



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 50 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 nurse/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 health care and pharmaceutical organizations.

www.bayshore.ca



Haiti disaster relief generously supported by Bayshore staff

When a devastating earthquake struck Haiti on January 12, Bayshore Home Health's staff responded with an outpouring of generosity. The company's branches raised \$11,000, which the national office matched. The federal government pledged to match donations before February 12, so every dollar collected was worth \$4 in relief funds.

"The disaster hit everyone hard – we have so much here, and they have absolutely nothing," says Ann Marie McCamley, Area Director of Bayshore's branch in Burnaby, B.C., which raised \$1,115. "People really took it to heart. I think it's the nature of the work we do – we're connected with people every day, delivering care, and we could see that people in Haiti were injured, but didn't even have the basics."

The Smiths Falls, Ont., branch used voicemail to communicate to staff. "We put out messages every few days, and money was coming in – I was getting \$100 cheques from personal support workers and nurses, and people gave us cash with their time slips," says Amy Nadeau, Private Client Service Coordinator. "We have a small staff, but they have very big hearts. We raised \$1,165."

The Cornwall, Ont., branch held a hot dog day. "We charged \$3 for lunch, and many gave more," says Area Director Diane Pedersen. "Staff and clients were thrilled to join us. We're beside the post office, and its staff came.



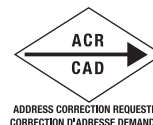
Left to right: Windsor CKUE 95.1 radio station morning hosts Matt Dumouchelle and Craig Venn with Liz Daniel, Windsor Area Director and Stuart Cottrelle, Bayshore President. Standing in background is Tanya Simpson, Windsor Pay/Bill Coordinator.

Everyone was pleased to see Bayshore was proactive in supporting this cause. We raised \$600."

Liz Daniel, Area Director in Windsor, approached Gennaro's, a local café, to help raise money. It agreed to donate a dollar per coffee for one day. "I was a guest barista. We had lots of Bayshore people and customers stop by. Between coffee and cash donations, we raised \$500 that day, and \$1,100 in total."

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2155 Dunwin Drive, Unit 10, Mississauga, Ontario L5L 4M1



Bayshore is all about partnerships, giving and increasing awareness

No, you're not seeing things! Bayshore Home Health now has its own cars on the street, spreading the word in several communities about what we do. They're part of our long-term strategy to increase awareness and visibility, and to encourage people to think of Bayshore first for home care – for themselves and their loved ones.

We're also increasing our exposure by promoting our new myNurse health management service through partnerships with other companies, such as Independent Financial Concepts Group and Motion Specialties. We'll keep you posted about new partnerships in future issues of Bayshore Bridges.

On a more sombre note, all of us have been moved by the plight of earthquake victims in Haiti. I'm humbled by the outpouring of support from Bayshore staff, but certainly not surprised. It's a well-known fact that we have a compassionate and caring team, and providing support – at home or in the form of financial help to those abroad – is second nature.

Stuart Cottrelle
President, Bayshore Home Health

As I see it



Bayshore connects with new channel partner – IFCG

Bayshore Home Health is working with Independent Financial Concepts Group (IFCG) to promote its myNurse health management service through a joint program.



"IFCG clients will get a \$100 rebate after purchasing their first myNurse visit. In addition, we are offering free funding investigations, so IFCG clients can find out if any of their home care needs will be covered by their personal or group insurance policies," says Joe Gagliardi, Business Development Manager at Bayshore. "It's a great partnership. We'll get good exposure, and IFCG can offer extra value to its clients."

IFCG, which has offices in Toronto, Barrie and Concord, Ont., will include flyers about myNurse in clients' insurance packages, and exchange website links with Bayshore. IFCG advisers will also inform clients about the myNurse rebate offer.

Gary Mandel, IFCG's President, says the partnership complements his company's holistic approach to financial planning. "It's a way for us to provide clients a value-added benefit they otherwise wouldn't have known about. This is especially helpful when they have elderly parents to look after."

For more information, please contact jgagliardi@bayshore.ca

myNurse contest winners announced



Left to right: St. Catharines Area Director Jodie Schaefer, contest winner Dylan Sylvester and Barbara Joyner, Manager of Clinical Practice.

Last fall, Bayshore Home Health launched a multimedia campaign across southern Ontario to promote myNurse, its new health management service for seniors and people living with chronic conditions. A series of print, radio and TV ads invited the public to visit the myNurse website (mynursehealthcheck.ca) to learn more about this innovative service, which includes health assessments, monitoring and education.

