



# 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 offers wellness and home care advisory services in new Rexall Health Centre

Bayshore Home Health has partnered with Rexall Drug Stores in a year-long pilot project to provide free wellness clinics and home care advisory services in the pharmacy chain's first "health centre" store.

The store, which opened last April in Richmond Hill, Ont., just north of Toronto, is based on a leading-edge pharmacy concept that combines access to a variety of health care professionals as well as information and education resources under one roof. It includes a team of family doctors, regular health seminars, a 40-seat community room and dermatological analysis.

"Canadians are seeking new sources for medical care, advice and information," says Mike Kronic, Bayshore's Director of Marketing. "Pharmacies are well positioned to play a broader and more vital role as community health care resources"

He adds that the partnership is a great way for Bayshore to promote home health care and its brand, while offering Rexall customers a quick and easy way to take a more proactive approach to managing their health.

A team of four registered nurses from Bayshore is available six days a week to provide wellness clinics as well as information about home health care. The clinics offer testing and information about blood pressure, cholesterol, diabetes, osteoporosis, skin health/sun safety and healthy living.



Left to right, Bayshore nurses Anne Deane and Eleanor Maruno with Keena Naik, Business Development Manager.

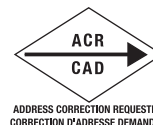
The nurses also provide personal home care consultations and home care group information sessions. These sessions educate people about the kind of care that's available, when home care should be started, what to look for in a care provider, funding options and more.

"Many Canadians, especially those in the 'sandwich' generation with school-age children and elderly parents, don't understand how home health care works – or that it even exists," Mike says.

Keena Naik, a Business Development Manager with Bayshore, agrees that the new clinic is a great opportunity for her company.

"We are getting really good feedback from

*(continued on page 2)*



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## Being proactive leads to effective health care

The face of the Canadian health care system is changing. And so are the faces of Canadians. As a group, we are aging. And in spite of the fact that Canada is one of the wealthiest nations on earth, with one of the highest standards of living, Canadians are faced with an over-burdened and costly health care system, and surprisingly high rates of chronic disease, such as diabetes, high blood pressure and arthritis.

At Bayshore Home Health, we are leading the way to newer and more effective approaches to health care for Canadians. Our wellness clinic in the new Rexall Health Centre in Richmond Hill, Ont. is a prime example. This new-concept store will help consumers take a more proactive attitude towards their health care.

Effective health care – especially in the area of chronic disease management – is best accomplished when patients take an active role in their own care. And this is one of the things Bayshore does well. By bringing health care and support into the home, we help educate people about disease prevention, disease management and healthy living. We help people take better care of themselves.

Bayshore is proud to be looking out for the health of Canadians.

Stuart Cottrelle  
President, Bayshore Home Health

### As I see it



## Bayshore/Rexall

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both customers and store staff,” she says. “The wellness clinics are a great value-added service for Rexall’s customers, giving them valuable information about their health and the ability to take the next steps if warning signs are evident.”

Under Keena’s leadership, Bayshore worked with Rexall’s parent company Katz Group Canada for about four years, delivering wellness clinics in various pharmacies across the country. She suggested launching a pilot program based on a permanent clinic inside one of the company’s health centre stores, and Bayshore was invited to submit a proposal in the early stages of the planning process for the new Richmond Hill store.

Andy Giancamilli, CEO of Katz Group Canada/Rexall, stresses that the new health centre has taken the company’s “pharmacy first” philosophy to the next level. “Whether you need products relating to specific conditions, pharmaceutical advice, nursing or therapeutic services or research resources, you’ll find it here. It’s all about health and wellness from the moment you walk in the door.”

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

## Honouring Bayshore’s nurses from coast to coast

Nurses are an integral part of Bayshore Home Health’s national team of more than 5,000 caregivers, and the quality of the company’s service to the communities it serves depends on their commitment, compassion, respect and dedication.

To pay tribute to their vital role in the organization, Bayshore honours its nurses by requesting each branch to nominate its Nurse of the Year, based on an individual’s dedication, reliability and professionalism.

All nominees are celebrated during Nurses Week (May 7-13), with each nominated nurse receiving a recognition certificate and cheque for \$200. At the end of the year, one nurse is chosen from all branch nominees to be the Bayshore’s National Nurse of the year.

The breadth and depth of nursing talent among Bayshore’s 2,000-plus nurses is outstanding, as evidenced by the superlative comments on the nomination forms.

