

The Blossom Bulletin

January & February 2023

EXTENDING THE FAMILY



Here at Blossom

we extend to our clients and to each other the same care we would give a loved one. Our company was inspired by family, so this value is an important part of what we do. Here are some examples of how the team at Blossom has **extended the family** this past year:

AILEEN CALDERON Director of HR
Aileen covered for me for a class in Buffalo while I was going through a difficult time with family.

AURORA VEGA Training Manager
Aurora is phenomenal. She really loves this company, really cares about our clients and staff, and made me feel cared for during our training and in any interaction I have had with her. Aurora has continued to check in and see how I am doing personally...people don't always check in and it means a lot that Aurora does that.

EMILY BRIGGS Director of CDPAP
My son was going through some health concerns and Emily gave him a blanket that her mother-in-law made. He sleeps with it every night.

SCOTT CROSSETT Personal Care Aide
Scott seems like a part of his client's family. He is very kind, knowledgeable and reliable. Scott has helped him with many things and is a great person.

BROOKE FINDLAY Marketing Manager
Brooke took the time to sit and speak with field staff, internal staff, and interview candidates for 3 hours during the ice cream staff appreciation event. Brooke brightened so many peoples' day and took time out of her schedule to make sure that Blossom employees felt appreciated.

ROSE TITUS Personal Care Aide
Rose goes above and beyond for all of her clients. Rose makes sure her clients have everything they need, ensures their space is sparkling, and her clients have a full belly. Rose truly makes her clients feel like they are part of her family.

CYNTHIA O'NEILL Health Homes Care Manager
Cynthia went above and beyond to support her client in crisis. Cynthia did not hesitate to leave to visit with a client she knew was struggling and worked diligently to get him the help he needed. She was met with setbacks but she kept trying to get the client the care they deserved.



Blossom Bulletin Board

Welcome to Blossom!

Genesis Diaz, Health Homes Care Manager
Betty Torres, CDPAP Coordinator
Andre Bell, Children's Health Homes Care Manager
Alicia Gayden, On-Call Staffing Coordinator
Kristina Bergeron, HCSS Supervisor

Holiday Closures

Blossom offices will be closed:

Monday, January 2 for New Year's Day

Monday, 16 for Martin Luther King Jr. Day



Welcome, New Blossom Field Staff!

Nicole L, Alyssa M, Yomaria E, Marisol C, Jennifer A,
Ana A, Jordynnn H, Malinda S, Donae W, Theresa W

Congratulations on your New Position!

Rachel Daugherty, Children's Health Homes Care
Manager Supervisor
Jenn Gottschall, Director of LHCSA Operations



Donate for Denim

Donate for Denim Recap:

In November we raised money for Blossom's **Gifting Tree**. During the holiday season, Blossom buys and delivers gifts for our clients in need. These presents help bring joy to those who need it most.

In December we supported the **Asbury First Community Outreach Center**. Asbury First is committed to providing critical services and resources for those experiencing poverty.

What's YOUR favorite charity?

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

Denim Down the Line:

In January we'll be raising money for **Focus on the Children**. FOTC has been serving children in the Livingston County area since 1993. The organization provides assistance with new beds and cribs, winter clothing, school field trips, summer camp, music lessons, sport equipment and attire, and more!

In February we'll be supporting the **Big Brothers Big Sisters of Greater Rochester**. The organization's mission is to develop mentoring relationships that empower and ignite the potential of younger generations.



Our Favorite Blossom Memories...





GET TO KNOW OUR 2022

HEROES IN THE HOME

IN DECEMBER WE HONORED OUR 2022 **HEROES IN THE HOME**. THIS IS A STATEWIDE CAREGIVER RECOGNITION PROGRAM THAT CELEBRATES CAREGIVERS WHO HAVE BEEN IDENTIFIED BY THEIR AGENCY AS OUTSTANDING OVER THE PAST YEAR. AT BLOSSOM, THE AIDES WITH THE MOST ACCRUED POINTS OVER THE YEAR ARE CHOSEN FOR THIS HONOR.

WANDA PEREZ

SAVES THE DAY!

¡SALVA EL DÍA!

BLOSSOM: WHO WAS THE BIGGEST INFLUENCE ON YOUR WORK?

WP: MY FAMILY. WHEN MY MOM AND DAD GOT OLDER, THEY TOLD ME THEY WANTED ME TO TAKE CARE OF THEM. THAT IS HOW I GOT STARTED IN THE FIELD.

BLOSSOM: WHAT ACHIEVEMENT ARE YOU MOST PROUD OF?

WP: I AM FROM THE DOMINICAN REPUBLIC AND COMPLETED MY CITIZENSHIP LAST YEAR. I MOVED TO THE UNITED STATES IN 2014.

JEANETTE GIBSON

TO THE RESCUE!

