

The Blossom Bulletin

May & June 2022

MENTAL health matters

May is Mental Health Awareness month, and it's as important as ever to know how mental health can affect us in our day-to-day life, as well as in the workplace.

So what exactly is mental health? Mental Health includes our emotional, psychological, and social well-being. It affects how we think, feel, act, and helps determine how we handle stress, relate to others, and make choices.

Every person has mental health, just as we all have physical health. We need to take care of our minds in the same way as we do our bodies. We can eat healthy and exercise to take care of our physical health, but what can we do to support good mental health?

Taking care of yourself is the most important way to make sure you stay mentally well. Having pent up emotions, not getting enough sleep, dealing with a lot of stress (for healthcare workers, burnout, uncertainty, and increased workload are considered the top three stressors), and poor nutrition, are all things that may impact your mental health.

Wondering what you can do to maintain good mental health? We've got you covered! Make healthy food choices, move your body every day, get 7-8 hours of

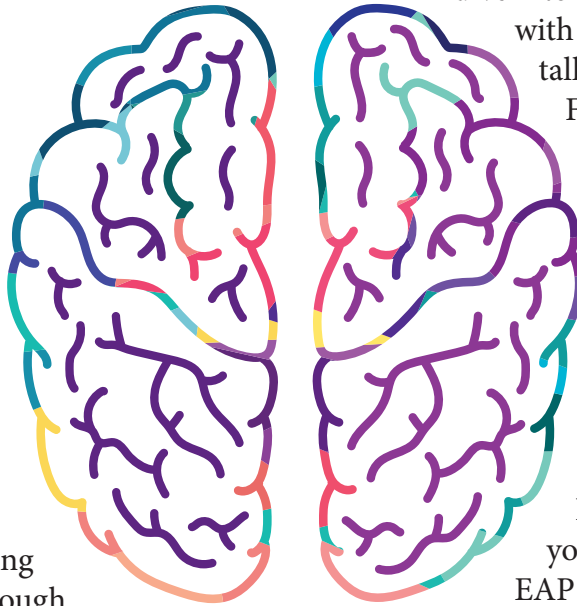
sleep per night, take time during the day to reflect on the positives in your life, set goals for yourself (personal, wellness-related, work-related), share your personal experiences with others (when appropriate) to reduce stigma, and stay open-minded; discussion can mean good things.

The first few things may seem obvious and probably things you have heard before. But let's take a deeper dive into those last two. If you are struggling with your mental health, it is okay to talk about it. In fact, it is encouraged! Fortunately, there has recently been a rise in people who are comfortable talking about their mental health in the workplace. The more we discuss, the more opportunity we have for change, and the more opportunity to help you get into a better mental health space.

If you find yourself struggling with your mental health, take advantage of EAP (Employee Assistance Program).

This is a free service offered to Blossom employees to help promote well-being and enhance the quality of life for you and your family. You can contact EAP by email: eapcounselor@ibhcorp.com or Phone: 1-800-386-7055 (available 24 hours a day, 7 days a week).

Remember to honor your mind not only this month, but every month of the year. [Mental health matters!](#)





Blossom Bulletin Board

Welcome to Blossom!

Delaney O'Brien, Children's Health Homes Care Manager
Andrea Zalenski, Office Coordinator
Kristy Rodriguez, CDPAP HR Compliance Coordinator

Welcome, New Blossom Field Staff!

Willie B., Anne B., Genevieve J., Pamela R., Kylani C., Melissa B., Ernestine B., Karryanne G., Rose T., Doreen A., Nevia M., Karla M., and Jenilys C.

Holiday Closures

Blossom offices will be closed:
Monday, May 30 for Memorial Day
Monday, June 20 for Juneteenth

Congratulations on your New Position!

Amber Tower, Accounts Receivable Specialist

MAKING THE MOMENT

FOR *25* YEARS

Breast Cancer Coalition of Rochester

PINK RIBBON WALK & RUN

May 7 at 9am at Genesee Valley Park

It's not too late to donate to our team!



In memory of

Muriel Gauvin

1940-1997

Donate for Denim

Donate for Denim Recap:

In March we supported the **Brain Injury Association of New York State**.

In April we raised money for the **Crohn's & Colitis Foundation of Western and Central New York**.

