

# Bayshore Bridges

Home Health Care You Can Count On

Summer 2004

Vol. 3, No. 2

## Proposals explain how Bayshore's branches deliver home care across Canada

Before there is service for nursing or personal support, there is a contract, and before there is a contract, there is a proposal and a process. Sounds simple enough, but the actual process of bidding for government contracts involves many more steps and much more work than this simple statement would have you believe.

It begins with a Request for Proposal (RFP) issued by either local, provincial or federal government departments. Essentially, this is an invitation to submit binding proposals for the delivery of care services. The RFP sets a series of actions in motion that involve a team of up to a dozen people from Bayshore's branches – including field nurses and personal support workers – and the National Service Centre. The result can be a document with as few as 10 or as many 200 pages – and that doesn't even include appendices.

Government agencies such as regional health authorities, local home care programs and federal government ministries use the RFP process to solicit proposals, which are rated using a variety of criteria including experience, skills and price. The proposal that best demonstrates that it meets these criteria receives the highest score.

A high scoring proposal doesn't always result in an automatic contract award. Many times, branches are required to host a site visit by the contracting agency to show proof of what was said in the proposal.

Essentially, the purpose of the proposal document is to tell the Bayshore story. It includes evidence of policies and procedures that are in place to ensure the delivery of qualitative nursing and personal support services. Frequently, it offers the opportunity to submit comments from clients and the results from ongoing performance monitoring. A site visit from the contracting agency is often arranged with the branch so agency representatives can personally view the service delivery process and interview the people who schedule, supervise and provide the service.

Bayshore's proposals explain how its 30 branches are able to deliver home care services to tens of thousands of Canadians each year. Two features which stand out are Bayshore's excellent caregivers and its rigorous human resources and client delivery standards, including the company's participation in the ISO 9001 quality assurance program.



The National Proposal Team includes, from left to right: Janet Daghish, Business Writer, Dianne Diniz, Director of Home Care Program Development and Jean Ann Lowry, Business Writer.

While RFP competition is often of a high caliber, Bayshore is able to stand behind its service claims with its ability to be regularly awarded contracts to provide nursing, personal support, homemaking and staffing services to many different organizations. These include many local home care programs across Canada, Provincial Workers' Compensation Boards and Veterans Affairs Canada.

(continued on page 2)

### 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.





## Proposals explain how Bayshore's branches deliver home care across Canada

(continued from page 1)

"Our branch management, national proposal team and implementation teams have been working very hard to respond to over three dozen RFPs this year," says Kevin Webster, Bayshore's Managing Director. "And while each proposal is tailored to the individual branch responding to the proposal, we are fortunate to have other resources at hand to make the process, if not easier, at least standardized."

Bayshore's branches call upon the resources of the proposal development team at the National Service Centre, which includes Dianne Diniz, Director of Home Care Program Development, business writers Jean Ann Lowry and Janet Daghli and a regular stable of professional freelance writers. The proposal team has responded to RFPs issued in virtually all provinces this year, as well as two-dozen RFPs issued by the Ontario's Community Care Access Centres (CCACs), which recently developed a new proposal template for service providers to use.

The proposal team helps the branches to explain how they will address their unique local issues and challenges with respect to service delivery and works with branches to ensure that proposal documents meet the rigorous requirements of the RFPs. Many of Bayshore's branches have been involved in proposal

development this year: Mississauga, Hamilton, Brockville, Cornwall, Ottawa, Timmins, Sudbury, Saint John, Moncton, Edmonton, Montreal, Vancouver and Winnipeg.

In addition to retaining contracts that Bayshore currently has with CCACs in Brockville, Timmins, Cornwall and Hamilton, Bayshore recently won contracts to provide services to the clients of the Chatham-Kent and Sarnia/Lambton Community Care Access Centres. This contract award necessitated opening new branches in Chatham and Sarnia.

When Bayshore is not successful in winning a proposal, the contracting agency holds a de-briefing to explain how its ratings were awarded and the reasons why a specific service provider was chosen. It is an excellent opportunity to delve deeper into organizational strengths and weaknesses as well as gain feedback for improvement.

"We are always looking for ways to improve," says Dianne. "The proposal submission process can sometimes take weeks to finalize so a de-briefing is essential to our learning for future submissions."

While every story has an ending, Bayshore's story telling – through proposal development – is just the beginning of its commitment to deliver quality home care to its clients and build strong relationships with its community partners.

## Added Home Care Program offers extra care to many clients

The prospect of arranging home health care can be a task filled with questions, fear and anxiety. The last thing people want to worry about is where the money is coming from to pay for their services.

Bayshore's Added Home Care Program is a unique service that investigates if an individual is eligible to receive extra care from their group and personal insurance coverage, in addition to the service they may already receive through their government-sponsored local home care program. Knowing how to access this extra coverage, or even knowing where to start, is a daunting task for many people.

When someone calls Bayshore, its national funding investigation team goes to work, relying on Bayshore's established relationships with national insurance carriers and experience in navigating the health care system. The team can generally find out within 24 hours if the caller is eligible for additional care funded by their insurance coverage. In some cases they will even investigate if extra home care funding is available through various community and social organizations.