BLOSSOM: WHAT'S THE MOST SURPRISING ASPECT OF THIS TYPE OF WORK?

JG: THE BONDS YOU BUILD WITH THESE PEOPLE AND HOW DEEP THEY CAN BECOME. I KNOW WE'RE NOT SUPPOSED TO BECAUSE THEY'RE OLD. BUT YOU KNOW WHAT? WE'RE ALL HUMAN. HOW CAN YOU NOT? HOW CAN YOU SPEND THREE DAYS A WEEK WITH SOMEBODY AND NOT BOND?

BLOSSOM: HOW HAS HOME CARE WORK CHANGED YOU AS A PERSON?

JG: IT HAS MADE ME MORE UNDERSTANDING AS A PERSON. IT HAS MADE ME UNDERSTAND WHAT THESE PEOPLE NEED AND HOW THEY WANT THINGS DONE.

BLOSSOM: WHAT'S THE MOST SURPRISING ASPECT OF THIS TYPE OF WORK?

WP: WORKING FOR DIFFERENT PEOPLE IS VERY SURPRISING. ONE YEAR YOU WORK FOR ONE PERSON, AND THE NEXT YEAR THAT PERSON MAY PASS AWAY. EVERYTHING IS ALWAYS CHANGING.

BLOSSOM: WHAT IS THE BIGGEST CHALLENGE IN THIS TYPE OF WORK?

WP: MAKING SURE YOU DO A GOOD JOB. IT IS A CONSTANT CHALLENGE TO MAKE SURE YOU ARE DOING THE BEST FOR YOUR CLIENT.

BLOSSOM: WHAT DO YOU LIKE MOST ABOUT WORKING FOR BLOSSOM?

WP: BLOSSOM IS A GOOD COMPANY. YOU RECOGNIZE THE HARD WORK OF YOUR PEOPLE.

BLOSSOM: WHAT IS THE BIGGEST CHALLENGE IN THIS TYPE OF WORK?

JG: THE BIGGEST CHALLENGE IS PATIENCE. YOU GOTTA HAVE REALLY GOOD PATIENCE IN THIS FIELD OF WORK.

BLOSSOM: IS THERE A PARTICULAR MEMORY THAT STANDS OUT FOR YOU?

JG: I HAD ONE CLIENT WHO WAS 97, AND I GOT TO SPEND HER LAST DAYS WITH HER. I JUST HAD A GREAT TIME WITH HER. SHE WOULD GET DRESSED TO THE NINES AND WE WOULD GO TO THE MALL. I TOOK HER TO THE SALVATION ARMY FOR THE FIRST TIME AND SHE WAS AMAZED. I LIKE DOING THINGS WITH MY CLIENTS THEY HAVE NEVER DONE BEFORE, GIVING THEM A NEW EXPERIENCE.

BLOSSOM: WHAT DO YOU LIKE MOST ABOUT WORKING FOR BLOSSOM?

JG: THE FLEXIBILITY AND UNDERSTANDING FROM THE OFFICE IF SOMETHING COMES UP. MY YOUNGEST DAUGHTER IS EPILEPTIC AND HAS OTHER PROBLEMS. WHEN I RUN ACROSS A PROBLEM WITH HER AND CALL THE OFFICE TO TELL THEM I HAVE TO GO, I DON'T GET ANY FLACK FROM THEM.

BLOSSOM: HOW HAS HOME CARE WORK CHANGED YOU AS A PERSON?

WP: A LOT. YOU REALIZE HOW PRECIOUS LIFE IS BECAUSE ONE DAY YOU'RE HERE AND THE NEXT DAY YOU'RE NOT.

BLOSSOM: WHAT IS YOUR BIGGEST TAKE-AWAY FROM WORKING AS A HOME CARE AIDE?

WP: WHEN YOU TAKE CARE OF PEOPLE YOU HAVE TO DO A GOOD JOB. YOU MUST MAKE SURE YOU HAVE A POSITIVE ATTITUDE AND THAT EVERYTHING IS FINE WITH THE CLIENT.

BLOSSOM: IS THERE A PARTICULAR MEMORY THAT STANDS OUT FOR YOU?

WP: MY LAST CLIENT WAS A VERY GOOD GUY AND SADLY PASSED AWAY RECENTLY. HE HAD A HARD TIME CONNECTING WITH OTHER PEOPLE BUT OPENED UP TO ME.

LA VERSIÓN EN
ESPAÑOL SE
PUEDE
ENCONTRAR EN:



BLOSSOM: WHO WAS THE BIGGEST INFLUENCE ON YOUR WORK?

JG: IT WAS MY GRANDMOTHER. SHE WAS IN THE HOSPITAL. I SAW THE WAY SHE WAS TREATED, AND THAT'S WHEN I STEPPED IN AND SAID NO THAT'S NOT HOW IT'S DONE. I STARTED TAKING CARE OF HER AND I HAVE BEEN TAKING CARE OF PEOPLE MY WHOLE CAREER.

