

# THE CCOR NEWSLETTER

Companion Care of Rochester

May & June 2021



## We just LOVE a RAINY DAY!

**Forecast FUN!** Don't let a gloomy sky get you down. Here are some of CCOR's favorite rainy day activities:

### Read a book.

Daniel Oonk and Laura Zanino both suggest reading a good book on a rainy day. A cup of tea will make it extra nice!

### Go outside and enjoy the rain!

Katie Reed, our Education Manager, says "One of our favorite family quotes is, 'Life is not about waiting for the storm to pass. It's about dancing in the rain.' Our favorite thing to do on a rainy day is to get our umbrellas and rainboots and go out and play in the rain and jump in puddles."

### Games.

Our staff agree there's nothing like a good old-fashioned family game! Here are some of our favorites: Jenga, Uno, Monopoly, Memory, Pie Face, Pacman Board Game, Heads Up, Family Feud, Let's Make a Deal, and Bingo! Diana Ortiz suggests making up your own games like Name That Tune or What's in the Bag? (put random items in a pillowcase and let people guess them by feel).

### Bake or cook together.

Whether it's cookies, cupcakes, or hamburgers, making food together can be a great way to spend a rainy day.

### Look at old pictures.

CDPAP Supervisor Anillette DeJesus suggests pulling out your family photos and talking about fun times. Remember: a picture is worth a thousand laughs!

### Arts and crafts.

Draw fun signs and posters onto big sheets of cardboard. Try making a recipe for homemade slime. Pull out the paints and get your Van Gogh on!

### Craft kits.

A store-bought crafty kit can mean hours of fun, like the Garden Mosaic Stepping Stone Kit that our Marketing Outreach Coordinator, Melissa Mastantuono, is doing with her family.

### Puzzles.

A fun puzzle can be a family magnet. Try it!

### Long talks.

Our Chief Clinical Officer, Sandy Lyons-Jackson, says a rainy day is the perfect time for a nice, long talk with those you love.

### Movies.

One of our favorite rainy day activities is cozying up on the couch and watching a movie. Popcorn is a plus!



# CCOR OFFICE BULLETINS

## *Staff Appreciation Event!*

Come get a "Snack Bag To Go" from your local CCOR office on June 3rd & 4th, 9 a.m. to 4 p.m.

## *BCCR Pink Ribbon Walk & Run*

Have you donated to our CCOR team for the Breast Cancer Coalition of Rochester's Pink Ribbon Walk & Run? Do it today!  
<https://runsignup.com/ccor>

## *Holiday Closures*

CCOR Offices will be closed:  
**Monday, May 31** for Memorial Day.

We Remember



## *Welcome to CCOR!*

Rocio Colon, CDPAP Care Coordinator  
Brianna Koneski, Health Homes Enrollment Coordinator  
Lana Wolcott, Children's Health Homes Care Manager

## *Congratulations on Your New Positions!*

Aileen Calderon, CDPAP HR Supervisor  
Angela Gioia, CDPAP Supervisor  
Jennifer Gottschall, Staffing Manager of WNY  
Jennifer Licciardi, CDPAP HR Coordinator  
Santali Vazquez, Assistant Clinical Director

# Donate for Denim

**Can't find an extra \$10 in your budget?** *Yeah, you can!* Here are five ways to save \$10: 1) Skip the car wash and wash your car yourself. 2) Next time you want takeout, make a can of your favorite soup. 3) Trade the expensive night out with friends for something free, like a walk in the park. 4) Reduce your electric bill by turning lights off and unplugging devices you aren't using. 5) Get your next haircut at a budget salon or a local beauty school.

## Donate for Denim Recap:

**In March**, we raised \$100 for the **Brain Injury Association of NYS**, an organization that provides advocacy for people with Traumatic Brain Injuries (TBIs). And to show our support of Brain Injury Awareness month, CCOR wore blue on March 26!

**In April**, we came to aide of a community we care about by raising \$100 for **Community Missions of Niagara Frontier, Inc.**, which provides an impressive number of services to a diverse population.

## 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](mailto:bfindlay@ccorhome.com).

## Denim Down the Line:

**In May**, we'll be raising money for the **Roc Salt South Wedge Food Program**, which provides food to families once a month, regardless of where they live. This past year has been difficult for local food pantries and their clients. The Roc Salt South Wedge Food Program depends on donations of help, food, and financial support to continue to feed the families they serve.

**In June**, our donations will go to the **National Alliance for Mental Illness**, an organization that provides advocacy, education, support and public awareness so that all individuals and families affected by mental illness can build better lives. One out of five people live with a mental health condition, so their work is vitally important to many.



# LIGHT

## at the end of the TUNNEL

First Quarter  
State of the  
Company  
by Chris Gauvin, CEO

**A**fter more than a year, we are still navigating the obstacles of COVID-19. It's been stressful and challenging for all of us. The good news is we're starting to see a light at the end of the tunnel. Vaccines have become available, and appointments are easy to get through the New York State website. If you have any questions regarding the vaccine, feel free to reach out to us to discuss it.

