



# Bayshore Bridges



*Better care for a better life*

## Bayshore study shows disconnect between Boomers and aging parents

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 provide nurses/caregiver staffing services, health education programs and treatments in our dialysis centres. Through our subsidiary Bayshore Specialty Rx, we offer infusion pharmacy, infusion clinic and pharmaceutical support services to a variety of healthcare and pharmaceutical organizations.

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

According to a new study about independent living, there are surprising differences of opinion between seniors and their adult children when it comes to the parents' future needs and possible living arrangements, such as home health care, residing with family members, or moving into a seniors' home or long-term care facility.

The survey is the second in Bayshore Home Health's annual *Living for Today – Ready for Tomorrow* series, and it was conducted by Ipsos-Reid. Researchers interviewed Canadian seniors aged 65-85 and people aged 40-64 with at least one living parent.

The results showed that there is a disconnect between generations. Both groups could benefit from open communication, but they are often reluctant to broach subjects such as personal finances and personal care. The lack of communication could have a negative impact, especially since the recent economic crisis has changed many seniors' financial situation.

One-quarter of adult children don't know their parent's annual income, and one-quarter think their parents will ask them for financial help to get through the recession, even though only 5% of parents say they will.

Nearly four in 10 adult children say their parent needs help with activities such as grocery shopping and travelling to appointments, while only 6% of seniors agree. Misperceptions also exist around nursing care, meal prepa-



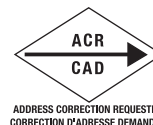
ration, housekeeping, dressing and bathing. "Either adult children perceive their parents as more frail than they actually are or seniors are trying to put on a brave face—or a bit of both," says Holly Quinn, Director of Clinical Programs for Bayshore Home Health.

There are also misunderstandings around independent living. One in 10 children believe their parent is on a waiting list for an assisted living facility or nursing home, while just 3% of seniors claim to be. Eight out of 10 seniors say they will do whatever it takes to avoid moving into such a facility, yet only 46% have researched ways to continue living independently, and just four out of 10 have made safety modifications at home.

"Eighty-eight percent of aging parents responded that they don't want to be a burden to their families, but 65% of the adult children

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## Can we talk?

Bayshore Home Health recently conducted its second annual *Living for Today – Ready for Tomorrow* study in partnership with Ipsos-Reid. It's a snapshot of older Canadians' attitudes and preparedness for the aging process, and the findings are fascinating.

While it's not surprising that family dynamics change over time, the study found that seniors and their children don't see eye to eye on how much care parents need – and many aren't even talking about it.

Our parents prefer to be independent and don't want to ask for help, especially not from their children. But times have changed. The economic downturn has put a dent in many seniors' retirement funds, and they may need to change their long-term strategy.

Opening the lines of communication is the first step toward achieving peace of mind for both elderly parents and adult children. Share your concerns, exchange ideas and explore the options. There has never been a better time to start the conversation.

Stuart Cottrelle  
President, Bayshore Home Health

## As I see it



## Celebrating Bayshore's nurses



Nurse Lorena Low, from Burnaby, BC, branch.

As part of Bayshore Home Health's annual recognition of the dedication and excellence of its 2,500 nurses, each of its branches selected its Nurse of the Year during National Nursing Week (May 11-17).

"All of our employees go above and beyond, but nurses are recognized separately because of the profession they're trained to do, and the compassion and caring they bring to their role, whether it's a nursing administration role or client care," says Kevin Webster, the company's Managing Director.



Nurse Lori Krysko, from Winnipeg branch.

Each nurse selected received \$200 for professional development and will be eligible to win Bayshore's National Nurse of the Year award later this year. In addition, many branches held local events to celebrate National Nursing Week, which is sponsored by the Canadian Nurses Association.

For the first time, nurses from the National Service Centre were included in the celebrations. "As Bayshore has grown, more nurses have taken on roles at NSC to support the clinical services we provide," says Webster. "We felt it was important to recognize their contributions."

For more information, please contact [kwebster@bayshore.ca](mailto:kwebster@bayshore.ca) (see complete list of winners on back page)

## Stellar turnout for Hike for Hospice



Hike participants from Bayshore's Kelowna, BC, branch.

Bayshore Home Health's branches across Canada participated in the Hike for Hospice Palliative Care for the fourth year in a row. More than 700 Bayshore staff, their family members and friends raised over \$75,000. The money raised stays in each community and is donated to local hospices.