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 May we'll be raising money for the **Partners in Restorative Initiatives**, a non-profit organization committed to repairing harm and building community through restorative practices. PiRI is located in Rochester and serves the Western New York area.

In June we'll be supporting **NAMI (National Alliance for Mental Illness) Rochester** in their efforts to improve the lives of millions of Americans affected by mental illness.

getting back at it Q1 2022

State of the Company By Chris Gauvin

The first quarter of 2022 has come to an end, and a lot of big things have happened during the last few months.

CDPAP – Within the CDPAP department, we have made the switch from AlayaCare to DCI as our new operating system. This journey started back in July and as of this moment, everything has been switched over to DCI. AlayaCare was not working for the team so this switch was necessary.

Nursing and Staffing – These two departments continue to work together to deal with Covid and all the challenges that brings. We are excited to bring on a new Nurse in May, and we have begun to see an increase in applicants due to some new systems we put in place. We are hopeful for the positive impact that will bring to the agency.

HR – Our new Director of Human Resources, Aileen Calderon, started in late December and has spent this first quarter of 2022 establishing her team. Since her start, she has brought on two new team members and stabilized the team, while continuing to move things forward.

Finance – Chris Flagg joined the Finance team as our new Accounting Manager and has hit the ground running. She has been getting things on track in order for us to be in the spot we need to be.

Health Homes – The future for this department is very bright. Thinking back to where this program has come since we started is incredible. The program and our team are much more developed than we were in the beginning.

Marketing – The marketing team continues to work on a number of behind the scenes projects, some of which are almost ready to reveal. These projects involve some really engaging things that many people came together to help pull off, so keep an eye out.






Location Changes – This past quarter, we closed our Batavia office. Thank you to Andre Lopez and Liza Torres for making the transition go smoothly. Although Batavia has closed, we were fortunate to keep all of our staff in place which was a goal of mine. Our Buffalo office is in the final approval process to become a licensed office, and our Geneseo office is now open and approved as a recruiting and training site. We continue to see growth and development in that area, which is encouraging, so thank you to Kim Salvaggio for that.

COVID-19 – We continue to be critically aware of the impact Covid has had on us as a company. For what we do in this field, we need to continue being safe and we can't ignore this. Our on-call and staffing teams have been dealing with one of the most intense surges in Covid since the pandemic began.

In summary – I believe we are in a really good place. I look forward to working on the actual business in the next quarter instead of focusing on putting out fires and all the crazy things we have been dealing with for the last two years now. The Leadership team we have now is really aligned. Everyone is looking at what is going on and thinking “what can we do to solve these problems?” I am looking forward to the next couple quarters and really getting back at it.

2022 FIRST QUARTER

CORE VALUE CHAMPIONS

- 1 EXTENDING THE FAMILY** Marie Candelora 
- 2 GET IT DONE** Jennifer Licciardi 
- 3 LEAD WITH HEART** Amber Tower 
- 4 SOLVE THE PROBLEM** Liza Torres 
- 5 LITTLE FUNNIES :)** Ellen Sadler 

The Pursuit of Caring: Trivial Pursuit - Nurses Week Edition

Elaine Gebhard, RN



Where did you attend Nursing school? Genesee Community College
If you could be any TV doctor or nurse, who would it be?
 "Patch Adams" (Robin Williams). People feel better when they can smile and laugh at something.
How many years have you been with Blossom? I've been here since 2010.
If you were to write a book about your career as a nurse, what would it be called?
 So Many Career Choices
Which area of nursing are you the most passionate about?
 Geriatric Nursing. I love to hear the life stories of these people, life was much different back then.
Favorite activity outside of work?
 Staying at home, keeping up the house and yard. I bought a motorcycle late last year and I am learning to ride. I hope this will be one of my favorite things to do this summer.

National Nurse's Week begins on May 6. **And we'd like to highlight our Blossom Nursing team on the Pursuit of Caring!** We asked our team of Nurses some Trivial Pursuit style questions. Let's see what they said...