BLOSSOM: WHAT IS YOUR BIGGEST TAKEAWAY FROM WORKING AS A HOME CARE AIDE?

JG: EVERYBODY IS DIFFERENT AND YOU HAVE TO LEARN HOW TO ADAPT TO EACH CLIENT. EVERYONE IS DIFFERENT, WITH DIFFERENT PERSONALITIES, DIFFERENT LIKES, AND DIFFERENT DISLIKES.

BLOSSOM: WHAT ACHIEVEMENT ARE YOU MOST PROUD OF?

JG: ADDING JOY TO THE LIVES OF MY CLIENTS. I LIKE SHOWING THEM NEW THINGS AND KEEPING THEIR LIVES FULFILLED WITH ENGAGING ACTIVITIES. WITH ONE CLIENT RIGHT NOW, WE ARE MAKING CHRISTMAS TREE CRAFTS TO CELEBRATE THE HOLIDAYS. I AM GRATEFUL I CAN BOND WITH MY CLIENTS.



CHARMAINE TUCKER, our NOVEMBER AIDE OF THE MONTH,

has only been working with us at Blossom for a short period of time, but has quickly shown how deserving she is of this award. Charmaine was nominated for exemplifying our core value of Extending the Family. Born and raised in Rochester, Charmaine has fond memories of our city's sense of community. She was raised by a young, single mom. Her mom was unable to drive, so neighbors would kindly offer to take Charmaine to her great-grandparent's house and anywhere else she needed to go. As a loyal, loving, and caring individual, family means the world to Charmaine. She has one son who was a marine and is currently enrolled in college.

“SO FAR WHAT I LIKE MOST WORKING WITH BLOSSOM IS THE *communication* YOU HAVE WITH YOUR CLIENTS AND THEN THE *communication* WITH THE STAFF.”

Charmaine has a long career in compassion. She has previously taken care of older adults and children with disabilities. She believes that open communication is what makes Blossom stand apart from other care organizations. “So far what I like most working with Blossom is the communication you have with your clients and then the communication with the staff.” Another of Charmaine's favorite parts about working for Blossom is spending quality time with her clients. She enjoys talking with her clients, going on walks, and driving around the city. She particularly likes helping her clients with meal preparation. She enjoys making her client's favorite



sandwich for lunch, a yummy peanut butter and honey sandwich! Lunch is not the only sweet time she has with her clients; she also helps her client and their family make delicious carrot cake.

One client's wife has worked with several Aides from Blossom who have provided terrific service for her husband with dementia. However, she has strongly connected with Charmaine and is appreciative of the special bond that Charmaine has formed with her husband. She says “She's very soft-spoken, and it's a very calming effect for somebody that has dementia, and even though half the time he doesn't understand what's being done or said, he has a difficult time with words. She's very patient with him... She's just a lovely person.” Communication can be a hurdle for someone with dementia, but Charmaine is able to break through the barriers and anticipate his needs.

“I *love* WHAT I'M DOING. YOU HAVE TO *love* WHAT YOU'RE DOING TO BE ABLE TO DO YOUR BEST.”

Charmaine's passion for helping others is what motivates her to do her best. “I love what I'm doing. You have to love what you're doing to be able to do your best.” To be a successful Aide, Charmaine believes you must enjoy making a difference in other people's lives. She also believes you must be reliable, communicative, and able to fulfill the needs of your clients. Here at Blossom, we are grateful to have Charmaine as a member of our family and are excited to see her grow within our company! ■



OUR AIDE OF THE MONTH FOR DECEMBER,

Maria Mella, was born in the picturesque land of Chile and has now lived in the United States for over 20 years. As a loving, responsible, and respectful individual, Maria has been drawn to helping others and previously worked at Rochester Unity as an Aide. She applied to us when we were still Companion Care of Rochester and has been working with our company for about six years.

a MARIA LE GUSTA *cuidar* a OTRAS PERSONAS Y TENER LA POSIBILIDAD DE HACERLO EN UNA EMPRESA *confiable*.

Maria loves caring for others and being able to do so at a reliable company. When it comes to providing help when someone is in need, and being there to offer support, Maria knows that Blossom always rises to the challenge. Maria loves Blossom's open communication and dependable nature. She states that if there is an issue, Blossom lives up to its Core Value of Solve the Problem and finds solutions that did not seem to exist. She admires how Blossom respects and honors their employees and clients through thoughtful gestures.

