



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



Bayshore celebrates National Seniors Day across Canada

Announced by the federal government earlier this year, National Seniors Day will be recognized every October 1, the same day as the United Nations' International Day of Older Persons. "Older Canadians have given so much to our families, our communities, our workplaces and our country. October 1 is our opportunity to celebrate those contributions and to show our appreciation," said Minister of State (Seniors) Diane Ablonczy when the date was made official in November.

Bayshore's branches across Canada responded eagerly, embracing the chance to raise awareness of seniors' needs. Through a program called *Bridging the Gap One-on-One*, staff in Calgary, Toronto, Ottawa, Hamilton, Brockville, Oshawa, Barrie, Windsor and Mississauga arranged luncheon meetings with politicians and seniors.

"We're excited about highlighting the needs and challenges of seniors," says Mike Kronic, Director of Marketing. "We plan to keep letting our politicians and the media know how important home care is for older people who want to preserve their independence and continue living at home."

Toronto's Area Director, Robert Lanc, hosted a lunch meeting between The Honourable Peter Fonseca, Ontario's Minister of Labour, and two senior clients, Pauline Kantor and May Beland. They chatted about the benefits of home care.



North York resident Pauline Kantor met with the Honourable Peter Fonseca (left), Minister of Labor, and Robert Lanc, area director for Bayshore Home Health (right), on the first National Seniors Day, a new day to celebrate the contributions of Canada's seniors.

"It was a fantastic day. The minister was very interested in talking to the seniors," says Lanc. "It also allowed us to show our clients what they mean to us."

In Oshawa, Ont., Area Director Diane Moore invited then-Mayor John Gray to lunch with a client and his wife. Reporters from SNAP Oshawa and Oshawa This Week also attended, and Moore is excited about their news articles. "It's important that people know what's available in community care to help them stay at home."

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



Celebrating new ideas

In each issue of *Bayshore Bridges*, we share articles about our programs, services, people and events because we believe it's important to stay connected with our clients, staff and partners in the communities we serve. But did you know that we're also spreading the word through social media? You can become our friend on Facebook (www.facebook.com/BayshoreHomeHealth) and follow us on Twitter (www.twitter.com/bayshore_HH) to get updates between newsletters.

Facebook and Twitter are not just about staying in touch. Using these powerful tools, we can easily pass along timely health tips, provide links to credible health information and organizations, point you to new content on Bayshore's website and keep you informed about important issues. We want to hear from you too – the beauty of social media is that it fosters community and encourages dialogue.

Visit us online today!

Stuart Cottrelle
President, Bayshore Home Health

As I see it



Bayshore announces new myNurse partners

Bayshore Home Health welcomes Dell Pharmacy and The National Benefit Authority as new promotional partners for its *myNurse* health management program.



Dell Pharmacy customers who purchase *myNurse* services receive a \$50 gift card to spend at any of the company's retail stores (there are 17 in Ontario's Hamilton-Niagara Region).



The National Benefit Authority, which is based in Toronto, specializes in arranging and maximizing government and other benefits for people with disabilities. Its clients can save five to 10 per cent on Bayshore's *myNurse* and home care services.

Both partnerships were launched in September. "These companies are a great fit for Bayshore because they serve seniors and people with disabilities who could benefit from our services. It makes sense for us to refer clients to them and vice versa," says Keena Naik, Business Development Manager at Bayshore. "We can all add value for our clients."

For more information, please contact knaik@bayshore.ca

Advanced training for health care aides in Alberta



Edmonton branch's first graduating class of certified Health Care Aides.

Alberta now requires companies with government-funded home care contracts to assess the competency of their health care aides (HCAs). Uncertified staff must be assessed or complete training at an approved college, explains Donalda Farwell, Area Director of Bayshore's Edmonton branch.

Several employees opted to take NorQuest College's course with support from the branch, and the results were superb. "The students did very well," says Farwell. "A college administrator even remarked on their excellent results." To date, 17 HCAs from the branch have graduated.

The certification of Bayshore's HCAs is also a team effort. Eloise Kolach, the Edmonton branch's Human Resources Coordinator, is leading the initiative, and a number of nurses are assisting as tutors. "We are passionate about ensuring that we've got knowledgeable, caring staff, and it shows in the client surveys that say our staff are the best," says Farwell.