Lisa Robinson, RN



Where would you go for your dream vacation? Hawaii or The Virgin Islands
Favorite medical TV show/movie? ER
How long have you been a nurse? 18 years
If you were to write a book about your career as a nurse, what would it be called?
 Blessed to be a Nurse
Which area of nursing are you the most passionate about?
 Every aspect of Nursing is amazing, a never-ending learning adventure.
Favorite activity outside of work? Horses

Santali Vazquez, RN, BSN



Where would you go for your dream vacation?
 I would go to Greece, Italy, or Aruba for a dream vacation.
If you could be any TV doctor or nurse, who would it be?
 If I could be any TV doctor it would have to be Dr. Bailey from Greys!
How long have you been a nurse?
 I will be celebrating 6 years as an RN in October.
If you were to write a book about your career as a nurse, what would it be called?
 Presently Patient
Which area of nursing are you the most passionate about?
 I am passionate about the aging and dying populations as well as obstetrics and reproductive health.
Favorite activity outside of work?
 I really enjoy going on long walks, especially with my dogs.

Alison Hall, RN



Where did you attend Nursing school? Alfred University
Favorite medical TV show/movie? No favorites.
How many years have you been with Blossom?
 I have worked at Blossom since 2018.
If you were to write a book about your career as a nurse, what would it be called?
 Little Funnies
Which area of nursing are you the most passionate about?
 No specific area: I enjoy caring for all people.
Favorite activity outside of work? Running

Wanda Trojanoski, RN, BSN



Where did you attend Nursing school?
 Craig Developmental School of Nursing, which closed long ago.
Favorite medical TV show/movie?
 Grey's Anatomy, but I haven't watched it in a couple of years.
How many years have you been with Blossom? 5 and a half years.
If you were to write a book about your career as a nurse, what would it be called?
 Believe It or Not
Which area of nursing are you the most passionate about? Teaching.
Favorite activity outside of work?
 Working with my hands, whether it in the kitchen, garden, or building/fixing something.



March 2022
JANIRE PUGH

**we are all
FAMILY**



WHEN THE PANDEMIC PUT a pause on our March Aide of the Month's dreams, he took on a role with Blossom, and has been making his clients feel safe, comfortable, and happy ever since.

After graduating from high school, Janire Pugh immediately went to barber school, where he got his license in 2018. When the barbershop he was working for shut down due to the pandemic, he made the difficult decision to move-on for the moment. Janire has been with Blossom for just short of a year and sees his role as a meaningful way to continue to make people feel good and make a difference in their lives.

“we are all FAMILY IN MY EYES.
*Everyone is family.***”**

It was due to his experience working with his grandmother that inspired Janire to come to Blossom. While caring for his grandmother, providing services similar to those he provides to his clients now, Janire noticed how much of a need there is in our community to assist older adults with day-to-day living. Since Janire was drawn to this field after working with his own grandmother, he makes sure to treat his clients the way he would treat his own family. “Because why are you coming into this field if you don't have care for someone? If you can't care for them like your family?”

We are all family in my eyes. Everyone is family.”

Janire's parents raised him to always go above and beyond, and he does just that when he is working with his clients at Blossom. “If you're not going to really put your all into it, you might as well not even do it at all.” Being in the business of caring can be challenging at times, but Janire knows the importance of walking into any situation with a positive heart and an open mind. Working with his client every day, he begins to feel like an extension of the family. His client greets him with enthusiasm as soon as he walks through the door, and Janire calls that the bonus of the job. “Knowing that he's not my family, and they are trusting me – that do warm up my heart.”

“IF YOU'RE NOT REALLY GOING TO
put your all into it, YOU MIGHT
AS WELL NOT EVEN DO IT AT ALL.**”**

Outside of his work with Blossom, Janire enjoys riding his dirt bike, going on walks with his dog, and spending quality time with his family. He takes life as it comes and loves trying new things and visiting new places. Janire was able to spin a negative of changing careers paths into a positive by maintaining his optimistic mindset. We are glad you found us, Janire! ■



OUR APRIL aide OF THE MONTH,

Melissa Phillips, was inspired to get into the field of helping others by her daughter living with Autism. Melissa knows that helping others takes patience, hard work, and a lot of love, and that's exactly what she brings to her work at Blossom.

“I LIKE TO HELP PEOPLE AND *wherever* I CAN HELP SOMEBODY, I TRY TO HELP THEM.”

Melissa enjoys working one-on-one with individuals and has been working with her client for about a year. Melissa likes really getting to know that person and Extends the Family by helping them through the tough times. When her client is dealing with hard times, Melissa tries to be the light to keep them feeling positive and inspired.

