

THE CCOR NEWSLETTER

Companion Care of Rochester

March & April 2021

2020: We made it to the end! I can't think of anyone who didn't have a difficult year in 2020. Despite the challenges we faced, our revenues stayed strong. We continued to grow, we continued to add cases, and I can't wait to see when we surpass what we were doing last year.

Q4:

AlayaCare: Our transition to the new software has had its challenges, but in the long term, AlayaCare will be a great partner. I've had good conversations with their leadership team, and we've gotten terrific support from them. As we continue, it's going to get better.

5-5-5 Meetings: We've implemented internal 5-5-5 Meetings, and we're starting to see excellent results. These in-depth conversations between you and your manager are where you can work together to make this the best possible place for you.

Issues: Last quarter we tackled 162 issues in our leadership Level 10 meetings. These included training challenges, personal protective equipment, contracts, AlayaCare, team building, reporting systems, and more.

Now:

CDPAP: I'd like to share a little bit of a letter I received from the Department of Health. It made a tremendous impact on me, and hopefully, it will have a similar impact on you. "I am pleased to inform you that Companion Care of Rochester, Inc. has been selected as a lead fiscal intermediary...Companion Care of Rochester, Inc. has been awarded to serve CDPAP consumers." Out of 390 applicants, we were one of only 68 who were approved. To everybody who helped to get that done, I truly appreciate the effort. It's an amazing accomplishment.



2021: POSITIVE GROWTH AHEAD

BY CHRIS
GAUVIN,
CEO

1000 Employees: It was a goal of mine to achieve 1000 employees by the end of 2020, and we made it happen.

Training: Recently, our education department applied for approval for remote training so we can more easily train people who live in outlying areas. We hope to hear back soon on that application.

What's Next?

COVID-19: Things are starting to look better. I can't tell you what's ahead, but I can tell you that we got through it in 2020, and we're going to get through it in 2021. We're going to keep doing as much as we can to keep people safe and at the same time make the workplace good for everyone.

Rebranding: We are in the process of reviewing and refreshing our brand. The company has changed since my father founded it. We are different now than when we first started, and our rebranding process is going to help us express that more accurately.

Expansion: We want to continue to expand every aspect of our company, including private pay home care services, Health Homes, and especially (now that we are one of the few regional Fiscal Intermediaries) CDPAP. We need to grow, and that's an exciting problem to have!

Looking ahead

I think 2021 is going to be the best year that we've ever had. It's going to be challenging, and we're all going to have to work together. But I think that once we get through it, we're all going to look back and say, "Wow, that was an incredible year."



CCOR OFFICE BULLETINS

Welcome to CCOR!

Sarah Catherine Sargeant, Health Homes Care Manager

Congratulations CDPAP!

Congratulations on being awarded a Lead Fiscal Intermediary spot!

Holiday Closures

CCOR Offices will be closed:

Friday, April 2 for Good Friday.



Staff Appreciation Event!

We have "Warm Winter Wishes" for you! Pick up a winter safety bag from your local CCOR office on March 4 & 5, 9 a.m. to 4 p.m. Stay safe. Stay warm. Stay healthy.

Walk Like a Penguin!

Winter weather is still a danger! To avoid slips and falls, use your kitty litter and walk like a penguin!

Donate for Denim

Karma...It's Better Than Denim. Every Thursday, internal employees who have donated \$10 to our monthly charity can wear denim to work. But here's an even better reason to give: karma. Do good to others, and good will come back to you. Open up your wallet today, and eventually, \$10 of charitable goodness will find its way back again. Donating to our monthly charity is a win-win!

Donate for Denim Recap:

In January, we helped the community of North Clinton Avenue get access to clothing, healthcare, housing, employment, and advocacy by raising **\$175** for **The Father Laurence Tracy Advocacy Center**.

In February, we helped create life-changing partnerships by raising **\$160** for **Guiding Eyes for the Blind**, a nonprofit organization that provides guide dogs to people with vision loss.