Bayshore's Calgary branch HCAs take a course at Robertson College. So far, 62 have earned certificates. "It was wonderful to see the caregivers' pride. The recognition and validation of their skills was

quite rewarding for them," says Tyla Jones, the branch's Area Director. "We had a big party with roses and graduation hats. Family members came – it was quite an event."

The branch is already seeing the benefits of certification, says Jones. "The staff are more skilled and need less supervision. They're taking on more challenging clients, and each employee is working more hours per week."

For more information, please contact dfarwell@bayshore.ca or tjones@bayshore.ca

Brockville branch celebrates the Canada 55+ Games



Brockville Area Director Anita Fitches with Human Resources Coordinator Candi Wingeat.

The city of Brockville, Ont., recently welcomed older athletes from across the country for the Canada 55+ Games. First held in 1996, the Games celebrate spiritual, mental and physical well-being among Canadians 55 years of age and older.

To show support for the Games, staff from Bayshore Home Health's Brockville branch were on site all day, providing an information booth and a wellness clinic with free services such as osteoporosis checks.

For more information, please contact afitches@bayshore.ca

Congratulations to Leadership Award winners



Customer Service Leadership winner Christopher Lewis with Edmonton Area Director Donalda Farwell.

Bayshore's annual Leadership Awards were presented at the company's annual Area Director Conference last September.

"These awards are symbolic and are given to individuals who represent all the leaders in our organization," says Kevin Webster, Bayshore's Managing Director.

Christopher Lewis, a health care aide from Bayshore's Edmonton branch, and Paula Melo, Client Service Manager at the Oakville, Ont., branch, were both honoured with this year's Individual Leadership Award.

"Leadership is occurring at all levels of the organization," says Webster. "People like Chris on the front line make the biggest difference, because they impact client service daily – *every visit, every time.*"

Moncton's Area Director Karen Fullerton won the Individual Leadership Award in the sales category. She has increased business, fostered a positive work culture and built relationships in the community.

The Regina branch won the Branch Community Involvement Award for building relationships with numerous organizations. Such partnerships have increased awareness of Bayshore and led to new business and employees.

For more information, please contact kwebster@bayshore.ca

Barrie branch cheers for young triathlete

Three years ago, Bayshore's Barrie, Ont., branch helped a young athlete who wanted to complete in triathlons and duathlons despite living with the effects of a brain injury sustained in 2006. The branch supported Sean Hill, then 17, by paying the entrance fees for a series of races. His mother, Patricia Hill, is a client service coordinator at the branch.

Today, Bayshore continues to sponsor the courageous athlete, now a second-year student at the University of Calgary. "We want to support our own," says Taro Shako, the branch's Area Director, adding that Hill is a determined young man. "He's been very creative and used our logo in different ways on his racing attire to show gratitude to Bayshore."

For more information, please contact tshako@bayshore.ca

Stuart Cottrelle elected president of OHCA

Stuart Cottrelle, President of Bayshore Home Health, has been elected President of the Ontario Home Care Association (OHCA). He has served on the organization's board for several years, most recently as First Vice-President.

Cottrelle sees his new role as part of a larger strategy to promote the home care industry across Canada. "It's really important that home care takes its place relative to long-term care facilities and hospitals – it's time for a switch. We recognize that society wants more home health

care, and we have to do what we can to make sure governments know that."

Bayshore is also represented on the boards of home care associations in New Brunswick and Alberta. "It's important that we have provincial representation, and we represent the industry and do the best things for caregivers and our clients."

For more information, please contact scottrelle@bayshore.ca

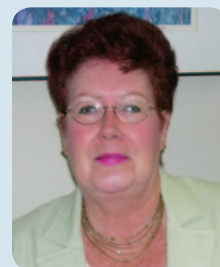
Bayshore opens three new satellite offices

Bayshore has expanded its network with satellite offices in Woodstock, N.B., Drummondville, Que., and North Bay, Ont. "We're very excited about expanding to outlying areas," says Sue Robinson, a Director of Regional Development for the company, who oversees the Woodstock and North Bay offices.

