



# 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](http://www.bayshore.ca)

## Bayshore recognized as one of Canada's 50 Best Managed Companies

Bayshore Home Health is extremely proud to announce it has been chosen one of the 50 Best Managed Companies in Canada – thus far, the only home health care company to win the award. "It's a great honour," says Bayshore President Stuart Cottrelle. "It means the world to me."

Established in 1993, Canada's 50 Best Managed Companies is the country's leading awards program, recognizing excellence in Canadian owned and managed companies. Every year, hundreds of companies compete for this designation. The program's sponsors are Deloitte, CIBC Commercial Banking, National Post and Queen's School of Business.

"The award demonstrates that our hard work and commitment have been recognized externally," says Managing Director Kevin Webster.

This is the first time Bayshore has won the award. "It's a testament to our growth over the past five years and the continuing commitment of our people to consistently deliver excellent service," says Kevin. In the past five years, Bayshore has expanded from nine local branches in four provinces to 40 branches across Canada, and the company plans to open more offices over the next several years.

Bayshore's success and recognition as one of the 50 best managed companies in Canada rests on four pillars:

1. A culture of commitment
2. Diversified business model

3. Strong national presence
4. Ensuring the company is part of the communities it serves

Of these four pillars of strength, both Stuart and Kevin feel that Bayshore's culture of commitment is probably the most important factor in the company's success. Bayshore's staff of 6,000 are committed to ensuring that all clients' needs are met, all the time.

"Our key to success is that all of our branches deliver consistent service," says Kevin. "Every Bayshore branch has a culture of commitment, and every Bayshore employee is energized and empowered to not only get the job done, but to go above and beyond."

The result of providing consistently excellent service is an enviable reputation. "We've repeatedly proven ourselves," says Kevin. "We've proven we are among the best."

Bayshore's culture of commitment leads to great service, a strong reputation and growth, but it's not the only thing contributing to the company's success. Its decision to diversify beyond relying on large government contracts and the push to develop new programs, such as those in the areas of palliative and serious injury care, has created opportunities for growth as well as career opportunities for health care workers.

The company's growth and expansion has also meant that Bayshore now has a national footprint. "We're the only home health care provider that can deliver consistently from

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## Winning award places us in good company

Winning the 50 Best Managed Companies award is a great honour. It means Bayshore Home Health is in company with the best organizations in Canada. It also means that we have achieved great management and leadership throughout the company.

Make no mistake. This award is not about the president. It's not about the managing director. This award is about what happens in the home. It's about our caregivers and what they do for our clients.

A best managed organization is one that goes the distance ... and the extra distance. In our case, it's the caregivers who do the extra things. We won this prestigious, Canada-wide award because of the little things that our caregivers do that make all the difference to our clients. What makes us better are the stories – the many stories of how someone took the time. How they went over and above what was expected.

Palliative care is a great example of this commitment. Palliative care is part of finishing the journey. It's a beautiful and profoundly important service. And we have many deeply committed people helping others finish the journey every day, all across the country.

It's been a long road and we've all worked hard and made key strategic decisions to reach this milestone – recognition as one of Canada's best managed companies.

Winning this award is definitely icing on the cake. But at the end of the day, it's winning the approval of our clients that really matters.

Stuart Cottrelle  
President,  
Bayshore  
Home Health



### As I see it

## Winners chosen for Bayshore's first national Nurse and Caregiver of the Year

Bayshore Home Health is pleased to announce the winners of its first national Nurse and Caregiver of the Year awards. Zulma Hernandez, of the Windsor branch, was voted Nurse of the Year and Peter Kibich, of the Edmonton branch, was voted Caregiver of the Year.

"These awards recognize that our nurses and caregivers are the most important people in the organization," says Sue Robinson, a Director of Regional Development with Bayshore.

The Nurse and Caregiver of the Year were chosen from among branch winners in these two categories. As in the past, each Bayshore branch nominated its own Nurse and Caregiver of the Year.

Dedication and compassion are the two words that seem to best characterize both Zulma and Peter, according to the Area Directors of their branches.

"We're thrilled Zulma is being recognized at this level," says Mike Thoms, Windsor branch Area Director. Zulma has been with Bayshore since February 2003. She is a registered nurse with a Bachelor of Science degree, a specialist in palliative care and speaks four languages. A petite, quiet and unassuming woman, Zulma is a powerhouse of dedication to her clients, and is known for speaking up on their behalf. She is also helpful in mentoring new staff and works as a preceptor at the University of Windsor.



Zulma Hernandez receiving her award from Barb Nahnybida, Director of Clinical Management and Mike Thoms, Area Director (both of the Windsor branch).

Zulma is as committed to her self-development as she is to her clients. Though she carries a large case load, she always volunteers for new opportunities, gets involved with new initiatives and attends all in-service training sessions. Zulma often helps out in a pinch, always going

above and beyond what is required of her. "I can't count the number of compliments Zulma has received," says Mike. "She is compassionate, thorough, extremely intelligent and insightful. She is a positive role model for all."



