

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 35 home care offices and 20 community 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.

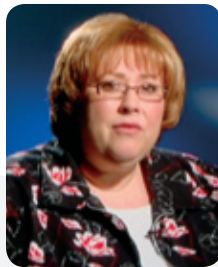
We also offer specialty services that include temporary staffing of health care professionals, pharmaceutical products support services, health education programs, intravenous infusion clinics and dialysis centres.

www.bayshore.ca



Employee video says it all: the Bayshore *Difference* comes from its people

Bayshore Home Health has created a video to promote the company as an employer of choice to job seekers. The video "stars" four employees, from four different parts of Canada, and Bayshore President Stuart Cottrelle.



Lucy Lamothe

Lucy Lamothe, Manager of Clinical Practice in Espanola, Ont., Taylor Jordan, client service coordinator in Edmonton, Karen Smith, a personal support worker in Halifax and Jenny Chung, a community health worker from

Vancouver, were all flown to Toronto and treated to a weekend in the city before shooting the video.

"It was really exciting," says Taylor. "I had never been to Toronto before, and Bayshore treated us so well. It was way beyond what I imagined. Also, the video crew made us feel so at ease. They were very professional and kind."

The video was created to communicate to job seekers that Bayshore is a great organization to work for and that, ultimately, it's the company's people who make it that way. It is available on the company's website and also being shown to new staff in orientation sessions.

"The Difference video shows the heart and soul of our company," says Liz Davy, Bayshore's

Director of Human Resources. "It is truly who we are and what we believe in. I remember the first time that I saw it, feeling an immense sense of pride in our wonderful caregivers and the meaningful work they do every day for our clients."

Davy adds that she sees this video as a very valuable tool for recruitment purposes: "How better to show a potential employee who we are and what we believe in. I can't think of a better recruitment and retention tool."

The new video emphasizes the key values – compassion, respect, reliability, patience, professionalism, ethics and continuous learning – that comprise the Bayshore *Difference*.



Taylor Jordan

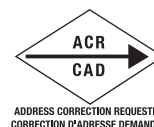
"With this video, we want to show that we listen to our people, respect their individuality and decision-making skills, and give them the autonomy and creativity to do their job," says

Mike Kronic, Bayshore's Director of Marketing.

"Job seekers can hear it directly from the people who work here. We have a good story to tell."

Taylor couldn't agree more. "One of the reasons I was so excited to be part of this video is that

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A career in health care makes a difference

You may be surprised to learn that three of the four key objectives for Bayshore Home Health in 2008 are concerned with employee recruitment and retention. This clearly shows our commitment to our employees, and our concern for their personal well-being and career success. We have worked hard to create a culture that's based on mutual respect, continuous learning and improvement, and valuing our employees' individuality and contributions.

But it also reveals something else. The market for competent, skilled health care professionals is very competitive – and will only increase as time goes on. The health care sector is growing, and so are the career opportunities. If you know someone – such as a loved one or child – who is considering embarking on a first (or second or third!) career, I encourage you to suggest health care.

Not only will they be rewarded with gainful employment, they will be rewarded with career satisfaction. Health care is a people business, and there is nothing more satisfying than working with people, especially when you have the knowledge, skills and compassion to improve their quality of life and really make a *difference*.

We created the Bayshore *Difference* – our culture of respect – so that our employees could make a difference in the lives of their clients. Please consider joining us in this good work.

Stuart Cottrelle
President, Bayshore Home Health

As I see it



Bayshore requalifies for a 50 Best Managed Companies award

Last year, Bayshore Home Health was extremely proud to announce it won a 50 Best Managed Companies in Canada award. This year, the company is pleased to announce it has been named a Requalified Member. Requalified Members retain the Best Managed designation for two additional years, subject to an annual operational and financial review.

“This award means so much to us because it’s a reconfirmation of our philosophy, which is based on the idea that everyone wants a chance to succeed. If you give people the chance to do more, 98% of the time, they will,” says Bayshore’s president Stuart Cottrelle.

“This is an easy business to do, and a hard business to do well,” Stuart explains. We are successful not only because of the work our caregivers do on a daily basis, but also because of the diversity and depth of our leadership. It’s the great leadership and management we have at every level of our organization that makes a difference to every client we serve.”

Established in 1993, Canada’s 50 Best Managed Companies is the country’s leading awards program, recognizing excellence in Canadian owned and managed companies. The program’s sponsors are Deloitte, CIBC Commercial Banking, National Post and Queen’s School of Business.