"The branches have done an absolutely super job – they've gotten behind this with more and more energy each year," says Holly Quinn, Bayshore's Director of

Clinical Programs. "The motivation comes from the relationships they've built with local hospice palliative care organizations. That has always been our goal – to have an initiative that supports branches to give back to their community."

Bayshore is also a major corporate sponsor of the Hike, which kicks off National Hospice Palliative Care Week each year.

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

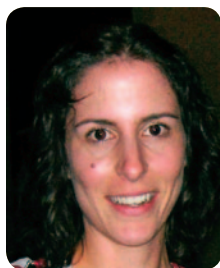
## Study (continued from page 1)

would accommodate them by letting them move in with them and 32% think their parent is embarrassed to ask for help," says Quinn.

She is optimistic that the survey will encourage discussion of issues related to independent living. "We're hoping that this will prompt Canadian families to take steps to ensure they understand the real needs of their aging parents."

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

### Western Canada administrative conference gets rave reviews



Nadia Bushnaq

Administrative staff from Bayshore Home health's Western Canadian branches recently had the opportunity to learn new skills and get to know each other as they attended the company's second annual regional administrative staff conference.

"It was very successful. We had people from the seven western branches, and the majority of staff came – we had close to 30 people at both two-day sessions," says Nadia Bushnaq, Human Resources Manager from the Calgary office and the lead planner of the event.

The goals were to enable staff to learn more about Bayshore and how to work effectively as a team, as well as to meet colleagues from across the company, including its National Service Centre in Mississauga. "We also wanted to let people know how much they're appreciated," says Bushnaq.

Cogent Consortium, a Fredericton-based organizational training company, presented lively seminars on topics such as "Live Smart, Work Smart" and "Overcoming Interpersonal Conflict." Participants also enjoyed a team-building scavenger hunt and a group dinner.

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

### Bayshore Specialty Rx awarded contract with North East CCAC



Sahar Whelan

Bayshore Specialty Rx (Bayshore Home Health's infusion pharmacy and services subsidiary) has been awarded a contract to provide medication, supplies and equipment to clients of Ontario's North East Community Care Access Centre who need home infusions in Timmins, Kirkland Lake and surrounding areas.

The CCAC had only a small number of medication pumps, and there weren't enough nurses to meet the demand for home infusions. Bayshore Specialty Rx now supplies the pumps, which give users more freedom and dramatically reduce the need for nursing visits. Medication and supplies are also delivered to clients' homes, offering added convenience.

"It makes us feel great that we can do something for clients in their communities," says Sahar Whelan, Director of Pharmacy for Bayshore Specialty Rx.

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

### Free respiratory mask fittings for physicians



It never hurts to be prepared – and that's why Bayshore Home Health recently offered free respiratory-mask fittings for physicians and their office staff.

The program was developed as concern about the H1N1 flu virus grew. "We learned from SARS how critical it is to maintain the health of physicians, nurses and other health care staff during an infectious disease outbreak," says Holly Quinn, the company's Director of Clinical Programs. "Doctors and their staff are on the front line when disease strikes, and if their health is affected, they're unable to care for their patients."

Disposable respiratory masks provide protection from airborne infectious diseases. The fitting process involves choosing a size and type of mask, and instructions on using it.

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

### Barrie branch opens new nursing clinic

Bayshore Home Health's Barrie, Ont., branch recently opened a nursing clinic to provide wound care, medication infusions, dressing and catheter changes, and health education to clients of the North Simcoe Muskoka Community Care Access Centre.

"The clinic is a good use of health care dollars. It will reduce the CCAC's waiting list for nursing," says Tanya Baker,



Julie Adams has joined Bayshore Home Health as Area Director of the Richmond Hill, Ont., branch. Julie has a strong management background,

extensive knowledge of the health care industry, and community health care, community relations and leadership experience. Prior to joining Bayshore, Julie worked in the management department of another community-based home care provider.

Director of Clinical Management at the Barrie branch. "It also gives clients who need nursing care more autonomy, because they're not waiting for nurses – they can schedule a time to come in that's convenient for them."

The clinic is expanding and when the expansion is completed, it will treat over 40 patients a day.

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

### In memoriam: Sharon Husk



Sharon Husk

Bayshore is saddened by the death of Sharon Husk, Area Director of the Sault Ste. Marie, Ont., branch, on April 14.

Sharon joined Bayshore in 1999 as a registered nurse.

In 2002, she became Manager of Clinical Practice at the branch and Area Director later that year. She was very involved in the community, contributing her expertise in palliative care, stroke prevention and diabetes education.

