



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 40 home care offices and 20 community care clinics 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, pharmacy and pharmaceutical products support services, health education programs, infusion clinics and dialysis centres.

www.bayshore.ca



HOBIC program will help Bayshore better measure clinical results



Holly Quinn

Bayshore Home Health has integrated the Ontario Ministry of Health's Health Outcomes for Better Information and Care (HOBIC) program into its national clinical practices and client assessment documentation, so that it can more effectively measure clinical results and provide quality care to its clients.

Using HOBIC, Bayshore's nurses and health care professionals will be able to collect and produce accurate and comprehensive information that assists them in care evaluation, decision-making and the improvement of health outcomes.

"The implementation of HOBIC will help our nurses in their commitment to providing quality, accountable care. We need to effectively measure results to ensure we are providing the best care," says Holly Quinn, Bayshore's Director of Clinical Programs.

HOBIC assessment focuses on four outcomes, identified as being sensitive to health provider intervention: functional status, safety outcome, symptom management and therapeutic self care.

HOBIC also lays the foundation for the collection of standardized outcomes across the health care system to facilitate clinical decisions, benchmarking and sharing of best practices. It is part of the Ministry's Information

Management Strategy, and is intended to contribute to quality improvement, cost effectiveness and improved accountability.

"HOBIC is the beginning of a common language for electronic health care records," says Holly. "The implementation of HOBIC is moving Bayshore along its journey to electronic client health records."

Bayshore is an early adopter of HOBIC, and one of a select number of organizations that are leading a transformation in nursing practice from task-based to outcome-focused care.

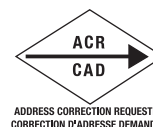
Over the past few years, its clinical department has been at the forefront of study and planning on how to respond effectively to demand for effectiveness and efficiency in care, professional and financial accountability, and empirical measurement of the effects of specific community care practices and interventions on patient health outcomes.

"Bayshore is supporting its nurses in the paradigm shift toward outcome-based care by training them in current nursing practices," says Holly. "HOBIC is a tool that enables them to create a care plan and then evaluate it, in order to continually improve care."

For more information about HOBIC, please visit http://www.health.gov.on.ca/english/providers/project/nursing/nursing_mn.html

For more information, please contact hquinn@bayshore.ca

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Thanks to the people who make it happen

I often talk, in this space, about the importance of Bayshore Home Health's caregivers to the success of our company. But, truth be told, our caregivers could not do their job without the unfailing support of the administrative staff at every branch.

Our caregivers depend on our administrative staff for scheduling assignments, coordinating workloads, fielding calls, giving advice, administrative support, quality and program management, and being there when needed. Our administrative staff make it all happen.

When our clients receive exceptional care from our nurses and home support workers, it is in part because they have such reliable people at our branches backing them up. So, our administrative staff directly impact the lives of the people who rely on Bayshore's caregivers. You make a difference, and we thank you for it.

Stuart Cottrelle
President, Bayshore Home Health

As I see it



Partnership helps people access home care

More people will be able to learn about and access home health care as a result of a partnership that Bayshore Home Health has recently formed with Royal VIP Health Options, a Burlington, Ont.-based company that helps individuals navigate the Canadian and U.S. health care systems. Bayshore will provide call centre support and home health care services to Royal VIP's members.

"I'm really excited about this partnership because there's a real need for home health care – our members are asking for it," says Kevin Brady, President of Royal VIP.

Royal VIP, founded in 2005, offers its members a comprehensive health care program, with a focus on prevention, early diagnosis, prompt access to specialized and out-of-country medical services and discounted fees with various health services providers.

Royal VIP is always on the watch for additional services to provide to members, and when Kevin met Bayshore's president Stuart Cottrelle, it underscored the importance of home health care. "The light went on when Stuart said that people can live with dignity in their own homes, for years, with proper health care," Kevin explains.

Keena Naik, a Business Development Manager for Bayshore, says, "The partnership is mutually beneficial because it offers easier access to quality home care for Royal VIP's members and helps Bayshore increase awareness of the availability of its services."

For more information, please contact knaik@bayshore.ca

Online resource to aid in pediatric care



Carol Weldon

An online resource recently launched by the Canadian Hospice Palliative Care Association (CHPCA) and sponsored by Bayshore Home Health should make it easier for families and

health professionals caring for children at the end of life to obtain information about pediatric palliative care.

"We chose to sponsor this valuable resource because it was a natural fit for Bayshore," says Carol Weldon, Pediatric Clinical Practice Leader for Bayshore.

"We've been successful in working with the adult palliative care community, and felt it was time to take a closer look at how best we could provide palliative care to children and their families."