If an individual's insurance policy covers home care,

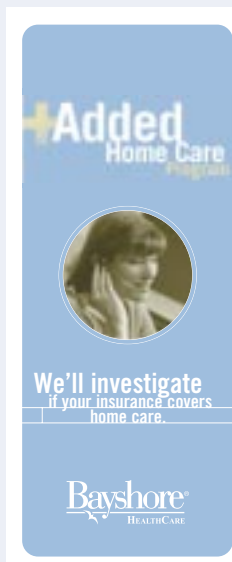
the first step is typically to conduct an in-home assessment of the client's needs. This assessment helps to determine what levels of nursing expertise and care are needed and must be communicated to the insurance carrier before care can be approved.

The Added Home Care Program is offered by all of Bayshore's branches. It has generated interest among many health care professionals who play a role in helping people access home care services, such as social workers, hospital discharge planners and various community health care workers.

"Our goal is to ensure that everyone who calls knows exactly how much insurance-funded care they are eligible to receive or at least more about the options open to them for receiving home health care," says Mary Plaudis, Bayshore's Customer Service Director for Insurance Programs.

"We get a lot of gratification helping people receive as much care as possible," adds Mary.

"If we can simplify what's often a complicated process, and connect people to the services they need, we've done our job."





## Bayshore Briefs

### Chatham and Sarnia: new contract means new branches for Bayshore

The Chatham/Kent and Sarnia-Lambton Community Care Access Centres (CCACs) recently announced that Bayshore was one of three agencies selected to provide in-home nursing services and one of three agencies to provide personal support services to their communities. The four-year contracts began June 28. The two CCACs provide services to more than 12,000 people each year. As a result of the new contracts, Bayshore has opened branches in Chatham and Sarnia. Returning to Bayshore to head up the new branches is Carol Markham, who had served as Area Director of the Windsor branch.

### Timmins branch wins nursing contract

Bayshore's Timmins branch, which services the Cochrane and District Community CCAC, was awarded a three-year contract to continue to provide nursing services in the city of Timmins, Ontario. Bayshore has provided nursing services to the city since 1994. The branch will also operate the Ambulatory Nursing Clinic – a unique joint venture, involving Bayshore's Timmins office, the Cochrane CCAC and the Timmins District Hospital.

### Bayshore pilots orientation program with RNAO

Two Bayshore branches have recently completed the Registered Nurses Association of Ontario's (RNAO) orientation program for nurses in home health care. The program is funded by the Ministry of Health and Long-Term Care as part of its recruitment and retention strategy. Bayshore's staff tested electronic and hard copy formats of the program. Elizabeth Poruczek from the Hamilton branch and Debra Groen and Karen Mammonas from the Windsor branch were involved. They found the program easy to navigate, with a wealth of information that can easily be used by both the novice and seasoned nurse. The program is expected to be rolled out to the general RNAO membership at a future date this year.

### Simcoe County office begins health information pilot project

The Simcoe County branch has recently begun a project with the Simcoe County CCAC, involving the Community Health Information Network (CHIN) software. This tool is designed to improve communications and help reduce the paper flow between the branch and CCAC offices. Other potential benefits include a secure electronic communication, a reduction in entry points for data errors such as address mis-types, improved information flow tracking and reduced courier costs.

CHIN has been in use by the Waterloo Region CCAC since 1998. It was initially designed to provide a secure method to

communicate electronically with all stakeholders in the health care community. Its functionality has gradually been increased and now includes features such as electronic forms for service orders.

### New area director for dialysis clinics

**Nadine Smith**, RN has been appointed Area Director of Bayshore's Dialysis Clinics. Nadine brings to her role extensive experience in both dialysis and home care, primarily in a management capacity. Most recently, she operated her own health care consulting practice, offering services to a number of organizations in both the private and non-profit sectors. Bayshore operates dialysis clinics in Stoney Creek and Brockville, Ontario.



Nadine Smith

### Bayshore achieves another ISO milestone

When Bayshore met the rigorous standards to achieve its ISO 9001 designation in 2002, it was required to hold surveillance audits annually to retain its registration. A number of Bayshore's client delivery processes, including chart audits, human resources processes and training initiatives are reviewed each year with five branches and the National Service Centre. This year the auditor from AQR audited the Halifax, Saint John, Fredericton, Moncton and Montreal branches, and his audit resulted in a continuation of Bayshore's ISO 9001 registration.

### Stuart Cottrelle re-elected to President of home health care association

Bayshore's President Stuart Cottrelle was recently re-elected as president of the Ontario Home Health Care Providers Association. Stuart is also one of the founding members of the organization and is excited to be able to work on behalf of the association to raise awareness of the benefits and advantages of home health care.