The satellite offices are helping to meet the need for health services. "The Woodstock satellite has been really well received," says Louise Billings, Area Director of the Fredericton branch, who manages the office. "People are excited to have a new agency in town, and we're excited about being there."

For more information, please contact mkrunic@bayshore.ca

In Memoriam: Liz Davey



Liz Davey

Bayshore is saddened by the death of Liz Davey, former Director of Human Resources at the company's National Service Centre, who

passed away in October after battling cancer. Liz joined the company in 2006.

"Liz will be greatly missed in the organization," says Kevin Webster, Managing Director. "She had an exceptional spirit and style that she brought to all interactions with employees across the organization, and she'll be remembered for her important leadership in human resources as the organization evolved over the past few years. Her leadership helped mold the organization."

National Senior's Day *(continued from page 1)*

Tyla Jones, Area Director of Bayshore's Calgary branch, invited Kyle Faucet, MLA of Calgary-North Hill, and a senior client for breakfast at a café. "They had a good discussion about seniors' services in Calgary and funding for aids to daily living. I think it helped him to highlight the needs of seniors living in their homes and the assistance they need to live independently."

The branches are already looking forward to

National Seniors Day in 2011. "Any time you have a chance to talk to someone who has legislative power, that's a good thing," says Lanc. "You can tell them about real-life scenarios and difficulties in the system. The more they know about what the public is looking for, the better they can vote."

For more information, please contact mkrunic@bayshore.ca

Bayshore celebrates Caregiver Week across Canada



Left to right: Edmonton Manager of Clinical Practice Diane Farquhar, with the branch Caregiver of the Year Vanessa Thurston and Client Service Coordinator Rebecca Smith.

Bayshore Home Health's Caregiver Week is an opportunity to recognize those who provide personal care, homemaking and companionship to clients in their homes. Many Bayshore branches hold open houses, dinners and celebrations during Caregiver Week to pay tribute to the company's more than 4,500 personal support workers. Branches are also encouraged to nominate someone as their Caregiver of the

Year, with each nominee receiving \$200.

Caregiver Week offers a glimpse of the tradition of excellence that has become Bayshore's trademark. In serving a substantial portion of the company's 70,000-plus clients, Bayshore's personal and home support staff demonstrate perseverance, dedication and a compassion on numerous occasions – as is evident in the nominations sent by branches.

From Kelowna: "Lorna Muenz is our go-to person. Whenever we have those difficult shifts to fill and can't find anyone to take them on, Lorna will drop everything and come to our rescue."

The nomination for Arlene Savage, of the Fredericton branch, elicited this testimonial: "We have not ever had a client who did not love her and ask for her back. Arlene is always to work on time, she goes to work rain, snow or sleet, as she knows her clients depend on her to be there."

For more information, please contact mmamak@bayshore.ca

2010 Winners

Caregiver of the Year

Barrie Doug Day
Belleville Anna Romanidis
Brockville Charmaine Lafave
Burnaby Ophelia Paronable
Calgary Geleann Carrera
Charlottetown Sonia Lidstone
Chatham Nicole Griffin
Cornwall Melissa Kearns
Edmonton Vanessa Thurston
Fredericton Arlene Savage
Halifax Angela Crook
Halifax-Staffing
 Mohammed Khairy
Kelowna Lorna Muenz

Kitchener Brittaney Attwood
London Susan McCorkell
Mississauga-Private
 Lyndsay Mills
Mississauga-Gov't
 Madeline Afrifa
Moncton Dorothy Ryan
Montreal Diane Romao
North Vancouver
 Stephanie Mann
Oakville Stella Koza
Ottawa Shawn Zanzow
Ottawa-Private Soheil Ebadi
Oshawa Margaret Legree
Quebec City Olivete Gagnon

Regina Sheree Gamelin
Saint John Marie Wells
Sarnia Fay Whitlock
Saskatoon Coralee Grilz
Smiths Falls Carol Mahoney
St. Catharines Rosemary Costen
Sudbury Phyliss Swain
Thunder Bay Mary Harkof
Timmins Patricia Crawford
Toronto Eslyn Mitchell
Vancouver Sylvia Londres Adan
Windsor Penny Nolan
White Rock Laura McPhail
Winnipeg Valerie Nault

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NATIONAL SERVICE CENTRE
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 Quebec City 1-800-322-9228

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