The palliative care needs of children are quite distinct from those of adults, and the pediatric palliative care community in Canada is relatively small compared to the health centres and services that care for adults at the end of life.

The resource, known as the Pediatric Resource Commons, will serve as a central repository of information on topics

such as pain management, grief and bereavement, family education, caregiver support and nutrition. Its goal is to provide better services and education to health care professionals, patients and their families.

Users of the Pediatric Resource Commons can search and download resources, as well as upload and share resources with others across the country. The Pediatric Resource Commons is accessible through both the CHPCA (www.chpca.net) and the Canadian Network of Palliative Care for Children (www.cnpcc.ca) websites.

For more information, please contact cweldon@bayshore.ca

Sudbury branch holds golf tournament to support local hospice

Bayshore Home Health's Sudbury branch raised more than \$5,600 in a recent charity golf tournament for the new Sudbury Hospice. The 10-bed facility which opened last summer, is the first residential hospice in Ontario to offer full service in both official languages.

The golf tournament was the brainchild of Lucie Parenteau, a client service coordinator at the branch. Her goal was

to raise \$5,000, and she was delighted when the goal was surpassed.

"We were pleased the golf tournament was so successful in its first year," says Jeff Sampson, Area Director of the branch. "We plan on making it an annual event in support of our local hospice."

For more information, please contact jsampson@bayshore.ca

Clients to benefit from new wound treatment technology



Katherine Grant-Brown

Clients receiving wound care from Bayshore Home Health will be able to look forward to faster wound healing and reduced pain as a result of a recent agreement that allows the

company to use a new type of electrical stimulation technology.

The agreement, with Mississauga-based Lorenz NeuroVasc, gives Bayshore exclusive rights to provide Frequency Rhythmic Electrical Modulation System (FREMS) treatments through a medical device called Aptiva, which stimulates neuromuscular regeneration.

Bayshore will have exclusive rights to provide FREMS treatments outside of hospitals and other institutional health care settings.

"We will be providing FREMS treatments through our community care clinics and home visits," says Katherine Grant-Brown, a Clinical Practice Leader for the company. "These treatments will become an important part of our skin health and wound care program."

FREMS treatment is used to decrease pain and healing time, increase tissue oxygenation and improve quality of life for wound care patients. The treatment involves the application of an electrical signal through small electrodes placed on the skin.

For more information, please contact kgbrown@bayshore.ca

Brockville branch promotes healthy living via TV series



Cheryl Marshall

Seniors in Brockville, Ont. will learn how to lead healthier lives thanks to a new television series that Bayshore Home Health's local branch has teamed up with TVCOGECO Brock-

ville to produce. The 12 bi-weekly five minute shows are being hosted by Cheryl Marshall, the branch's Community

Relations Manager. They will air this fall as part of a local news magazine show called *The Wire*.

"Our goal is to share informative health-related tips, while promoting a selection of local senior health care services," says Cheryl.

Cheryl came up with the idea for the show, which she pitched to TVCOGECO. She saw it as ideal way to provide health information to seniors and help them to stay in their homes longer.

Cheryl invited Bayshore's health care partners (including the Alzheimer Society of Leeds and Grenville, Osteoporosis Canada and the SouthEast Community Care Access Centre) to participate in the show, which is presented in an interview format.

The show's topics include fitness, nutrition, fall prevention and safe medications. For viewers who want more information on the show's topics, public information sessions will be held at Bayshore's Brockville branch.

For more information, please contact cmarshall@bayshore.ca

New branches opened in Ottawa, Mississauga and North Vancouver

Bayshore Home Health has recently opened new branches in Mississauga, Ottawa and North Vancouver, to meet growing demand for home care services in these areas.

"The new offices are part of the private services branch expansion strategy that we launched in 2006," says Bayshore's Director of Marketing, Mike Kronic. "Since then, we have opened nine new branches."

The new branches will specialize in providing services directly to the public and to people eligible for care funded through personal, group and workers' compensation insurance coverage. They will also provide staffing services to nursing homes and other health care facilities.

The new Ottawa and Mississauga branches are the second Bayshore locations in both cities. They will complement existing offices, whose primary role is to serve clients whose care is funded by the provincial government and arranged by local Community Care Access Centres.

The North Vancouver office had functioned as a satellite office of the company's



Rosemary Swanlund was recently appointed as Area Director of Bayshore Home Health's North Vancouver branch. Rosemary was previously a

Manager of Clinical Practice for the company's Vancouver-Private Services office.

Vancouver-Private Services office for the past year, housing a clinical manager whose main role was to perform health assessments and oversee Bayshore's clients in the local community. As a full-service office, it now will be a separate entity from the Vancouver-Private Services office, with its own Area Director and client service staff.