### Bayshore and Shoppers Home Health Care form strategic partnership

Shoppers Home Health Care, a provider of home health care equipment, has partnered with Bayshore to offer Canadians a more comprehensive package of home care services. The relationship means that Shoppers Home Health Care will be Bayshore's "preferred provider" for equipment and medical supplies for clients who require these products to assist them with their activities of daily living. Bayshore receives a "retail" presence within Shoppers Home Health Care stores to raise awareness of its brand and services as well as inform the public about home care.



## What Our Clients Say

Dear Louise,

On January 14, my husband Sandy passed away at home. He died with dignity, surrounded by loved ones and holding those who love him dearly in his heart.

Sandy was diagnosed with oesophageal cancer in April and fought a courageous battle. He always lived life to its fullest and faced with this daunting news, Sandy was even more determined to live life to its fullest, right to the very end. We enjoyed every moment of our last 10 months together. We consciously made the decision to choose quality of life over quantity, and achieved this goal with the help of a formidable health care team, caring friends, co-workers and neighbours, and a loving family.

Without the professional and dedicated staff assigned to us from Bayshore HealthCare we would not have realized

any of our wishes. Your staff was there to make Sandy comfortable. They were there to give me time to spend with Sandy. They provided advice and guidance that made our difficult journey more bearable. They were there when Sandy could no longer walk unattended. They were there to listen to me and to offer the support I needed when I realized that I was going to lose the love of my life. They were there to help us sort through some extremely difficult decisions. They were there when we needed them.

And when Sandy died they made sure that we were by his side; that he died in peace, with dignity, holding the hands of those who were dear to him. Without your extremely capable and dedicated staff, I am convinced that Sandy would have spent his last days in hospital. That I would not have been able to provide the care that I wanted to give him at home. That his last

days would not have been as physically or emotionally comfortable. That his caregivers would have found the whole process even more difficult than it was. Without Bayshore HealthCare the journey might have been impossible and the end would certainly have been more painful emotionally. Sandy never suffered and that is because of the wonderful people of Bayshore.

I want to especially thank Carole McKendy, whose smiling face, gentle touch and caring heart guided us both through this difficult journey. Carole was truly an angel by our side.

Thank you for lightening the load of our difficult journey.

**Louise Boudreau**  
Wife of Client  
Fredericton Branch

## Office Directory

### NATIONAL SERVICE CENTRE

Tel: 905-822-8075 Fax: 905-822-8397  
Toll-free 1-800-668-9490  
Email: [info@bayshore.ca](mailto:info@bayshore.ca)  
Website: [www.bayshore.ca](http://www.bayshore.ca)

### EASTERN CANADA

#### Charlottetown

Tel: 902-892-7355 Fax: 902-894-5554

#### Fredericton

Tel: 506-458-9934 Fax: 506-458-9963

#### Halifax

Tel: 902-425-3351 Fax: 902-425-8554

#### Moncton

Tel: 506-857-9992 Fax: 506-859-6179

#### Saint John

Tel: 506-633-9588 Fax: 506-633-1489

### ONTARIO

#### Brockville

Tel: 613-345-3371 Fax: 613-342-0499

#### Chatham NEW BRANCH

Tel: 519-354-2019 Fax: 519-354-8536

#### Cornwall/Hawkesbury

Tel: 613-938-1691 Fax: 613-936-1798

#### Hamilton

Tel: 905-544-8282 Fax: 905-544-5855

#### London

Tel 519-438-6313 Fax: 519-438-6530

#### Mississauga

Tel: 905-896-0200 Fax: 905-896-8353

#### Niagara

Tel: 905-688-5214 Fax: 905-684-3133

#### Ottawa

Tel: 613-733-4408 Fax: 613-733-8189

#### Sarnia NEW BRANCH

Tel: 519-383-6969 Fax: 519-332-4674

#### Sault Ste. Marie

Tel: 705-942-3232 Fax 705-942-7431

#### Simcoe County

Tel: 705-722-8993 Fax: 705-523-5427

#### Smiths Falls NEW BRANCH

Tel: 613-283-1400 Fax: 613-283-6644

#### Sudbury

Tel: 705-523-6668 Fax: 613-523-5427

#### Thunder Bay

Tel: 807-345-5322 Fax: 807-345-0367

#### Timmins

Tel: 705-268-6088 Fax: 705-268-9085

#### Toronto/Durham

Tel: 416-927-7850 Fax: 416-927-9511

#### Windsor

Tel: 519-973-5411 Fax: 519-973-6185

#### York Region

Tel: 905-853-7725 Fax: 905-853-8865

### QUEBEC

#### Montreal

Tel: 514-879-5657 Fax: 514-879-9700

#### Sainte-Foy

Tel: 418-652-9388 Fax: 418-652-7306

### WESTERN CANADA

#### Calgary

Tel: 403-229-3939 Fax: 403-229-4286

#### Edmonton

Tel: 780-436-8484 Fax: 780-437-2515

#### Vancouver – Government Services

Tel: 604-739-7454 Fax: 604-739-7401

#### Vancouver – Private Services

Tel: 604-873-2545 Fax: 604-873-5105

#### Winnipeg

Tel: 204-943-7124 Fax: 204-943-7136