What's YOUR favorite charity?

Know of a charitable organization that resonates with the CCOR mission? We want to know about it! Email your suggestions to Brooke: bfindlay@ccorhome.com.

Denim Down the Line:

In March, in honor of Brain Injury Awareness month, we'll be raising money for **The Brain Injury Association of NYS**, an organization that promotes awareness and provides advocacy for people with Traumatic Brain Injuries (TBIs). Because so many of our clients suffer from TBIs, this is an important cause to CCOR. Additionally, on March 26, we will be wearing blue to show our support of brain injury awareness.

In April, we'll be donating to **Community Missions of Niagara Frontier, Inc.**, an organization dedicated to helping the people of Niagara County. Their mission is to provide integrated human services that meet people where they are and help them find and elevate their place in the world.

FOURTH QUARTER

CORE VALUE CHAMPIONS

- 1 **EXTENDING THE FAMILY**
KELLY QUARANTO 
- 2 **GET IT DONE**
JENNIFER GOTTSCHALL 
- 3 **LEAD WITH HEART**
MARISA MONTANTE 
- 4 **SOLVE THE PROBLEM**
CHRIS GAUVIN 
- 5 **LITTLE FUNNIES :)**
ZAK WALLACE 

2020

MAKING THE MOMENT A W A R D

JENNIFER GOTTSCHALL



Close to
H  **ME**

Close to our
HEART

2021

BREAST CANCER
Coalition of Rochester **PINK RIBBON WALK & RUN**

Breast cancer has not only touched many at CCOR, it's the reason we exist in the first place. Muriel Gauvin's brave struggle with breast cancer inspired her brother Al to establish "a better way" of caring for people. BCCR's Pink Ribbon Walk & Run is one of the ways we honor her memory and all the good that she has inspired.