Peter Kibich, of Edmonton, with Stuart Cottrelle.

Likewise, Peter Kibich, Caregiver of the Year, has made a big impression on his colleagues and clients in Edmonton. Peter is described by Edmonton Area Director Donaldda Farwell as kind, thoughtful, respectful and sincere, and able to quickly relate to people and develop a deep rapport. "After one visit, he instantly becomes the client's most cherished caregiver," says Donaldda. "His clients say, 'It feels like a friend is visiting.'"

Donaldda is also impressed by Peter's dedication to his job. "We know he'll always be there," she says. "He's so dependable. If a client needs him, he will work without taking a day off."

Peter started working as a health care aide in 1999, and joined Bayshore as a caregiver in 2005. Previously, he worked in several unrelated careers, but discovered he enjoys caring for people. He seems to have found the perfect job. "He's very content and loves his work," says Donaldda. "Peter radiates a positive, cheerful attitude that clients find very refreshing."

Peter and Zulma will each receive a certificate and letter from Bayshore President Stuart Cottrelle, a Bayshore watch and a plaque for their branch, in a special ceremony. "By recognizing Zulma and Peter, we're acknowledging their value," says Sue. "Our caregivers are our most important asset. They represent us in the community. They are the face of Bayshore."

For more information, please contact [mmamak@bayshore.ca](mailto:mmamak@bayshore.ca)

### Ottawa branch PSW chosen for Award of Excellence



Maria Robinson

Maria Robinson, a Bayshore Home Health personal support worker who works at a shared care facility in the Ottawa area, was recently named as one of four recipients of the Ottawa

Community Care Access Centre's Award of Excellence. The awards program recognizes health care professionals for their contributions to the community and for displaying the highest standards of care and professionalism.

"We are so proud of Maria," says Ottawa branch Area Director Wendy Alexander. "The fact that our office team, as well as the director of care at the facility and a CCAC case manager also nominated her, speaks to how highly thought of she is."

For more information, please contact [walexander@bayshore.ca](mailto:walexander@bayshore.ca)

### Bayshore added to list of qualified BC Interior Health providers

Bayshore's Burnaby office recently received word from the British Columbia Interior Health Authority that it has been approved to be added to the list of qualified providers of home support services for Okanogan North and South, East Kootney, Thompson Cariboo, Shuswap and Kootney

Boundary. While inclusion on the list does not imply or ensure any future contractual relationship with the Authority, it gives Bayshore the opportunity to be contacted for future contract work.

For more information, please contact [amccamley@bayshore.ca](mailto:amccamley@bayshore.ca)

### Calgary branch wins contract with Calgary Health Region

Bayshore has been awarded a three-year contract with Calgary Health Region, with a two-year option for renewal. The contract is for home support, and will double the amount of work Bayshore is currently doing for Calgary Health Region.

While the contract starts officially in April 2007, the Calgary branch plans to begin transitioning clients in February. Bayshore has held a job fair and conducted various recruitment efforts to handle the increase in business.

For more information, please contact [tjones@bayshore.ca](mailto:tjones@bayshore.ca)

### Winnipeg branch attends Aboriginal conference

Bayshore was honoured to be invited to the recent Manitoba First Nations and Inuit Home and Community Care Conference in Winnipeg. It was the only home care provider invited to attend the conference, which drew more than 350 people from Aboriginal communities across Canada. The conference featured a trade show and two days of educational



Joan Raphael has been promoted to Area Director for the Ottawa branch, replacing Wendy Alexander, who will be on maternity leave for one

year, beginning in February. Joan is a registered nurse who has been with Bayshore since 2004, and Manager of Clinical Practice for the Ottawa branch since 2005. Prior to joining Bayshore, Joan operated her own home care business.

workshops on subjects such as wound care, palliative care and diabetes.

Bayshore was one of the sponsors of the conference, and several employees staffed a booth at the trade show and attended workshops. Bayshore helps to staff nursing stations in 27 remote Aboriginal communities in Manitoba.

According to Winnipeg branch Area Director Dawn Marie Johnson, attending the conference increased awareness of what Bayshore does and demonstrated its commitment to these communities.

"It gives us credibility," Dawn Marie says. "We met a lot of new people, and people we had only talked to on the telephone. It was nice to put faces to names. We hope to be invited to attend again next year."

For more information, please contact [djohnstone@bayshore.ca](mailto:djohnstone@bayshore.ca)

## Bayshore wins 50 Best Managed Companies Award *(continued from page 1)*

coast to coast," says Kevin. Bayshore's strong national presence opens up opportunities to work with large organizations, such as insurers, workers' compensation boards and pharmaceutical companies. The company is also forging ties with organizations such as hospices, to increase its reach and opportunities for staff.