For more information, please contact scottrelle@bayshore.ca

Kitchener food bank benefits from charity donation draw



From left to right: Bob Collins, Bayshore Director of Regional Development; Wendy Campbell, Executive Director, Kitchener Food Bank; Marie Graham, Bayshore Kitchener Area Director; Jill Mercier, Alzheimer Society of Kitchener-Waterloo and her daughter Madison.

Bayshore Home Health held a food bank donation draw before the Christmas holidays to help benefit some of the many Canadians who depend on food banks to meet their nutritional needs. Staff from Bayshore branches across the country handed out draw cards to referral sources in their communities, who were then

invited to enter their names in the draw through an online draw form. The prize was a \$5,000 donation to the food bank located in the winner’s community.

Bayshore’s Ottawa branch led the way with the highest number of entries, but the draw winner was Jill Mercier of the

Alzheimer Society of Kitchener-Waterloo, Ontario. “We were quite excited that our community won,” says Marie Graham, Bayshore’s Area Director for Kitchener, Ont. “It’s great that Bayshore gives back to the community, and the choice of charity was excellent, especially at Christmas time.”

In a pre-holiday ceremony, Marie and Jill visited the Kitchener Foodbank of Waterloo Region to present the \$5,000 cheque. Jill says she was thrilled to win, and found the experience heart-warming. “I was struck by the extent of the need, when I saw how much food was there. It was a good feeling to be part of doing something that benefits the community,” she says.

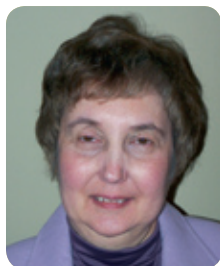
For more information, please contact mgraham@bayshore.ca

Ottawa branch awarded two new contracts

Bayshore Home Health's Ottawa branch was awarded two full-time, attendant care contracts with the Department of Justice. One contract runs to September 2008, with the possibility of extension, while the other runs until March 2010.

For more information, please contact walexander@bayshore.ca

Two new branches open in British Columbia



Pamela Crawford

are both popular retirement destinations," says Mike Krunic, Bayshore's Director of Marketing. "Seniors tend to move to temperate climates."



Sharon Hughes-Geekie

Pamela Crawford was named Area Director for the new Victoria branch. She comes to Bayshore with a background in nursing and medical office management. Sharon Hughes-Geekie is the Area Director for the Kelowna branch. Sharon has a management background and most recently worked in a management role for the Central Okanagan Economic Development Commission.

For more information, please contact mkrunic@bayshore.ca

Bayshore's Chatham branch supports "Canadian Hero for Health"

Bayshore's Chatham, Ont. branch is an ongoing supporter and sponsor of an innovative local organization called the Myles Miracle Mission Cancer Assist Wellness Centre (MMM). A volunteer-based organization committed to helping patients through their cancer journey, the MMM was founded by Susan McLellan in

honour of her son Myles, who lost his life to cancer when he was just 13 years old. Susan was recently nominated as Reader Digest's Canadian Hero for Health.

Bayshore first became involved with the McLellan's about four years ago, when the company received a referral to provide care for Myles. Last year, Bayshore's Chatham branch raised more than \$4,000 for the wellness centre, which hopes to open a hospice in the near future, by holding a live auction and fashion show gala. Carol Markham, Bayshore's Chatham Area Director, was asked to sit on the centre's board of directors. "I was thrilled to be asked," says Carol. "I feel honoured to be part of this vision of providing the people of Chatham-Kent with cancer support and information, and to help people's quality of life during their cancer journey."

For more information, please contact cmarkham@bayshore.ca

The snow heroes of Fredericton

In spite of the severe snowstorms Fredericton, N.B., has received this winter, the city's Bayshore branch has courageously continued to meet the company's high service standards. "It's been crazy," says Louise Billings, the branch's Area Director, of both the winter weather and the chaos of trying to ensure that clients' needs are met.

According to Louise, the snow-beleaguered city was hit with "two major and two semi-majors snowstorms" between December and January. Nevertheless, Bayshore's intrepid employees overcame



Michael Deadman has been appointed as Bayshore Home Health's new Chief Financial Officer (CFO). He comes to Bayshore with

20 years of experience in finance and operations. Among other positions, he was CFO with CB Richard Ellis, a commercial real estate brokerage, and Director of Business Development, Marketing and Real Estate for the Ontario Lab Division of MDS Inc.

the obstacles of buried cars and unplowed streets to get to their clients. "The caregivers were amazing, as were our coordinators, who began calling clients the night before," she says.

"One of our caregivers got up at 4 a.m. to begin shoveling out her car," Louise proudly recounts. "She lives outside the city and followed a truck's tracks into town. Then she had to park almost three blocks away and walk through deep snow to the client's house – and she made it on time!"