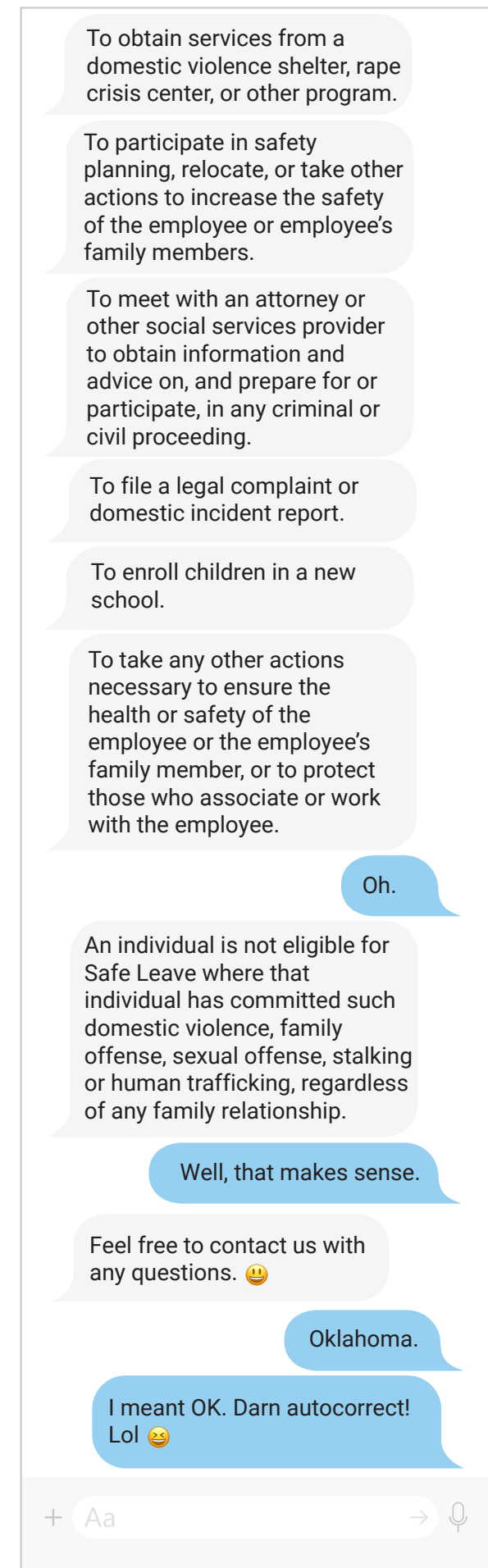
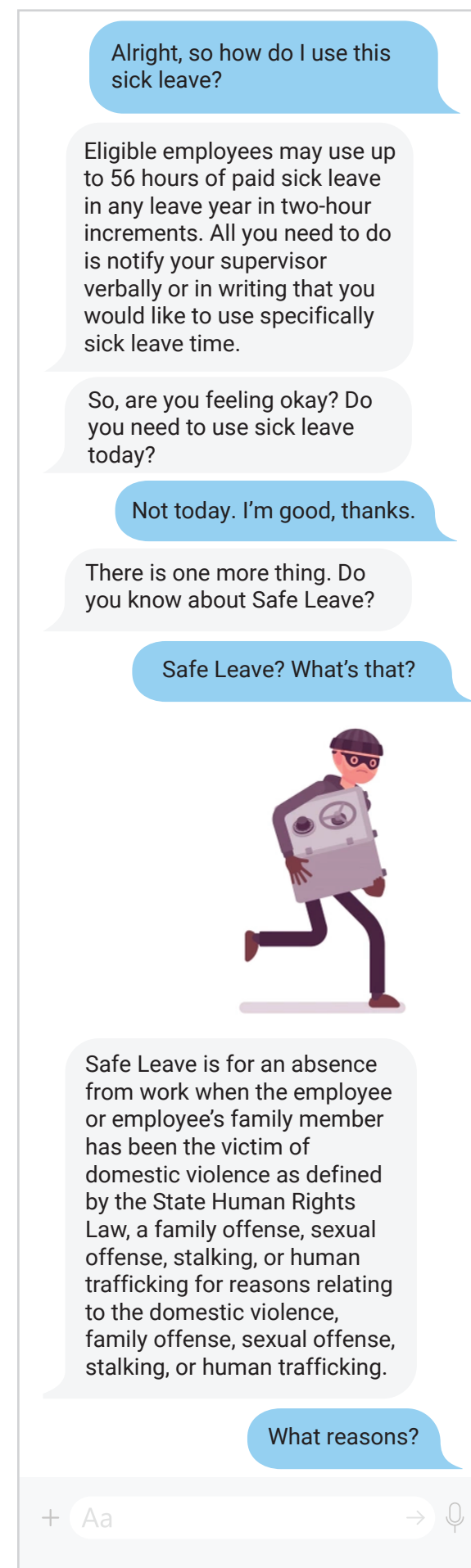
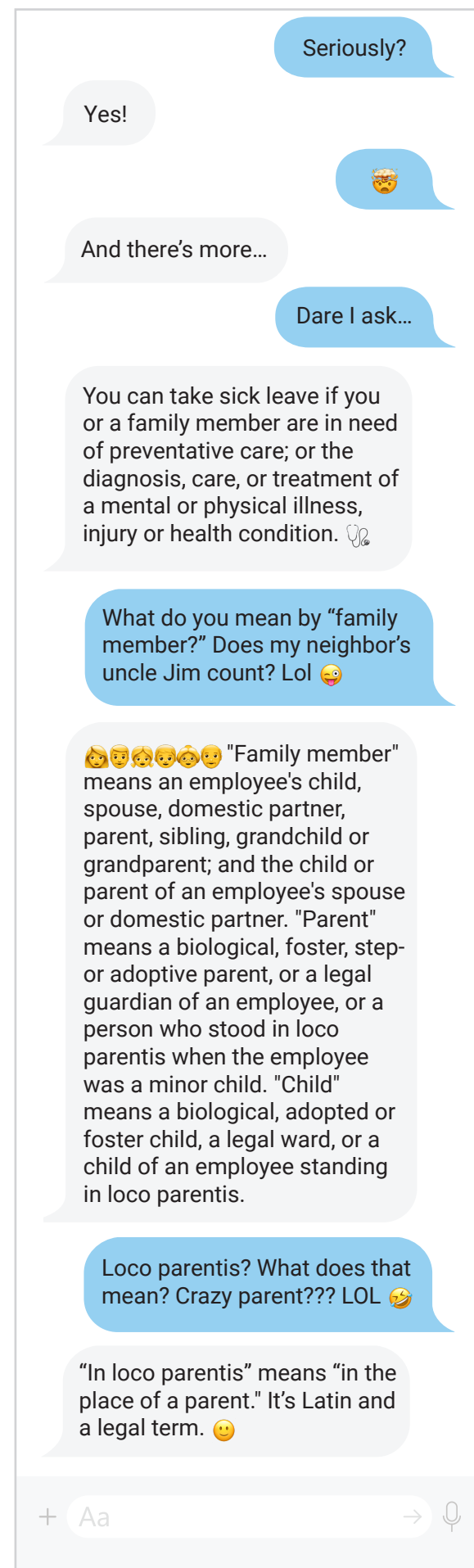
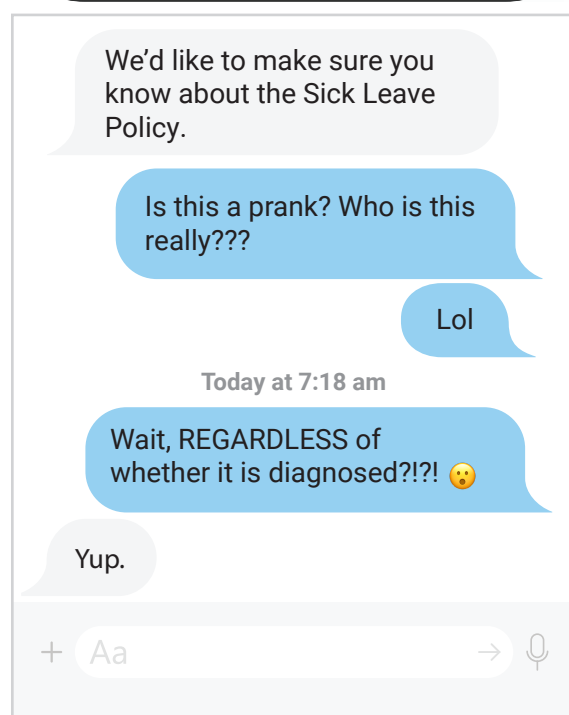
