

Bayshore Bridges

Home Health Care You Can Count On

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Total Client Management Program improves care for seriously ill and injured clients

Bayshore HealthCare's Total Client Management (TCM) Program was introduced last year to help address some of the care delivery challenges faced by health care insurers such as Workers' Compensation Boards and auto insurers. The program arranges and coordinates a variety of health care services for seriously ill and injured individuals with complex care needs.

"Case managers of insurance companies and Workers' Compensation Boards often have large client case loads they must manage and need to quickly respond to their clients' needs," explains Susan Thorne, Bayshore's Director of Business Development. "The TCM Program is beneficial in that it reduces the time they spend in arranging and coordinating services for their clients. As a result, they are able to spend more time building relationships with their clients and better fulfill their overall case management needs."

The TCM Program consolidates and coordinates all care and treatment services under a single nurse service coordinator. This helps to ensure continuity of care, consistent care objectives, effective treatment progression and ongoing communication with clients' case managers. The program also offers insurers a potential cost savings as it can reduce the time they normally spend in sourcing and coordinating service providers.

Bayshore supports the TCM Program through its national network of registered nurses, occupational therapists, physiotherapists and personal/home support workers. These professionals will assess, treat and care for individuals in their home as they progress in their recovery. Bayshore's vast pool of caregivers and nearly four decades of experience give it the ability to deliver a wide care range of services to people of all ages.

"The vast majority of seriously ill and injured people who require rehabilitation services will also need home care – which is Bayshore's specialty," says Susan. "In this sense the program not only helps insurers manage various service providers, but it also gives them direct access to home care professionals who can serve their clients."

All TCM clients are initially assessed by a specially trained Bayshore nurse in terms of their medical history and care needs. This nurse, in conjunction with other members of the client's care team, recommends the level of care required to a Bayshore service coordinator. The service coordinator then seeks approval to begin services from the client's insurer. All treatment and care recommendations, as well as costs, are agreed to up front.



The Total Client Management Team includes Keena Naik (seated) and standing, left to right, Susan Thorne and Mary Plaudis.

A key aspect of the program is that it provides a seamless flow of information to the insurer through a single source – the Bayshore service coordinator. This helps ensure that services are matched to the client's specific needs, that there is no duplication of services and that communication about the client's care is efficient and accurate.

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Overview of Bayshore HealthCare

Bayshore HealthCare has been dedicated to enhancing the quality of life, dignity and independence of Canadians for more than three decades. We are Canadian owned and offer a wide variety of home care and community health services through more than two-dozen offices nationally. Our home care services range from nursing and personal care to home support and companionship. We provide extra value to our clients through free in-home assessments as well as funding investigations that determine the level of private and group insurance coverage for home care. Our other services include temporary staffing, health education clinics, vaccinations, pharmaceutical services and rehabilitation programs.





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"The skill and experience of our service coordinators is key to the process," says Susan. "They are responsible for communicating with the TCM team and insurer on an ongoing basis, initiating treatment and care plans, arranging for services and facilitating changes in service delivery."

Bayshore strives to differentiate itself as a home care provider by taking the time to match each TCM client with caregivers and specialized rehabilitation professionals who best suit their needs. TCM service coordinators at Bayshore's 27 Canadian offices choose staff based on their skills and experience in dealing with a client's specific medical condition as well as traits such as personality and cultural similarity. Often, clients and their family

will meet the care staff prior to the start of service, to ensure these individuals are to their liking. In rare instances when there is not a fit, changes in care staff are made with the decision on choosing new staff made jointly by all parties.

"This attention and commitment to matching the most suitable care staff to the client has been a key factor in the success of the TCM Program," says Susan. "The program has received outstanding feedback and support from clients, their families and insurers.

"Essentially, Bayshore has taken the comprehensive rehabilitation team approach from the hospital setting and transplanted it into the community. The result is a more efficient process and a faster outcome for the client."

Home care information sessions geared to educating the public

Maneuvering through the often confusing and complicated world of home health care can be a new experience for many Canadians, especially if they or a member of their family faces release from a hospital and needs in-home care not covered by government-sponsored programs. For many, knowing where to start to find the answers can be the biggest hurdle to overcome.

That's where Bayshore can help. An informative and simple presentation has been created for Bayshore branches to use in one-on-one or group settings. Called "Home Health Care – Making the Right Choice," the information session answers basic questions about home care, including the services available, how to access them and where to go for payment coverage.

The PowerPoint presentation, which can be tailored by any branch, was developed in response to research conducted by Bayshore showing that many people don't understand how home care works nor how to access the services available to them.

"Research as well as every-day situations in our branches strongly indicate that people need more information about home care as they go through their decision-making process," says Mike Kronic, Bayshore's National Marketing Manager.