For more information, please contact mkrunic@bayshore.ca

Bayshore re-registers for ISO Quality System



Joanne Vezina

Bayshore Home Health has successfully re-registered for a three-year ISO 9001:2000 Quality Management System (QMS) certificate. ISO registration is required every three years,

and the certificate is granted after an audit. The company has been registered since 2002.

"We are really pleased," says Joanne Vezina, Bayshore's Quality and Risk Program Manager. "We met all of our requirements and we are now ISO registered until October 2011."

ISO 9001:2000 is an international standard related to quality management and is based on eight principles that include customer focus, leadership, continuous improvement and a factual approach to decision making.

"Our ISO certification has served us well in terms of both qualifying for government contracts and in helping us refine our processes and continually improve," explains Joanne.

For more information, please contact jvezina@bayshore.ca

What our clients say

We are writing you today about Danielle Robinson, RPN, who looked after our mother, from May 2008 until she passed away July 29th.

This was the first experience we had with hiring nurses into our parents' home. Our mother was diagnosed in June 2005 with Stage 4 ovarian cancer and throughout her illness was faced with one challenge after another. Our mother was a fighter with a remarkable personality.

Both our mother and father were reluctant to allow overnight assistance in the home and were understandably unnerved by the thought of it. They were the ones who looked after things, took care of each other. We had been looking after things the best we could until we knew that additional help over-night was necessary to give our mother the comfort and confidence in her care that she needed in order to keep her in her home for as long as possible.

Danielle stepped into a difficult situation and immediately took over and understood all of our personalities. She bonded with our parents and was wonderful with both of them. She took tremendous care of our mother and

supported all of us through our mother's horrendous ordeal.

The words we are saying now express the gratitude our family has for Danielle and [we] hope that you will recognize her for the exemplary nurse and person she is. We have recommended your agency to numerous people because of her.

— *Family of a Windsor Branch client*

Our family had the good fortune to have the most punctual, patient and compassionate person giving my late wife the care and comfort she needed and deserved. This wonderful person's name is Arlene Savage and we will be eternally thankful for all she did to help us through it all.

— *Husband of a Fredericton branch client*

My nurses, Liz and Chantel, were very kind, prompt and excellent at caring for my colostomy and wound. [To] a person with a panic disorder, Liz was extremely reassuring and answered all my questions and concerns.

— *Timmins branch client*

Program to improve quality of life for clinical trial participants

A new support program developed by Bayshore Home Health and "Bear Ring 'U' 'n Mind," British Columbia-based charitable foundation, will aim to improve the quality of life of cancer patients participating in Phase 1 clinical trials.

Known as Research with Respect, the program will provide support to individuals who are coping with the physical and emotional symptoms that result from their condition and the Phase 1 trial. Bayshore's nurses will visit the volunteers on a daily basis and provide them with nursing and emotional support, client education, counseling and advocacy.

The program was conceived by "Bear Ring 'U' 'n Mind" founder Pat Maddocks, whose husband was involved in a Phase 1 clinical trial when he died. Bayshore developed the clinical guidelines for the program.

"Research with Respect is a direct result of my husband's involvement in a clinical trial,"

says Maddocks. "It is our intention to offer volunteers practical information and support as they selflessly test new cancer treatments that in the Phase 1 stage are highly unpredictable."

In Phase 1 clinical research trials, terminally ill cancer patients are given experimental cancer drugs. It is the first time these cancer treatments are tried on human beings. The risk of severe side-effects and death is high, but these trials have contributed in large part to the impressive improvements in care provided to people diagnosed with cancer.

"Research with Respect provided Bayshore with a wonderful opportunity to be able to care for vulnerable people who are making a heroic and generous donation in the fight against cancer," says Holly Quinn, Bayshore's Director of Clinical Programs.

For more information, please contact hquinn@bayshore.ca

**RESEARCH
with RESPECT**
PHASE 1 ONCOLOGY
CLINICAL TRIALS

Bayshore Bridges is a bi-monthly newsletter from Bayshore Home Health, published for the information of community members, health care professionals and Bayshore's employees. For more information about this newsletter, please contact your local Bayshore branch or Mary Mamak, of the Bayshore National Service Centre, 2155 Dunwin Drive, Unit 10, Mississauga, Ontario L5L 4M1, Tel: 905.822.8075, Fax: 905.822.8397, email: mmamak@bayshore.ca, web: www.bayshore.ca

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Victoria	250-370-2253
White Rock	604-531-6111
Winnipeg	204-943-7124

G – Government Services
P – Private Services

Bayshore
Home Health

ISO
9001:2000
Quality
Management
System
Registered Company