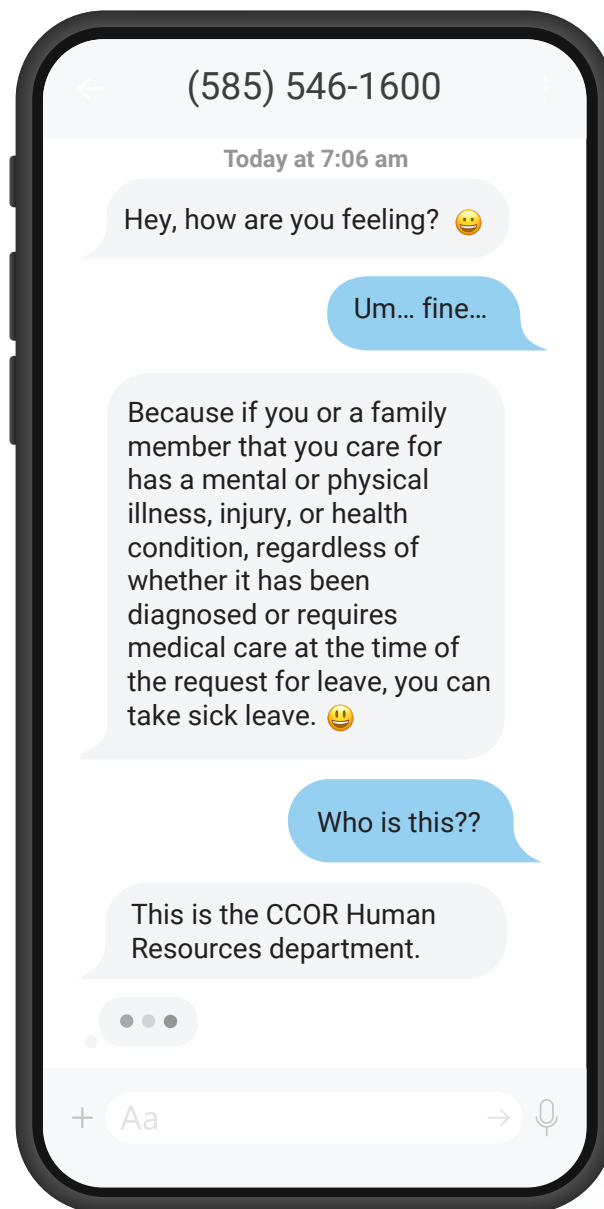
This year the BCCR Pink Ribbon Walk & Run is a virtual one. We invite you to join us as a virtual walker or donate to our team.