The site also featured a contest, with a grand prize of a trip for two to the

Atlantis Resort in the Bahamas plus one year of myNurse service (12 monthly visits). The three secondary prizes were one year of myNurse service.

"The promotion definitely raised the profile of the program," says Mike Krunic, Director of Marketing. "MyNurse is a totally new type of service, and the campaign gave us the opportunity to explain how it works and what the benefits are."

The grand-prize winner, Dylan Sylvester, came across the contest while surfing the Internet. Coincidentally, the Brock University dramatic arts student had been thinking of planning a vacation. "I'd been debating booking a trip for when I finished my exams, and the next day Bayshore called me," says Sylvester. "I was really excited!"

The lucky young man booked his Bahamas vacation for early May. He took his mom, and they celebrated Mother's Day and her birthday while at the resort. Sylvester's grandmother will receive the myNurse service.

For more information, please contact mkrunic@bayshore.ca

Haiti disaster relief

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The Windsor branch received local media coverage of its fundraising efforts, including having a local radio station broadcast from an employee's home. In addition, Windsor nurse, Kim Janzen, spent two weeks in Haiti, helping with relief efforts. She posted updates online, giving colleagues insight into the bleak conditions.

For more information, please contact mmamak@bayshore.ca

Hamilton branch wins personal support contract



Sherry Hnatyshyn-Webster

Bayshore Home Health's Hamilton branch will provide personal support services for the Hamilton Niagara Haldimand Brantford Community Care Access Centre

(CCAC) under a new recently awarded contact.

"We're to deliver 26,000 hours annually," says Sherry Hnatyshyn-Webster, the branch's Area Director. "It's very exciting. We now can provide home support and nursing through the CCAC as well as private services. It allows us to grow and make people more aware of Bayshore in Brantford."

The branch has hired several personal support workers, to be supported by a client service coordinator and a manager of clinical practice at its satellite office in Brantford.

Hnatyshyn-Webster credits Josephine O'Riordan, Program Manager; Amy Copeland, Human Resources Coordinator – Home Support; Linda McInnis, Community Relations Manager; Brenda Krantz, Manager of Clinical Practice; and Ashlie Kachmar, Client Service Team Lead – Personal Support, for the smooth ramp-up.

For information, please contact shnatyshyn@bayshore.ca

Bayshore nurse promotes her profession



Zunobia Shafiqe

Zunobia Shafiqe, a Bayshore nurse and Clinical Practice Leader (and formerly a Manager of Clinical Practice for the company in Kelowna, B.C.), was recently featured in a news article about

professional opportunities available to nurses. The Canwest News Service article appeared in the *National Post*, *Calgary Herald* and other major publications, as well as their online publications.

Shafiqe appreciated having the chance to highlight the breadth of roles for nurses,

including personal support, teaching and government work. "People underestimate what nurses do. They don't realize there are so many opportunities and specialties outside of hospitals."

"Zunobia is a great example of how nurses grow throughout their career across multiple roles," says Holly Quinn, Chief Nursing Officer at Bayshore. "Nursing is an undervalued profession, and people don't realize that nurses are involved in every single part of the health care continuum."

For more information, please contact zshafiqe@bayshore.ca

Moncton branch supports Olympic torchbearer



Karen Fullerton

Personal support workers at Bayshore's Moncton branch recently had the pleasure of providing services to Craig Langston, President of the Cerebral Palsy Association of B.C., when he was in town for a boccia competition. Langston is the assistant coach of British Columbia's provincial boccia team. He was also a Paralympic torchbearer in Vancouver.

Personal support workers at Bayshore's Moncton branch recently had the pleasure of providing services to Craig Langston, President of the Cerebral Palsy Association of B.C.,

"We were able to supply three caregivers: Hannah Dupuis, Calleen Kingston and Wayne Feltham. They all had a wonderful experience working with Mr. Langston," says Karen Fullerton, the branch's Area Director. "His determination to overcome obstacles in life is inspiring, and it was an uplifting experience. The caregivers reflected on the positive in their own lives, and they were reminded of the importance of their work with Bayshore."

For more information, please contact kfullerton@bayshore.ca

Mary Ann Muir – 2009 National Nurse of the Year



Left to right: Bayshore President Stuart Cottrelle, Trinda Connors-Furlong, Manager of Clinical Practice, Saint John branch, Mary Ann Muir, National Nurse of the Year for 2009 and Saint John Area Director, Brian Kierstead.