The Chatham branch, nominating Sandra McLean, wrote: “She is the nurse who is

recognized for her expertise, willingness to mentor students and new team members, confident enough to seek direction and participate effectively in case management discussions.”

The Fergus branch said about nominee Laura Thomas: “Clients comment that Laura consistently provides encouragement and takes care of all those impacted – not just the client. Her always

calm and serene manner is very much appreciated by the palliative clients as they move through this very difficult journey.”

Congratulations to all Nurse of the Year nominees – and to all Bayshore branches across the country.

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

**Brockville**  
Tammy Malone  
**Calgary**  
Pam Dalrymple  
**Charlottetown**  
Brenda Coles  
**Chatham**  
Sandra McLean  
**Cornwall**  
Scott Smith  
**Edmonton**  
Paul Hamid  
**Fergus**  
Laura Thomas  
**Mississauga**  
Tabassum Farhat

**Halifax**  
Lisa Mullins  
**Hamilton**  
Miriam Perks  
**London**  
Diane Vande Goor  
**Moncton**  
Cecile Bastarache  
**Montreal**  
Natalie Joseph  
**Oshawa**  
Erin Baldry  
**Ottawa**  
Kimberly Bovolotto  
**St. Catharines**  
Marion McKindsey

**Saint John**  
Lisa Madsen  
**Sarnia**  
Blaine McLellan  
**Quebec City**  
Line Fortin  
**Sault Ste. Marie**  
Bernice Young  
**Barrie**  
Charlene Hagerman  
**Smiths Falls**  
Jennifer Hall  
**Sudbury**  
Betty Ann Standford

**Thunder Bay**  
Joanne Knudson  
Bailey  
**Timmins**  
Liz Feldman  
**Toronto**  
Pastora Galupo  
**Vancouver-Gov’t**  
Jeanette Smith  
**Vancouver-Private**  
Zunobia Shafique  
**Windsor**  
Karen McEachern

2007 Nominees

## Second year of sponsoring Hike for Hospice a great success



Cornwall



Winnipeg



White Rock

Nearly 700 Bayshore Home Health employees and their families and friends took part in this year's Hike for Hospice Palliative Care, raising more than \$48,000 in support of their local hospices.

"Bayshore is very excited to be the exclusive national home care sponsor of the Hike as well as a sponsor of National Hospice Palliative Care Week," says Holly Quinn, Bayshore's Director of Clinical Programs. "It's an important part of our national hospice palliative care program."

Two dozen Bayshore branches participated in the May 6 Hike and related fundraising activities, marking the second year that Bayshore has been involved in the event.

"The Hike allows us to get out in the community and support a cause that's close to our hearts," says Mike Kronic, Bayshore's Director of Marketing. "Our livelihood comes from the communities we serve, and this event allows us to show our appreciation by giving something back to them."

The Hike for Hospice Palliative Care was created by the Canadian Hospice Palliative Care Association (CHPCA) five years ago, to help raise both funds and

awareness for hospice palliative care at the local level. This year's Hike raised about \$845,000, with more than 6,000 people in 90 communities across Canada participating. This represents a 25% increase from the \$675,000 raised last year.

"It's a marvelous program that brings people together at the community level," says Sharon Baxter, Executive Director of the CHPCA. "It's really fundamental to get people engaged in their communities."

Bayshore's corporate sponsorship helps to underwrite the Hike's marketing materials and fundraising programs, which allows 100 percent of the funds raised to remain at the local level.

"Real hospice palliative care takes place at the local level," says Holly. "It's a grassroots movement."

Some of the alternative fundraising activities undertaken by Bayshore's branches were very innovative. The White Rock, BC branch made the news by holding a Mop for Hospice event. Instead of paying a cleaning service, Bayshore staff and "celebrity moppers" (Bayshore branch managers), cleaned their offices and donated the money saved.

## Appointments



Anita Fitches has been appointed Area Director for Bayshore Home Health's Brockville, Ont. branch. Anita earned this promotion

after spending eight years at the Brockville and Smiths Falls, Ont. branches, gaining valuable clinical knowledge and experience. She started as a field nurse in Brockville in 1999 and was promoted in 2004 to Manager of Clinical Practice for the Smiths Falls branch.

## Halifax branch sponsors palliative care bursary

Bayshore Home Health's Halifax office will be sponsoring the 2007 Dr. Ina Cummings' Palliative Care Bursary, which was established by the Nova Scotia Hospice Palliative Care Association (NSHPCA) in 2001. The bursary is presented in honour of Dr. Cummings, who retired from palliative care practice in Nova Scotia in 2000, after seven years of dedicating herself to the improvement of quality of life for individuals and families living with a life-threatening illness.