Raise \$50 by April 15 for a free team t-shirt!

BCCR Pink Ribbon Walk & Run
Friday, May 7 – Sunday, May 9

Join the team! Go to <https://runsignup.com/ccor> and click "Join." Go through the registration prompts. (If there is more than one person in your group you can "Add another registrant.") Raise \$50 or more by April 15 for a free CCOR t-shirt. Your walk registration must be linked to CCOR's account in order to receive the t-shirt. You can participate in the virtual walk anywhere, anytime between May 7 and May 9. Take pictures, and tag BCCR and CCOR! If you have any questions, please visit: <https://bccr.org/pink-ribbon-walk-run/>

Donate! To support our team, go to <https://runsignup.com/ccor> and click "Donate."





January 2021
Ebony Prince-Thornwell
**a PASSION FOR
CAREGIVING**

**“ALL MY
CLIENTS ARE
WONDERFUL.”**

says Ebony Prince-Thornwell, our January Aide of the Month. “I never ever had a client, in the all the years I’ve been doing this, that I didn’t get along with.” This isn’t amazing luck. This is what the career of an excellent caregiver looks like.

With two decades of experience, Ebony has a passion for helping people and a talent for keeping even the most difficult clients happy. “I’m the kind of person that if I see you down, I’m going to try to bring you up. I like to laugh and tell jokes. I’ll talk to you and try to change your attitude around.”

**“I’M THE KIND OF PERSON THAT IF I
SEE YOU DOWN, I’M GOING TO
TRY TO BRING YOU UP.”**

Ebony’s career in caregiving began when she was a teenager taking care of her grandma, who had dementia and Alzheimer’s disease. This inspired her, at 16, to begin working as a caregiver. She became a personal care aide and then a certified nursing assistant. In 2002, however, her career came to a crashing halt when a car accident left her unable to work. After seven years of disability, Ebony’s passion for helping people couldn’t be denied. “I begged the doctor to let me go back to work, and he said, ‘Well, you definitely can’t be a certified nursing assistant anymore.’ So I said, ‘How about a home health care aide

or personal care aide?’” The doctor agreed, and Ebony has been working as a PCA ever since, even despite some recent setbacks. “But you know, I still come to work and do what I have to do. Life still has to go on. I still have to support my family. And I’m thankful to God that I can still provide for my family.”

Of her family, Ebony has a right to be proud. Her son Eric, 26, works at Elderwood and is a personal trainer and has three children of his own. Her son James, 23, works at Wegmans and has twins due in March. Her son Semaj, 19, is a licensed plumber and owns his own dispatching business. Her son Shamaire, 14, is a freshman at Middle Early College High School and a straight A student. Her daughter Emoni, 11, is in the 6th grade and also a straight A student. Ebony is thankful for her husband, Issiac, of 17 years. She also is thankful to her mother, Linda, who helps care for Ebony’s children and grandchildren, supervising their remote learning.

