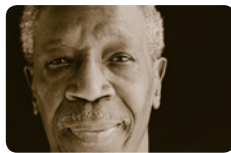




Bayshore Bridges



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

Expansion plan calls for 15 new home care offices to open by 2008



Seated, left to right: Diane Moore, Area Director, Oshawa; Marie Graham, Area Director, Kitchener; Susan Cindric, Client Service Manager, Kitchener; and Rosalie Young, Payroll/Billing Manager. Standing, left to right: Pauline Lyons, Client Service Manager, Oshawa; Lauren McCleery, Area Director, White Rock; Debbie Sicker, Area Director, Vancouver; Nadia Bushnaq, Client Service Manager, White Rock; Mike Kronic, Director of Marketing; Val Dillon, Marketing Analyst; and Bob Collins, Regional Director.

Bayshore Home Health has embarked on an aggressive expansion plan that will see 15 new home care offices opened over the next three years.

The first four offices have already opened: Oakville in June and Oshawa, Kitchener (all in Ontario) and White Rock (British Columbia) in September. The company now has a network of 38 branches in operation across Canada. Future locations will be targetted in areas with higher than average numbers of seniors and markets where Bayshore has no operations.

The new offices are designed to meet the needs of people who are paying privately for their care or have it funded by their extended health, auto or workers' compensation insurance. They will also provide staffing services to hospitals and care facilities, health education programs and pharmaceutical products support services.

"There is a growing need for home care services across Canada, yet many Canadians don't even know that home care exists," explains Bayshore's Director of Marketing, Mike Kronic.

"Expanding our branch network makes us stronger and raises awareness of the availability of home care."

Raising awareness about Bayshore is at the forefront of many things that Marie Graham must attend to as Area Director of Bayshore's new Kitchener office. She is a physiotherapist with extensive health care management experience in both the public and private sectors. Most recently she worked in disability management and marketing with a large insurance company.

Marie finds that her background in marketing and health care is a perfect fit for her new role. "There is a growing need for quality home care services in our community," she says. "One of my objectives is to educate people about Bayshore's excellent reputation and range of care services."

Marie has been attending recruitment fairs and association events, sending information packages to health care professionals and contact-
(continued on back page)

Reflections on a good year

As another year draws to a close, it is naturally a time for reflection. When I look back over the past year, and forward, towards the new year, I see so many positive signs that Bayshore Home Health is well-situated to continue growing and prospering. There is no doubt that we are building on solid ground.

The expansion plan conceived earlier this year has already borne fruit: four new branches opened in 2006 – three in Ontario and one in British Columbia. These branches create career opportunities for our employees and the opportunity to bring our high standards of professionalism, compassion and caring to new communities. This is tremendously important, because we provide care to people at the most vulnerable times in their lives.

Another benefit of this growth is that it leads to new initiatives that support our administrative staff and caregivers, and which ultimately result in better service for our clients. Over the past year, we added new training programs in palliative and serious injury care, software to help administrative staff manage contacts and referrals, and enhanced processes in branch accounting and after-hours phone support.

Thank you for doing your part to make all of this happen. Bayshore stands on the strength of its people.

Stuart Cottrelle
President,
Bayshore
Home Health

As I see it



Saint John palliative care conference enhances caregivers' skills



The staff of the Saint John office made a \$10,000 donation to Hospice Greater Saint John during the *Living With Dying* conference. From left to right are: Dr. Nancy Grant (Hospice Greater Saint John), Tina Landry, Pauline Coyle, Tazi Oulton, Denise Richardson, Brian Kierstead, Darlene Tracey, Nicole Hamming (all from Bayshore's Saint John office) and Sandy Johnson (Hospice Greater Saint John).

It is the ultimate journey. And now, thanks to a productive partnership between Bayshore Home Health and Hospice Greater Saint John, it has been made a little easier for the people of New Brunswick.

Together, the two organizations organized and co-sponsored the *Living With Dying* conference, which raised \$10,000 for Bobby's Hope House, Atlantic Canada's first stand-alone hospice house. The conference took place in October in Saint John and was an overwhelming success, with more than 100 people attending.

"We achieved our goals on so many levels," says event organizer Tina Landry, Client Service Coordinator for Bayshore's Saint John office.

The idea for the conference came from Brian Kierstead, Bayshore's Area Director for Saint John, who was brainstorming ideas with staff for raising funds for the local hospice. He hit upon the idea for a conference and it was instantly accepted, Tina says. "Everyone felt it was a positively charged idea and we got amazing support right from the start."

