



Contact: Jim Armstrong
Communications Coordinator
856-914-0700, ext.103
jarmstrong@bayada.com

FOR IMMEDIATE RELEASE

Bayada Nurses' CEO's Entrepreneurial Spirit Going Strong after 30 Years

March 31, 2006 – Moorestown, NJ – Mark Baiada, president, founder and CEO of Bayada Nurses, will wrap up a 128-office tour on Friday, April 14th at 11:00 am at the headquarters office in Moorestown. The tour began last September as a way to personally share with every employee *The Bayada Way*—the mission, vision, values and beliefs developed for the company over the past three years. The headquarters office is located at 290 Chester Avenue in Moorestown.

“This is important, so I’m traveling to every office and meeting everyone in person”, explained Baiada. “As we approached our 30th Anniversary, I decided I wanted to leave a legacy with a clearly-defined mission and vision for the future. Identifying and articulating our company’s core values is critical, because it represents what our organization stands for and believes in.”

With the help of psychologist Dr. Albert Freedman, Baiada involved employees, clients and their families in the process. Dr. Freedman, who is also the parent of a Bayada Nurses client, coordinated a research program that included focus groups, overnight retreats, office visits and a written survey sent to over 16,000 individuals associated with Bayada Nurses. To share the results, Baiada is driving himself around the country in the Bayada Bus, a specially-wrapped 38-foot RV, and is sleeping in parking lots that will accommodate the size of the bus.

“Aside from the message itself, what keeps me going is the people”, said Baiada. “I love meeting every employee and hearing their stories. On each visit, the office staff shares personal examples of how they live *The Bayada Way*. It’s genuine. It’s moving. It’s inspirational.”

The offices love meeting Baiada as well. On each visit, the employees go out of their way to make his visit special. Some examples from recent visits include a Mummers string band, a dove-release ceremony, a cheerleading squad, a bagpiper, a movie production, Swoop (the Eagles’ mascot), and a salsa dancing lesson from a Spanish-speaking Bayada office.

Founded in 1975, Bayada Nurses is an independently-owned home health care agency that provides skilled, rehabilitative, therapeutic and personal care services to children, adults and seniors at home. Bayada Nurses employs over 12,000 nurses, home health aides, and therapists working from more than 120 offices in 15 states.

For more information about Bayada Nurses, call 1-888-4-BAYADA, or visit our website at www.bayada.com.

###

BAYADA NURSES Communications Office • 341 New Albany Road • Suite 120
Moorestown, NJ 08057 • 856-914-0700 • FAX 856-914-9933 • www.bayada.com