**“YOU REALLY HAVE TO CARE. YOU REALLY
CAN’T BE IN IT JUST FOR THE MONEY. YOU
HAVE TO BE IN IT FOR THE PERSON.”**

TO ANYONE LOOKING TO FOLLOW IN THE FOOTSTEPS of a caregiver such as Ebony, she has the following advice. “You have to pay attention. You always have to be on the lookout. Read the care plan. You always got to know what you need to do for this client, what type of client it is. Every day is not going to be the same with that client. And you really have to care. You really can’t be in it just for the money. You have to be in it for the person.” ■



**EDITH
SMITH, OUR**

FEBRUARY AIDE OF THE MONTH,

knows where to find true joy. Her philosophy is simple: Give joy to others and it will come back to you. "I treat people the way I want to be treated, because, you know, this world is 360—what goes around comes around. You get what you give."

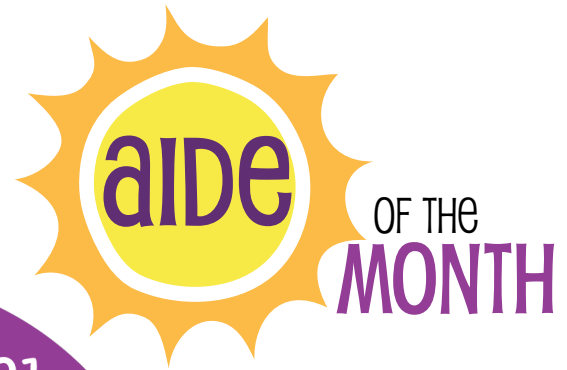
**"YOU KNOW, THIS WORLD IS 360—
WHAT GOES AROUND COMES AROUND.
YOU GET WHAT YOU GIVE."**

Remarkably, she began giving at an early age. When Edith was 11, her grandmother Nana Scott was diagnosed with Alzheimer's disease. As her condition worsened, Edith lovingly took on the role of caregiver when her father was at work. Edith not only helped Nana with her personal care but skillfully tended to her mental state as well. When Nana was moved into a nursing home, Edith continued looking after her grandmother before and after school, every day. "That just did something for me," she explains. "From there, nursing was just embedded in me."

These experiences of caring inspired her to begin work at a nursing home, and in 2001, she became a Certified Nursing Assistant. In 2013, a recommendation from a patient's family member led Edith to leave nursing home work and take a job at CCOR. Here she discovered the joy of the more personalized approach of in-home care. "I'm there if they call me at any time to do anything, not just for my clients, but for any clients that belong to CCOR, because I am a face of

**February 2021
Edith Smith**

**THE JOY OF
CARING**



the company." Edith knows that caregiving is more than simply completing the assigned tasks. "You want to make the person feel comfortable," she explains, "because sometimes we're putting them in a compromising position. How would you feel if you had to take your clothes off in front of somebody you didn't even know? You want to approach them carefully, and you want to be kind."

Though difficult situations may come up, Edith's joy in caregiving is never deterred.

She knows that no matter what the client may be experiencing, she has the power and the responsibility to ease their pain. "And you never know, just saying hello with a smile on your face...it may brighten a person's whole day. You don't know what they went through before you got there."

**"JUST SAYING HELLO WITH A SMILE
ON YOUR FACE MAY BRIGHTEN A
PERSON'S WHOLE DAY."**

What keeps Edith smiling? The surprising answer is that she herself has known the pain of unhappiness. "I know what it feels like when you need just one good word from someone. I know what it feels like to be low. So, I don't ever want to see anyone be put in that situation."