"Sharon loved being at Bayshore, and she loved the people she worked with," says Sue Robinson, Regional Director who oversees the Sault Ste. Marie branch. "She had real compassion and commitment to quality, and she treated everyone with respect."

Sharon is survived by her husband, six children and four grandchildren.

## What our clients say

On Sunday, March 1st my wife became a patient at the Dartmouth General Hospital. She became quite ill and as a result, sitters (patient attendants) were assigned to her on a 24-hour basis. One of these sitters was Rochelle Willis.

She turned out to be much more than an ordinary sitter. At a time when my wife was very ill and had great difficulty communicating with the hospital staff and her family, Rochelle had the knack of being able to understand her needs and wishes and to help her when she needed it the most. She became almost a

private nurse!

My wife was fortunate enough to have her on several occasions and this really did a lot for her when she needed care and compassion the most.

Rochelle is a very professional, kind and caring individual. At times she was a manicurist, hairdresser, feeder and most of all a very compassionate caregiver. We highly recommend her as a sitter and know that anyone in need of care would be very fortunate to have her.

– Spouse of Halifax branch client

## Saint John hospice the winner in online draw

Not only did Bayshore Home Health's Saint John branch receive the most entries of any branch in this year's Hospice Donation draw, but one of its entrants also ended up winning the \$5,000 donation prize.

The draw winner was Irene Thompson, a physiotherapist at Saint John Regional Hospital. She donated the \$5,000 prize to Hospice Greater Saint John. "It's really exciting because they're establishing the first residential hospice in Atlantic Canada, opening in April 2010," says Tina Landry, Human Resources and Marketing Coordinator for Bayshore's Saint John branch.

She adds that staff whole-heartedly support the hospice for two reasons. "It's the right thing to do, and it's desperately needed. Our local hospital only has 10 palliative care beds. A residential hospice is more cost-effective and it's here in the community."

The Saint John branch collected 545 entries (out of a company total of nearly 2,300). Staff



Left to right: Pat Woods, chairman of Hospice Saint John, donation prize winner Irene Thompson, Dr. Nancy Grant and Bayshore's Saint John Area Director Brian Kierstead.

gave draw cards to referral sources (such as social workers, discharge planners and physicians) and encouraged them to enter on Bayshore's website. As an added bonus, Saint John's main newspaper wrote several stories about the draw and published a daily sidebar that encouraged people to visit Bayshore's website and enter the draw.

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

## 2009 Nurse of the Year Winners

**Barrie**  
Ruth Uitvlugt  
**Brockville**  
Nancy Greenham  
**Burnaby**  
Lorena Low  
**Calgary**  
Susan Smith  
**Chatham**  
Kathy Sloan  
**Charlottetown**  
Marie McAuley  
**Cornwall**  
Shelley Bruyere  
**Edmonton**  
Julie Cootes

**Fergus**  
Karen Bushell  
**Fredericton**  
Kimberly Stiles  
**Mississauga - Gov't**  
Farna Shea  
**Halifax**  
Janice Leslie  
**Halifax - Staffing**  
Marsha MacMullin  
**Hamilton - Nursing**  
Elizabeth Henatyzen  
**Kelowna**  
Alyson Powers &  
Joan Forbes

**Kitchener**  
Ruth Richards  
**London**  
Laureen McKay  
**Moncton**  
Jacques Bertrand  
**Montreal**  
Lorena Codignotto  
**National Service Centre**  
Joanne Vezina  
**North Vancouver**  
Julius DeGrano  
**Oakville**  
Jenny Stipsits  
**Oshawa**  
Carrie Macklem

**Ottawa**  
Annemarie Larocque  
**Ottawa - Private**  
Marie Andree  
**Saint John**  
Mary Ann Muir  
**Sarnia**  
Heather Malott  
**Sault Ste. Marie**  
Viki Nolan  
**St. Catharines**  
Andrea Baynton  
**Quebec City**  
Marcelle Maillee  
**Sudbury**  
Kelly Huzij

**Smiths Falls**  
Dorothy Mercier  
**Thunder Bay**  
Corlett Adamson  
**Timmins**  
Rick Gauthier  
**Toronto**  
Tavy Phan  
**Vancouver**  
Melanie Ramos  
**Windsor**  
Diane Town  
**Winnipeg**  
Lori Krysko  
**White Rock**  
Monica Gruetz

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Sarnia 519-383-6979  
Sault Ste. Marie 705-942-3232  
Smiths Falls 613-283-1400  
St. Catharines 905-688-5214  
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