Conference organizers at Bayshore and Hospice Greater Saint John saw a need for continuing education to enhance the skills and knowledge of health care professionals and volunteers who provide non-medical care to people who are dying and support to grieving families and loved ones.

"Palliative care requires both medical and non-medical care," explains Sandy Johnson, Executive Director of Hospice Greater Saint John. "Dying is not just a medical event."

The conference drew a variety of attendees, including palliative volunteers, nurses and doctors. "It was also a wonderful opportunity to train our medical partners about the psycho-social-spiritual aspects of dying," Sandy says. "The attendees were very enthusiastic about the conference, saying they found it inspiring, thought-provoking and insightful."

Featured speaker Stephen Jenkinson, a specialist in children's grief and palliative care at Mount Sinai Hospital in Toronto, engaged the audience in several discussions about the very personal and social aspects of living with dying. Other speakers included Dr. Nancy Grant, who established Hospice Greater Saint John while on leave from her work as a radiation oncologist, and Holly Quinn, Director of Clinical Programs at Bayshore.

Both Tina and Sandy speak passionately about the *Living With Dying* conference and what it achieved.

"This was our first corporate partnership," Sandy says. "It was a most wonderful gift."

Tina concurs: "We forged a strong relationship with the hospice. The conference catapulted Bayshore's name into the community as a solid palliative care provider and raised awareness about the hospice and what they do."

They add that the conference raised awareness of the need for doctors, nurses and other health care professionals to be given the tools they need to help people prepare emotionally to walk the ultimate journey.

For more information, please contact tlandry@bayshore.ca

Conference addresses how clinical managers support business objectives

Bayshore's Home Health's annual clinical conference was held in October at the Hockley Valley Resort northwest of Toronto. It brought together the company's clinical managers from across Canada to hear guest speakers and take part in discussions around the theme *Best Practices: Every Visit, Every Time*. The conference's goal was to address how clinical managers, through effective clinical practices, can support the company's business objectives and enhance the client experience.

Keynote speaker Nora Spinks, President of Work-Life Harmony Enterprises, discussed how clinical managers can make a difference and create a best practice work environment by maximizing performance, leveraging generational diversity and engaging their caregivers.

"We want to equip our clinical managers with the skills and confidence to be change agents," says Holly Quinn, conference organizer and Bayshore's Director of Clinical Programs. She adds that the conference was a success: "The feedback was very positive, and attendees went back to their branches with a five-step action plan."

For more information, please contact hquinn@bayshore.ca

Ontario WSIB chooses Bayshore for flu clinics

Bayshore has been awarded a three-year contract to provide flu immunizations to employees of the Ontario Workplace Safety Insurance Board (WSIB). The company's nursing staff will immunize approximately 1,400 staff at 12 locations across the province.

"We have a good relationship with the Ontario WSIB, since we are a home care provider for their clients with serious injuries," says Keena Naik, Bayshore's program manager for the flu clinics. "We are grateful we have been selected to provide the immunizations."

For more information, please contact knaik@bayshore.ca

VAC Ontario awards contract to Bayshore

Bayshore has been awarded a contract to provide nursing advisory services and nursing assessments for Veterans Affairs Canada (VAC) in Ontario. The contract started in December and runs for two years, with the possibility of extension. The previous contract Bayshore held with VAC Ontario ended last summer and was extended to the end November.

For more information, please contact dwoodley@bayshore.ca



Marcia Campagna has joined Bayshore Home Health as Area Director of the Toronto branch. She was previously branch manager

for a home care company in Burlington, Ontario. Marcia is a registered nurse with more than 20 years of experience in sales, marketing and customer relationship management in the acute care and rehabilitation service areas.



Gail Knight has been appointed to Health and Safety Specialist - National Service Centre. Her main roles will be to develop and implement

policies and programs for the prevention of accidents and illnesses in the workplace, ensure compliance with provincial safety legislation and support return to work programs for injured employees. Gail has more than 15 years of experience in the field of occupational health and safety.

Mississauga branch celebrates cultural diversity

Mississauga branch Area Director Anne Hardy and Human Resources Coordinator/Diversity Team Leader Deb Cameron (front row) held a cultural celebration in November to recognize the diversity of the many home support workers employed by the branch. The event included a "United Nations" fair in which staff wore costumes and brought food from their countries of origin.