**WHAT GOES AROUND HAS COME AROUND FOR EDITH,
AND HER LIFE IS FULL OF JOY.** She is the proud mother of three sons, Dwayne, Jamody, and Miguel and recently got married to her loving husband, Odis. Additionally, Edith just launched her own cosmetics line. She is deeply proud of all of her accomplishments, but she always knows where true joy is to be found: "I think the thing that gives me the most joy," she says, "is caring for people." ■

SAFETY CORNER



Social Isolation By Sandy Lyons-Jackson



COVID-19 brought on the need for social distancing and isolating at home, which is necessary to reduce the spread of the infection. Social distancing and isolation, however, can cause stress to our minds and bodies. Humans naturally want to interact with others. Simply stopping by to see a friend or family member, meeting at a favorite restaurant or park, taking a walk or going shopping together are some examples of the social time we have had to lose this past year. *This has created stress, anxiety, and a greater sense of loneliness and isolation for many people.*

Common Signs of Stress or Anxiety:

- Feelings of fear, anger, sadness, worry, numbness, or frustration
- Changes in appetite, energy, desires, and interests
- Difficulty concentrating and making decisions
- Difficulty sleeping or nightmares
- Physical reactions, such as headaches, body pains, stomach problems, and skin rashes
- Worsening of chronic health problems
- Worsening of mental health conditions
- Increased use of tobacco, alcohol, or substance abuse

Feeling increased stress during this time is normal. Being able to recognize the signs and symptoms and understanding how to manage stress is important. (For more on stress, see our "Stress: What Is It, Really...And What Can I Do About It?" article at ccorhome.com/blog.)

Here's what to do:

- Take breaks from watching, reading, or listening to

news stories, including those on social media

- Make time to unwind
 - Read a good book
 - Listen to music
 - Watch a favorite old movie
- Take care of your body
 - Take a walk
 - Take a few deep breaths
 - Get plenty of rest
 - Learn to meditate
 - Avoid alcohol, tobacco, and substance use
- Talk to people
 - Talk on the phone
 - Talk to your coworkers
 - Talk to family about how you are feeling
 - Talk to your healthcare professional about how you are feeling
- Reach out to your church and church family

We can all help each other get through this stressful time. Look out for each other. Talk to your neighbor even from a distance with your mask. I am sure they are feeling lonely as well. Give someone a call and ask how they are doing and share stories. This will help you and someone else.

Interested in joining the Safety Committee to help with their initiatives?

The committee meets about six times a year and has openings. Contact Sandy Lyons-Jackson at (585) 546-1600.

Stay up to date on all of our latest news, events, and more! Visit CCORhome.com, and check us out on Facebook and Instagram!



CCOR - Companion Care of Rochester



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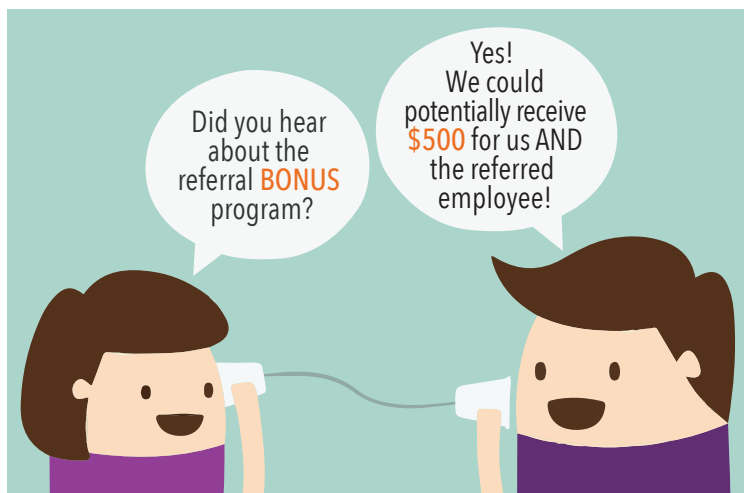


Our HIPAA officer is Molly Dillon!

HIPAA violations & FRAUD
must be reported

Anonymous Hotline

585.546.1219



Call the office or pick up a bonus program flier for more information.