

Beata Plesniarsky *Montreal*

Correction from February issue

5 Years

Susan Edwards *Brockville*

Laurie Turner *Brockville*

15 Years

Ann Krick *Toronto*

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

Brockville 613-345-3371

Chatham 519-354-2019

Cornwall 613-938-1691

Fergus 519-843-6731

Guelph 519-843-6731

Hamilton 905-544-8282

Kitchener 519-749-8716

London 519-438-6313

Mississauga 905-896-0200

Newmarket 905-853-7725

Oakville 905-844-5588

Oshawa 905-433-4002

Ottawa 613-733-4408

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

Vaughn 905-707-1697

Windsor 519-973-5411

QUEBEC

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Edmonton 780-436-8484

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