"Our diversity enables us to better relate to our home care clients, both linguistically and culturally," says Anne, whose caregivers provide home care services to elderly, disabled and ill clients throughout Mississauga, York Region and the former borough of North York (now part of Metropolitan Toronto). "Our more than 300 home support workers represent a wide range of cultures and ethnic communities, and can speak more than



41 languages," she adds.

North York is home to one of Canada's most ethnically diverse populations, with more than half of its residents born outside of Canada and a large majority

who identify with a specific culture or ethnicity.

For more information, please contact ahardy@bayshore.ca or dcameron@bayshore.ca

Expansion plan calls for new offices *(continued from page 1)*

ing care facilities and hospitals. She has found a high level of interest in Bayshore's services. "The community has been very welcoming and appreciates that we can provide quick and professional solutions to home care needs."

Diane Moore is also finding a need for Bayshore's services in her community. She is Area Director for the new Oshawa branch and has seen, first hand, the need for quality home care. She has more than 15 years of nursing experience, having worked in community and hospital settings and as a nursing instructor at a local college. Her most recent role was as a director of care for a local retirement residence.

"It's easy for me to market this service because I believe in it," Diane says. "People want to stay at home."

The Oshawa branch is ideal due to its central location and because the city is home to a large number of retired auto workers with extended health insurance, she explains. The branch will provide services throughout Durham Region as well as areas north of it.

As an Area Director responsible for opening and running a new branch, Diane has many responsibilities – but she has no trouble keeping focused. "My goals are to keep people in the comfort of their own homes for as long a possible and to meet their needs and expectations," she says.

Like her counterparts, Laureen McCleery, Area Director of the new White Rock branch, had to roll up her sleeves and hire caregivers, arrange for a new phone system and quickly get to know her marketplace. Her branch serves the Greater Vancouver area south of the Fraser River, including the communities of Surrey, Delta and Langley. It's a large area, but she is up for the challenge. "This is where our clients live. We'll do whatever we can to help them receive care in their own homes," she says.

Laureen is a former registered nurse who had specialized in community nursing and critical care. She also owned and operated a retail food business for the past several years, gaining valuable sales, client service and management experience.

"Our branch's mission is to let the communities we serve know we're here and that we deliver what we promise," Laureen says. "Delivering what you promise is the basis of building a trusting relationship, and for me, this business is all about trust."

Leaders with a passion for client service and health care – such as Marie, Diane and Laureen – are critical to opening and growing new branches. They make Bayshore's vision for growth possible and help it deliver care to increasing numbers of Canadians.

For more information, please contact mkrunic@bayshore.ca

Bayshore Service Club

5 Years

Dagmar Gubani *Barrie*
 Pam Hebert *Barrie*
 Deborah Davis *Burnaby*
 Nasi Sepidazin *Burnaby*
 Pamela Hung *Calgary*
 Monica McIntosh *Calgary*
 Ruth Jay *Mississauga*
 Jennifer McDonald *Mississauga*
 Dianne Mohammed *Mississauga*
 Cecile Bastarache *Moncton*
 Nicole Hamming *Saint John*
 Anne Hardy *Mississauga*
 Diane Bergquist *Thunder Bay*
 Debbie Elliott *Thunder Bay*
 Marcia Lotysz *Thunder Bay*
 Lorrie Maclam *Thunder Bay*
 Donna Martin *Thunder Bay*

Virgie Corpuz *Vancouver*
 Audrey Gautschi *Vancouver*
 Annie Marquardt *Vancouver*
 Veena Nand *Vancouver*

10 years

Virginia Martinez *Burnaby*
 Juana Pedrajas *Burnaby*
 Brad Froese *Edmonton*
 Theresa Tetz *Edmonton*
 Marieta Tubera *Edmonton*
 Mary Blakely *Thunder Bay*
 Marthe Lessard *Quebec City*
 Marie Marchant *Montreal*
 Diane Massicotte *Montreal*
 Shavinder Basi *Vancouver*

15 Years

Paulette Cole *Burnaby*

Anne Wiebe *Edmonton*
 Cynthia Scott-Daley *Toronto*
 Dayle Lankinen *Thunder Bay*

20 Years

Zuhra Balani *Burnaby*
 Felice Caaranci *Thunder Bay*

Corrections from November issue

5 years
 Mary Lauder *Windsor*
 Corrine Farooq *Winnipeg*

15 years

Andrea Baynton *St. Catharines*
 Yolanda Yungblut *St. Catharines*

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 Guelph 519-843-6731
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