Maria is inspired to do her best by her love for her clients. She is particularly close with one client and treats her like she is her own mother. Being there for



December 2022

Maria Mella

LOVING, RESPONSIBLE,
RESPECTFUL

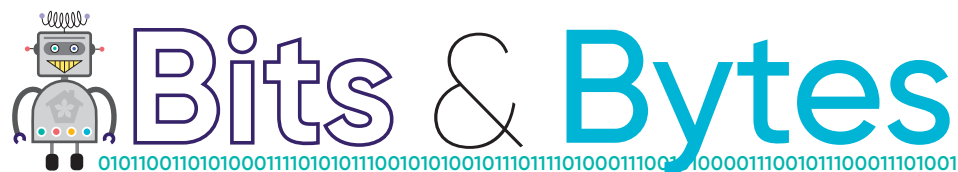
her client and helping every step of the way brings joy to Maria's heart. Together the two engage in meaningful activities like decorating a doll house with little animals that each have their own special spot. Maria helps her client and encourages her to get creative by assisting her with drawing and coloring (tasks that are difficult for her client to do on her own because of her dementia). Understanding the importance of feeling independent, Maria allows her client to feel self-sufficient in a safe manner. Her client enjoys participating in the activities her aides are doing, so when Maria is cleaning, she will give her client a little area to work on so she can feel independent.

MARIA SE SIENTE *inspirada* a DAR LO MEJOR DE SÍ POR EL *amor* QUE SIENTE HACIA SUS CLIENTES.

Maria wouldn't hesitate to recommend a career at Blossom. She believes that working as an Aide is a fulfilling career where you can make a significant and positive difference in the lives of others. At Blossom, you can help others while being supported and listened to. If you are passionate, Maria says Blossom is the perfect place to work. We are truly lucky to have a hardworking, dedicated, and compassionate aide like Maria as a member of the Blossom family. Thank you for all that you do! ■

La versión en español se puede encontrar en: <https://www.blossommhcs.com/post/december-2022-aide-of-the-month-maria-mella>





Catfishing Catastrophe By Zak Wallace

Catfishing is a deceptive activity where someone lies about who they are online in order to target a person. This may be to initiate a dishonest romantic relationship, or to trick the victim into sending them money. Look out for these signs to avoid being a victim of catfishing.

Signs you are being Catfished:

Avoiding Calls

Catfishers will never agree to a video chat or to meet in person. They are also unlikely to answer a phone call because that can risk exposing their true identity. For instance, if a man is pretending to be a woman the sound of his voice on a call would reveal him.

A small number of friends and followers

One of the main purposes of social media is to connect with friends and family. A person having very few followers/friends could be a red flag that they are using their account for manipulative purposes.

A recently created profile

A recently created profile is especially alarming if a person has a low number of friends/ followers. This could mean the user has to keep creating new profiles because their accounts are constantly being removed for fraudulent activity.

Professional/stolen pictures

Most people include selfies or photos taken by family and friends on their social media accounts. If you encounter a profile with only professionally looking photos, this could be

a sign that they are stolen photos from online. To help spot if a photo is stolen, you can use Google reverse image search to find similar pictures. Go to google images, click on the camera icon, upload the catfisher's picture or paste the picture's URL and begin your search. You can also use tineye.com and follow a similar process.

No presence on other online sites/apps

These days, many people use various social media apps to stay connected (Facebook, Twitter, Instagram, etc.) so it can be alarming if your suspected catfisher is only active on one site or app.

Inquiring about money

A catfisher will often build trust with their victim and then come up with excuses to seek out financial help. For instance, they may ask for money to help a sick family member.

Inquiring about explicit pictures/videos

Someone asking for explicit pictures or videos is a huge, dangerous threat. The catfisher can use these images of you to blackmail you into sending them money or even more of those types of images.

If you see someone send you a friend request that you don't know, don't accept it. If someone online who you don't know well is suddenly trying to get very personal with you, you may be a target. Never give sensitive information or money to someone you don't know. Even innocent-sounding questions could have other motives to gain information about you and trap you into a deceptive scheme.

Resource: <https://vpnoverview.com/internet-safety/cybercrime/catfishing/>

A graphic showing a smartphone screen with a chat conversation. The first message says 'Hey! Did you hear about the Employee Referral Bonus Program?'. The second message says 'YEAH! We could get \$500 for ourselves and the referred employee!!!'. A third message says 'ka-ching! \$\$\$'. Below the screen, it says 'Call the office or pick up a bonus program flyer for more information.'

A dark purple banner with white text. It says 'Stay up to date on all of our latest news, events, and more! Visit BlossomMHCS.com, and follow us on social media!'. Below the text are icons for Facebook and Instagram, both labeled 'BlossomMHCS'. On the right is a white thumbs-up icon inside a purple circle.

A white banner with blue and purple text. It says 'HIPAA violations & fraud must be reported.' Below this, it says 'Our Compliance Officer is Molly Dillon: 844.546.1600 x1143'. At the bottom, it says 'Anonymous Hotline: 585.546.1219'. On the right is a cartoon character holding a shield with a padlock.