"Dr. Cummings was extremely knowledgeable, compassionate and down-to-earth," says Ann Fontaine, Bayshore's Area Director for Halifax. Ann, who briefly worked under Dr. Cummings at the Halifax Infirmary Hospital, adds that Bayshore chose to sponsor the bursary because of its involvement in the palliative care community. The bursary, worth \$3,000, is to be used by the recipient to further knowledge in palliative care pain and symptom management.

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

Other successful events included a fashion show in Chatham, Ont., a garage sale in Thunder Bay, Ont. a book sale in Moncton, NB and a Mother's Day walk in Saint John, NB.

"It's absolutely fabulous how our branches embraced this program," says Holly. "The success this year was overwhelming."

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

## Employee Spotlight

# Paulette Doyon – doing it right in small steps



Paulette Doyon, Manager of Clinical Practice at Bayshore Home Health's Smiths Falls, Ont. branch, always knew she wanted to be a nurse. She can remember running around the cottage as a child, rescuing baby birds and nurturing them back to health.

Paulette has taken many steps in her career, each one leading to an increase in skills, knowledge and responsibility – but, ironically, her career started with a false step. She left a nursing program in 1983, when she was 18 years old, to get married.

However, from the time she started working with the Canadian Red Cross Society in 1988, as a home support worker (Level 1), she has never looked back. She went on to gain her Level 2 and 3 certification, and then left to give birth to son Marc in January 1996.

During the next few years, Paulette returned to school twice – the first time to get her RPN designation and the second time her RN. Both times, she achieved a 4.0 average.

Paulette was hired by Bayshore Home Health in November 2003, and worked as a visiting

nurse until she was promoted to her current role in April 2007. She is planning again to return to school – this time to get her Bachelor of Science (Nursing) Degree as part of a distance education program. “I’m very motivated and want to increase my knowledge base,” she says.

After many career moves, Paulette says she is completely satisfied to be working for Bayshore. She also is enthusiastic about the support and encouragement she receives from the company, especially in the areas of problem solving and continuing education. “Bayshore is fantastic for helping you increase your education,” she adds.

Paulette applauds the company's exceptional standards of client care. “Bayshore truly values the client,” she says. “This is a fabulous company to work for. I want to work here until I retire.”

Paulette's commendable work ethic, commitment to learning and dedication to excellence were inspired by both her parents and her Aunt Claudette, who was an RN. “I was taught that if you can't do it right, don't do it all,” she says. “And to never give up.”

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

## Bayshore Service Club

### 5 Years

Janet Abrams *Brockville Dialysis*  
Donna Knott *Brockville Dialysis*  
Christina Pickard *Brockville Dialysis*  
Bea Desroches *Burnaby*  
Shoreh Taghvaie *Burnaby*  
Edeme Pereira *Calgary*  
Laurence Jackson *Calgary*  
Alanna Price *Cornwall*  
Gloria Gibbon *Edmonton*  
Gloria Wright *Halifax*  
Cindy McKenna *Hamilton*  
Jennifer Ramsay *Hamilton*  
Verna Truman *Hamilton*

Deborah Cameron *Mississauga*  
Marlene August *Ottawa*  
Lori Hill *Saint John*  
Jennifer Brenton *St. Catharines*  
Tarja Fournier *Timmins*  
Jim Pow *Vancouver*  
Bettina Van Wyck *Vancouver*  
Karen Robinson-Franko *Winnipeg*  
Rose Wood *Winnipeg*

### 10 Years

Sasa Bodor *Burnaby*  
Cindy Gema *Burnaby*  
Carlota Reyes *Burnaby*  
Shelley Smith *Burnaby*

Virginia Pettigrew *Calgary*  
Norma Mouritsen *Calgary*  
Janet Vitoria *Edmonton*  
Annie Bennett *Halifax*  
Ginnie MacMullin *Halifax*  
Pat O'Connor *Ottawa*  
Neil Groombridge *Stoney Creek*

### 15 Years

Dianna Manfield *Burnaby*  
Dawn Miler *Cornwall*

### 20 Years

Sandra Wall *Edmonton*

## Office Directory

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1-800-668-9490

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Guelph 519-843-6731  
Hamilton 905-544-8282  
Kitchener 519-749-8716  
London 519-438-6313  
Mississauga 905-896-0200  
Newmarket 905-853-7725  
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