Louise also tells of the caregiver who walked about four kilometers through the snow to her client's house and arrived only 10 minutes late, at just after 8 a.m. Another caregiver stayed at the client's house for 22 hours, waiting for someone to arrive to replace her.

For more information, please contact lbillings@bayshore.ca

Video *(continued from page 1)*

I truly believe Bayshore is a wonderful company to work for," she says. "I feel I am working for our clients, and with other Bayshore employees on a dedicated team. Many places talk about working as part of a team, but Bayshore really means it and does it."

Given today's competitive marketplace for nurses and caregivers, the video is a means for Bayshore to more effectively communicate its culture, values and strengths to job seekers.

"It puts a face on our company and gives people an idea of how we work together

for the benefit of our clients," Mike says. "It shows that our people are treated with respect, and that their individual contributions are valued. This is what sets us apart. This is the reason people who come to work for Bayshore stay. Our unique strength lies in the way we treat people."

To see the video, go to www.bayshore.ca and click on the "Learn about the Bayshore Difference" graphic.

For more information, please contact mkrunic@bayshore.ca

Employee Spotlight

Bernadette Seguin – The Spirit of Christmas is alive and well in Cornwall



Bernadette Seguin, a registered practical nurse at Bayshore Home Health's Cornwall, Ont. branch, can't understand why everyone is making such a fuss. Last year, she saw that some of her clients were unable to take part in the joyous festivities of Christmas because they either didn't have the means or the presence of loving family members.

This past Christmas, in response, Bernadette and her family appealed for donations and gathered the materials together to make 293 Christmas stockings and 12 boxes of gifts and supplies for her community. The stockings were picked up and distributed by Bayshore's caregivers and distributed to clients who could benefit from some Christmas cheer. The gifts went to both a local women's shelter and a senior's residence.

Bernadette, her husband and three children put in a lot of time and effort to make the Christmas stockings and boxes. But in spite of all this, she is humble: "Why should I be praised for something I enjoy doing?"

Bernadette explains that the project "was a time for our family to get together, do good and have fun." She also insists she couldn't have done it without the help of the Cornwall branch's staff.

Bernadette was born and raised in the Cornwall area. Her first job after graduation in 1994 was at Ottawa General Hospital, and she later moved to the Children's Hospital of Eastern Ontario (CHEO) in Ottawa.

Bernadette loves her job at Bayshore because she can take the time needed to make her patients comfortable and because "patients open up more and you get to know who they are." She is appreciative of the financial support she received from the company for the Christmas project.

"I am so thankful for Bayshore's support," she says. "The Christmas stockings brought joy to people's hearts and made them feel their nurses really care about them."

Bayshore is also thankful for Bernadette's passion for her work and enthusiasm for helping others. "Bernadette makes us look good," says Diane Pedersen, Area Director for the Cornwall branch. "She puts our motto – *Better care for a better life* – into practice."

Bayshore Service Club

5 Years

Jeff Bergen *Burnaby*
 Melanie Bialy *Hamilton*
 Linda Bortolotto *Sudbury*
 Jeanine Bolger *Sudbury*
 Kelly Bragues *Hamilton*
 Stephanie Buchanan *Mississauga*
 Anita Bugno *Mississauga*
 Sarah Carby *Hamilton*
 Lorraine Clark *Hamilton*
 Sylvie Danis *Ottawa*
 Rena Distefano *Mississauga*
 Denise Gauthier *Hamilton*
 Muran Hanson *Mississauga*
 Naazra Khan *Kelowna*
 Janice Klutt *Mississauga*

Lynda Kolkman *Hamilton*
 Pat Martin *Hamilton*
 Raymonde Morin *Hamilton*
 Margaret Nash *Fredericton*
 Trish Paolucci *Mississauga*
 Miriam Perks *Hamilton*
 Beletu Redda *Mississauga*
 Nadine Sawyers *Mississauga*
 Nonita Singh *Hamilton*
 Teresa Tan-Arriola *Hamilton*
 Pat Thompson *Moncton*
 Alla Tovberg *Mississauga*
 Greg Wilson *Mississauga*

10 Years

Laura Bates *Mississauga*
 Aldona Cywinski *Mississauga*

Dianne Garde *Mississauga*
 Man Yan Lun *Mississauga*
 Eva McNeill-Gorschitz *Mississauga*
 Anita Tan *Edmonton*
 Corrine Wallace *Edmonton*
 Gloria Panit *Mississauga*
 Suzanne Provencher *Quebec City*
 Bonne Sutherland *Mississauga*
 Irena Szabla *Mississauga*

15 Years

Pat Kembry *Edmonton*

20 Years

Margaret Lombardo *Hamilton*
 Elizabeth Preston *Mississauga*

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