



AN INTRODUCTION TO

# The **BAYADA**® Way

Our clients come first.

THE PHILOSOPHY  
OF BAYADA NURSES

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INTRODUCING  
The **BAYADA** Way  
Our clients come first.



**A letter from Mark Baiada**

As Bayada Nurses approached its 30th Anniversary, I realized that our company needed a clearer expression of what is most important about the work we do and the way we should work, in spirit and in action. I felt that our values, when more clearly expressed, would provide us with a powerful shared understanding and commitment to guide our daily work. Since 1975, we have helped people at home and succeeded by following important, but unspoken, principles. I felt it was time to gather them together so that we as a group could be clearer about what we stood for in our work.

I searched for a way to find and express what is most important. I read about how other successful organizations addressed this need. I spoke with many people within and outside our company, and I thought about the matter a great deal. Then I met Dr. Al Freedman because we care for his son, Jack. I read his article, “Welcome to Our Home” published in [Caring Magazine](#), attended a workshop he led, and realized how close he was to the deepest feelings surrounding our work. I asked Dr. Freedman to work with me to find the answers to some important questions:

- What does Bayada Nurses stand for?
- What does the company believe in?
- What are our values?
- What are the special ingredients that make Bayada Nurses a unique organization?

In answering these questions, we have defined *The Bayada Way*.

*The Bayada Way* expresses what is most critical to our work as home health care professionals. *The Bayada Way* is Bayada Nurses’ philosophy: a set of guideposts and beliefs articulated by the current generation of Bayada Nurses, to be passed down to colleagues who carry on this important work in the future. Our goal is for *The Bayada Way* to become a lasting legacy, rooted in the highest ideals and standards for the profession of home care.

*The Bayada Way* is the light that shines within each one of us—a spirit that connects us to each other, a spirit bigger than ourselves. This spirit brings meaning to our lives and to our work, and brings us together for the higher purpose of providing support and care to people in need.

I believe that at the heart of Bayada Nurses are professionals who are compassionate, excellent, reliable, motivated, honest, and happy in their work. At the heart of our organization are professionals who put their clients’ needs first. At the heart of our work are people who take the time to listen, make connections and develop relationships with clients and colleagues. And, perhaps most importantly, at the heart of Bayada Nurses are people who show love.

Thank you for joining me in celebrating *The Bayada Way*.

A handwritten signature in cursive script that reads "J. Mark Baiada".

J. Mark Baiada  
President and Founder



# The BAYADA<sup>®</sup> Way

Our clients come first.

## OUR MISSION

Bayada Nurses has a special purpose—to help people have a safe home life with comfort, independence, and dignity. Bayada Nurses provides skilled, rehabilitative, therapeutic, and personal home health care services to children, adults, and seniors nationwide. We care for our clients 24 hours a day, seven days a week.







Families coping with significant illness or disability need help and support while caring for a family member. Our goal at Bayada Nurses is to provide the highest quality home health care services available. We believe our clients and their families deserve home health care delivered with **compassion, excellence, and reliability**, our Bayada Nurses' core values.

## OUR VISION

With a strong commitment from each of us, Bayada Nurses will make it possible for millions of people worldwide to experience a better quality of life in the comfort of their own homes. We want to build and maintain a lasting legacy as the world's most compassionate and trusted team of home health care professionals.

*We will accomplish our mission and achieve our vision by following our core beliefs and values.*

## OUR BELIEFS

-  We believe our clients come first.
-  We believe our employees are Bayada Nurses' greatest asset.
-  We believe that building relationships and working together are critical to our success as a community of compassionate caregivers.
-  We believe we must demonstrate honesty and integrity at all times.
-  We believe in providing community service where we live and work.
-  We believe it is our responsibility to maintain the organization's strong financial foundation and to support its growth.

## OUR VALUES

*Our work is guided by our fundamental values.*

### **Compassion**

*Key Result:* Our clients and their families feel cared for and supported.

*Key Actions:*

- Work with a spirit of universal faith, hope, and love.
- Demonstrate exceptional care and kindness to others. Be led by our hearts.
- Be respectful. Treat others the way they wish to be treated.
- Listen closely, show empathy, and respond to the needs of others.
- Be friendly. Let our smiles be seen and felt.

### **Excellence**

*Key Result:* We provide home health care services to our clients with the highest professional, ethical, and safety standards.

*Key Actions:*

- Consistently demonstrate the highest level of skill, competence, and sound judgment in our work.
- Demonstrate honesty, commitment, and loyalty to our clients and their families, to fellow employees, and to our organization.
- Strive to provide the very best service to our clients. Set specific goals and work hard and efficiently to achieve them.
- Continuously improve our work through evaluation, education, and training.
- Recognize and reward those who set and maintain the highest standards of excellence.

### **Reliability**

*Key Result:* Our clients and their families can rely on us and are able to live their lives to the fullest, with a sense of well-being, dignity, and trust.

*Key Actions:*

- Keep our commitments as promised.
- Consistently deliver expected services.
- Fulfill our clients' needs promptly and thoroughly.
- Be creative, flexible, and determined — get the job done for our clients.
- Communicate clearly and consistently with clients and fellow employees.