Bayshore warms up for Hike for Hospice

On May 2, Bayshore employees, their families and friends hit the streets for Hike for Hospice, the annual fundraising walk in support of hospice palliative care. The company has been a partner in the walk, which is organized by the Canadian Hospice Palliative Care Association, since 2006.

In 2009, 1,050 Bayshore walkers raised a total of \$135,098 at 23 sites. Organizers hope to beat that in May, with walks at 25 locations. All of the money raised stays within each community.

"It's all about supporting a great cause and letting everyone know you're taking part," says Jennifer Rosart, Manager of Extended Health Programs at Bayshore's National Service Centre and a member of the Hike for Hospice steering committee. "Anybody can come, and there's no registration fee."



Jennifer Rosart

Participants can create an online profile and collect pledges at hikeforhospice.com. Bayshore inspires friendly competition with awards for branches and individuals who raise the most money, plus a community participation cup for the branch with the biggest team.

For more information, please contact jrosart@bayshore.ca



What our clients say

We would like to express our deepest and heartfelt gratitude for the professional care and for the love that we felt during our Mom's illness and in her passing. As we reflect back on all the visits, we know that Hilda had the very best of care.

Nurse Elizabeth was always a source of great comfort for our family. Her knowledge and care was noticed from the very first visit. Her love and compassion for us throughout shall never be forgotten. In a very professional way she kept us informed on Mom's medical issues and delivered kindness and compassion when Dad needed it. We know Mom's life, and all our lives, are better because Elizabeth was in it.

During Mom's lengthy illness and when Elizabeth had time off from her duties Nancy stepped in, in a seamless transition. Nancy

provided the same wonderful care. It was comforting to know that both Elizabeth and Nancy communicated and agreed together on Mom's health care needs.

– *Family of Windsor branch client*

I especially want to thank Christopher, who has been such a reliable caregiver to my husband. It was because of Christopher that I was able to keep Jim home as long as I did. The doctors and nurses [at the hospital] are amazed that my husband was able to remain at home for over 10 years, since he was diagnosed with Parkinsons disease. Christopher became a real friend to my husband and he looked forward to his visits.

– *Wife of Edmonton branch client*

Bayshore unveils new community cars

Bayshore Home Health is rolling out new community cars that have been designed to raise the public's awareness of the company and its services.

The vehicles, 2010 Ford Fusions, are appearing first in the Greater Toronto Area and British Columbia's Lower Mainland, and will be driven by the company's Area Directors.

"We're rolling out cars to give our private services branches in these two markets a higher profile within their communities," says Mike Krunic, Director of Marketing. "The vehicles offer significant promotional value and make Bayshore more visible."

Julie Curitti, Area Director of the Mississauga

Private Service branch, was the recipient of the first vehicle. She says that the car's design spreads awareness to many more people than she could herself.

"Every person is a potential client. The more times we present people with the name Bayshore, the more likely they are to call us when they need help, and recognize our name when they go to the Yellow Pages or Internet to look up a home care company," says Curitti. "The car helps us get the word out. I think it also speaks to the fact that we're proud of our name and the work that we do."

For more information, please contact mkrunic@bayshore.ca



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
Belleville	613-962-7229
Brantford	519-751-9497
Brockville	613-345-3371
Chatham	519-354-2019
Cornwall	613-938-1691
Elliot Lake	705-942-3232
Espanola	705-869-1545
Fergus	519-843-6731
Guelph	519-843-6731
Hamilton	905-521-8411
Kitchener	519-749-8716
London	519-438-6313
Markham	905-944-9451
Mississauga (G)	905-896-0200
Mississauga (P)	905-277-3116
Oakville	905-844-5588
Oshawa	905-433-4002
Ottawa (G)	613-733-4408
Ottawa (P)	613-226-7682
Pembroke	613-732-3269
Richmond Hill	905-896-0200
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
Vaughan	905-707-1532
Windsor	519-973-5411

QUEBEC

Montreal	514-879-5657
Quebec City	1-800-322-9228

WESTERN CANADA

Burnaby	604-739-7454
Calgary	403-229-3929
Edmonton	780-436-8484
Kelowna	250-717-7528
North Vancouver	604-984-8406
Regina	1-866-561-1559
Saskatoon	306-652-3314
Vancouver	604-873-2545
Victoria	250-370-2253
White Rock	604-531-6111
Winnipeg	204-943-7124

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