"This session not only provides the basic information on accessing home care services, but allows us to make a more consultative and personalized approach to informing the public."

After a session, Bayshore's service staff typically follow up with a "thank you" note and subsequently call to find out if the person needs more help or information. They also try to remain in periodic contact until a decision is made.

"I particularly like to use presentation in small group sessions," says Bayshore's Ottawa Area Director Wendy Alexander. "It's an effective, non-intimidating way of helping people before they are in crisis mode and they need to find out more about home health care."

Elissa Kraus, a Bayshore Area Director in Vancouver, used a variation of the presentation recently to address a delegation of health care professionals visiting her Vancouver office from Japan.

"I discussed home care and how it fits into the Canadian health care system, both in British Columbia and Canada, and how we assist people in navigating the system as well as providing options," says Elissa.

All of Bayshore's branches are now able to offer the "Making the Right Choice" presentation to their communities, in their ongoing effort to keep the public informed about home care options.





Bayshore Briefs

Creating organizational knowledge with business intelligence software

This past March, Bayshore became fully operational with the Cognos Software Business Intelligence (BI) performance monitoring tool. This software gives Bayshore the ability to instantly review key performance indicators (such as client satisfaction) on a daily basis in a single report. In addition, the software allows for "push of the button" trend and analysis reports that allow branch quality teams to gain a better understanding of changes that impact their operations and which process modifications around service delivery will produce the best results. At a national level, the software integrates seamlessly with all of Bayshore's branch databases. This allows for a more comprehensive analysis of performance indicators when setting organizational benchmarks. The software is an important evolution in terms of outcome measurement for home care services and places Bayshore in a strong position with respect to providing responsive health care services.

Recapturing the spirit of human caring in nursing

Bayshore brought internationally recognized nursing theorist Dr. Jean Watson to Burlington in January to discuss her theories about human caring. The highly anticipated event delivered on its promise – to help nurses reconnect with their reason for choosing nursing as a career. Dr. Watson's theories and charged presentation style were warmly received by nearly 400 nurses and nursing students, some who came from as far away as Sudbury.

Dr. Watson is a professor of nursing and former Dean of the University of Colorado School of Nursing. She is also founder of the Center for Human Caring in Colorado and a widely published author and international lecturer. She was accompanied by Dr. Janet Quinn, an associate professor at the University of Colorado School of Nursing. Dr. Quinn's inspiring presentation focused on how nurses are an instrument for healing and caring.

The seminar ended with a panel discussion which included Doctors Watson and Quinn, Adeline Falk-Rafael, President of the Registered Nurses Association of Ontario and Barb Mildon, President of the Community Health Nurses Association of Canada.

Vancouver & Ste. Foy branches win VAC contracts

The Vancouver and Ste. Foy branches have been awarded one-year contracts with Veterans Affairs Canada to provide back-up nursing assessment services to VAC offices in their areas. The contracts have already taken effect and both include additional two-year options.

Contract wins in Hamilton, Brockville and Cornwall

The Hamilton Community Care Access Centre (CCAC) awarded Bayshore's Hamilton branch a contract for the provision of personal care and home support services. The branch was one of five providers awarded three-year contracts, with the possibility for two-year extensions. Bayshore's bid was prepared according to the Government of Ontario's new tendering process and the Hamilton branch was the first to be awarded a contract under the new process.

Additional CCAC wins for Bayshore include two three-year contracts to provide nursing and home support services in the Lanark, Leeds and Grenville Counties of Eastern Ontario. The area is served by Bayshore's Brockville branch, which, as a result of the win, will open a satellite office in the Smiths Falls area.

Bayshore's Cornwall branch received word in late March that it had been awarded a contract to provide nursing services to the Eastern Counties CCAC. This is a five-year contract that includes specialty nursing.

Recent appointments



Caroline Pick Mike Thoms Shelley Wark-Martyn Mike Valkama

Caroline Pick has recently joined Bayshore as National Human Resources Manager. She brings more than 15 years experience in human resources management and has served on the board of directors of a home support agency.

Mike Thoms is the new Area Director for Bayshore's Windsor branch. He joins Bayshore after having held sales and client services management positions in the health care/rehabilitation services sector.

Two new Community Relations Managers have recently joined Bayshore's team. **Shelley Wark-Martyn**, who will work in the Calgary office, brings a wealth of sales training and management experience from the consumer products sector and also served as an Ontario Member of Provincial Parliament.

Mike Valkama, of the Toronto office, has extensive sales and management experience within the health care industry and was most recently a business unit manager for a home care provider.

Bayshore's Community Relations Managers serve as an information liaison to the general public and build relationships with health industry partners.



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