Last, but certainly not least, Bayshore has made strategic management decisions to ensure that a decentralized, community-based branch network is one of the company's core values. "Our strength is local," says Kevin. "Our caregivers are empowered to do the right thing for the client at the local level."

The strategy of decentralization means that Bayshore's branches strive to become part of the communities they serve. Across the country, branch offices are involved in "too many local events to mention," says Kevin. From a cultural diversity celebration (Mississauga) to a palliative care conference (Saint John) to taking part in an Aboriginal gathering (Winnipeg), Bayshore's people are building relationships in their communities. And relationships are at the very core of what Bayshore does.

So, the 50 Best Managed Companies award does not just recognize one aspect of Bayshore's business. It recognizes many

of the company's strategic decisions. But most of all, it recognizes the commitment of all Bayshore's 6,000 employees.

But how does a company ensure it can sustain that level of commitment and create great initiatives, great employees and a great organization? "You have to look to the future," says Kevin. "You always have to evolve, change and innovate. I'm confident our branches will be able to meet that challenge."

For more information, please contact [kwebster@bayshore.ca](mailto:kwebster@bayshore.ca)

## What our clients say

I couldn't ask any better of the nurses. They're very experienced, knowledgeable, helpful and on time. I'm happy that 99.9 % of the time I had the same nurses (you get to know them and you know they're familiar with my care, so I'm more at ease). I was also impressed with the student in training. When a person is not well, you don't feel like dealing with different people.

– *Sudbury branch client*

The communication between caregivers, your office, my grandmother and myself was excellent. I feel as if we were family and that each of you cared for the person and their family.

– *Granddaughter of Edmonton branch client*

The caregivers went to extra effort to accommodate my mother in law. Her location was difficult to get to in bad weather and the ladies often walked several blocks to get to her residence in bad snowy weather. We have expressed our joy in working with the staff and we are hopeful that this level of care and confidence will continue.

– *Son-in-law of Edmonton branch client*

Bayshore excelled with Jack on staff. His attitude and knowledge with his client was exceptional. I am sure you have many, many staff who are just as exceptional.

– *Caregiver to Fredericton branch client*

We would like to thank all of you for your help with our dad. Communication, by phone from the office, was constant and supportive and was greatly appreciated. Thank you to Judie

who recognized a serious problem and took the steps needed to insure Dad's safety. He was in congestive heart failure on that day and your quick actions prevented a fatal result. Thank you to Anita for the preparation of meals (to his liking) and the companionship you brought to him over the meal hours.

– *Family of Fredericton branch client*

Irene was a competent, experienced caregiver who made a very significant contribution to my wife's overall wellbeing, adding the therapeutic value to the physical part of caregiving. In all, an A+.

– *Husband of Ottawa branch client*

Sherry excelled in all aspects of her visit with me. She is a very professional nurse who shows quality care and compassion for the patient – keeping the patient's needs as her number one priority. I feel fortunate to have had Sherry as my home care nurse. I have had nurses at my home in the past and none compared to her care.

– *Chatham branch client*

I arrived home from the hospital with 20-25 medicines to sort out. My brain seemed fogged and I was overwhelmed. Barbara came the next day and sorted me out. It was a relief. She checked my blood pressure, heart, weight and she listed my medicines and dosages. With her help I felt reasonably confident. Each visit we discussed diet, exercise and general well-being. I'm grateful for the help she gave me and I would recommend her to others.

– *Mississauga branch client*

## 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

Montreal	514-879-5657
Quebec City	418-652-9388

### WESTERN CANADA

Burnaby	604-739-7454
Calgary	403-229-3929
Edmonton	780-436-8484
Vancouver	604-873-2545
White Rock	604-531-6111
Winnipeg	204-943-7124

## Bayshore Service Club

### 5 Years

Dagmar Gubani *Barrie*  
Tammy Yu *Calgary*  
Judy Jewett *Fredericton*  
Bonnie Beardsworth *Moncton*  
Jean Ann Lowry *Mississauga*  
Elizabeth Zagorski *Mississauga*  
Mireille Gratton *Quebec*  
Heather O'Regan *Ottawa*  
Dorothy Mercier *Smiths Falls*

### 10 Years

Joan Smith *Barrie*  
Estella Abines *Burnaby*  
Joan Lawrence *Calgary*  
Arsenia Carreon *Edmonton*  
Edna De Vera *Mississauga*  
Pauline Coyle *Saint John*  
Lisa Barbeau *Ottawa*  
Mike Coughlan *Ottawa*  
Yilma Mulunhe *Ottawa*

### 15 years

Louisa Portugal *Burnaby*  
Norma Douglas *Ottawa*

### 25 years

Sue Robinson *Mississauga*

*Correction from December issue*

### 5 years

Imelda Ancheta *Sarnia*