Before coming to work at Blossom, Melissa worked in retail as a store manager for over 15 years. Her years of work went unappreciated, leading her to Blossom where she could use her kind-hearted nature, patience, and strength to make a difference

April 2022

MELISSA PHILLIPS

INSPIRED BY
FAMILY

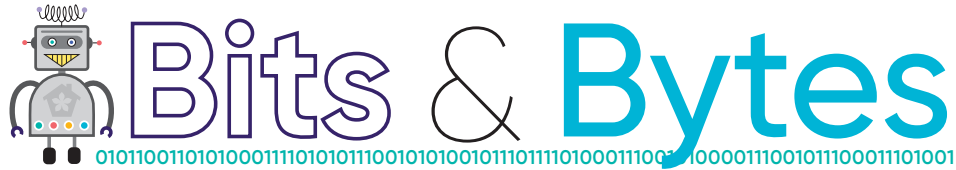
in the lives of those she is working with.

Working with Blossom for the last year has been rewarding for Melissa. Being a helper and a doer makes her feel good, so transitioning from retail to this field was the right fit. “I like to help people and wherever I can help somebody, I try to help them.”

Outside of work, Melissa wears her mom hat with pride. Melissa is a mom of three; two sons and a daughter, and she stays busy keeping up with them. When Melissa isn't working or busy with her kids, she enjoys reading and watching some guilty pleasure TV shows, such as, Good Doctor, 911, and This is Us.

“...IT TAKES A *special* KIND OF PERSON TO WORK WITH THE PEOPLE I WORK WITH...”

“Somebody once told me that it takes a special kind of person to work with the people that I work with, and I know that it does.” We couldn't agree more, and we are lucky to have a special person like you working here! ■



Targeted Ads

Have you ever been texting a friend about a new pair of shoes you want and then you see an ad for them pop up on your phone or computer a few hours later? This is what we call a Targeted Ad.

Targeted Advertising focuses on specific traits, interests, and preferences of a consumer. Demographic information (age, gender, income, relationship status) can easily be found on a social media profile or from your browser search history. Companies use that information to assume your buying habits, and then push out targeted ads that they think will relate to you.

Let's take a look at an example. Your Facebook profile may list things such as: where you live, where you went to school, and tracks the miscellaneous pages you have liked. Based on that information, advertisers can send numerous targeted ads that appeal to you. If you have liked pages about cooking, food blogging, and recipes, you may begin to see targeted ads for things such as new restaurant openings, or meal delivery services.

Now that you're a pro in knowing what targeted ads are, let's answer that burning question. Is this an invasion of privacy?

Don't worry, you do not need to throw away your phone or hide your laptop away in a cupboard. Targeted ads are based on information that you have provided online.

Remember, nothing you do online is totally private. As always, you should be cautious about the private information you share online, such as banking details or your social security number, but sharing demographic information is helping to create an online experience that is catered towards you and your interests.

Next time you see a targeted ad, just think of it as the online universe's way of helping you find the things that matter and relate to you!

An advertisement for an Employee Referral Bonus Program. It features a smartphone and a tablet. A speech bubble from the smartphone says "Hey! Did you hear about the Employee Referral Bonus Program?". A speech bubble from the tablet says "YEAH! We could get \$500 for ourselves and the referred employee!!!". A small speech bubble below says "ka-ching! \$\$\$". At the bottom, it says "Call the office or pick up a bonus program flyer for more information."/>

Hey! Did you hear about the **Employee Referral Bonus Program?**

YEAH! We could get **\$500** for ourselves **and** the referred employee!!!

ka-ching! \$\$\$

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

An advertisement for BlossomMHCS social media. It features a thumbs-up icon in a circle, the Facebook logo, and the Instagram logo. The text says "Stay up to date on all of our latest news, events, and more! Visit BlossomMHCS.com, and follow us on social media!".

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BlossomMHCS BlossomMHCS

An advertisement for reporting HIPAA violations and fraud. It features a cartoon character holding a shield with a padlock. The text says "HIPAA violations & fraud must be reported." and "Our Compliance Officer is Molly Dillon: 844.546.1600 x1143". At the bottom, it says "Anonymous Hotline: 585.546.1219".

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Anonymous Hotline: 585.546.1219