Because the COVID-19 numbers have been decreasing, we have had more people here in the office. It's been great to see more interactions between teams and, for the most part, it's been very positive. (Except for the employees who pranked my office...you know who you are!)

During the past year, our operating system, EOS, has helped us get things done. One thing EOS can't do, however, is facilitate the many impromptu meetings we used to have on a daily basis. Hopping on zoom is not the same thing as actually going into someone's office and hashing things out in person. I'm hopeful we can get back to that as soon as we possibly can.

### What happened in Q1?

**Electronic Visit Verification (EVV):** In order to comply with federal law, we've had to implement an EVV system. For us, switching from a paper to a digital format also meant implementing a new software. Although the transition has not been smooth, our ability to deliver services has not been interrupted, and we are now 96% compliant with EVV.

**Staff Pay Rates:** Bringing on new staff is a major challenge. The pay rates we compete with from places like Wegmans are very difficult. We've looked into ways we can increase pay rates, add benefits, or provide additional bonuses to keep ourselves competitive. I hope to have the ability to make positive changes for our field staff in the coming months.

**AlayaCare:** We've worked hard on developing our relationship with AlayaCare and pushing for the changes we need. Now, we're seeing the results of that work. In fact, their latest products often highlight functionalities

that we asked them to develop.

**Quarterly Leadership Meeting:** Our most recent quarterly leadership meeting was the first one we conducted without the guidance of our EOS guru, Jim Wardlow, and it was one of the most successful meetings we ever had. We've taken the training wheels off and are running EOS on our own!

### Q1 Core Value Champions:

-  **1 EXTENDING THE FAMILY** Diana Ortiz
-  **2 GET IT DONE** Molly Ford
-  **3 LEAD WITH HEART** Mary Vacchetto-King
-  **4 SOLVE THE PROBLEM** Patrick Maslanka
-  **5 LITTLE FUNNIES :)** Kayla McCrickard

### What's happening next?

**CDPAP:** In a few weeks, we hope to receive the contract information regarding our status as a lead fiscal intermediary. Depending on the information, we may have to make changes in how we operate the CDPAP department.

**Brand Enhancement:** If our brand enhancement project gets approved by the board, we will be moving forward with some exciting changes to the brand.

**Health Homes:** As we continue to grow our Health Homes department, we are looking to expand our coverage area. I'm always impressed with what that team brings to the table, and I can't wait to see how far we can take this program.

**Our most important goal** is always to strive to make this one of the best companies to work for. We continually try to find ways to make work a fun and engaging place to be. We're making sure that's a part of our one-, three-, and ten-year goals. If we keep our eyes on the prize, keep setting those Rocks and moving things forward, we'll end up where we want to be.



# All Star **NURSES** “What nursing means to me...”

**Sandy Lyons-Jackson, MS, RN, CHC**

## **Nursing to me is not just a career, it is who I am.**

Nursing is not a job that I do and when I go home, it changes...it is completely and wholeheartedly the essence of who I am. I am a caregiver. I am also a woman who has many interests. As I age, I see nursing differently. I do not have the technical skills of our new nurses. But I do understand the dynamics and challenges of healing humans. I understand the many challenges and differences of each of us. I understand how to use my knowledge to adapt to that diversity. I also have a passion now to fight for the rights of those who cannot fight for themselves. Part of nursing is being a defender, an advocate. I also now have a great interest in the business side of medicine. Having a career in nursing means I can do many things and am not siloed. I can move along the spectrum of health care and choose how I want to use my skills. Not many careers are as fulfilling.

**Shari Roland, RN**

## **Nursing is an opportunity**

to give back to my community in so many ways. Being a “local girl” is a great comfort to many.

**Santali Vasquez, RN, BSN**

## **A career in nursing to me**

is not only an opportunity for job security, it is also an opportunity to be a part of something larger than myself. I personally have always felt called to be a caregiver, and I love being able to help others when they are most vulnerable and need it the most. Nursing as a career takes a lot of work, determination, and motivation and is not meant for everyone. There is an innate level of caring that a good nurse has to have. In order to be successful in this career, you not only need to grasp the technical/book knowledge, you also have to have a bedside manner that promotes healing and shows tremendous empathy and caring. If you have those two things and do them well, you will have success in this career. There is always room for growth in nursing and opportunities to continue to develop yourself. Nursing has a vast amount of areas you can specialize in, and there is something different for everyone.

Because it takes a tremendous amount of work and determination to become a nurse, there is a sense of pride that I carry with me in my career and the work that I do that I think is so important to have in this career. Nursing has a vast history and there is an endless network of nurses around the world; there is so much fulfillment and lots of support that we carry this title with honor.

**Alison Hall, RN**

*A poem by Melodie Chenevert, RN:*

## **“Being a NURSE Means...**

You will never be bored.  
You will always be frustrated.  
You will be surrounded by challenges.  
So much to do and so little time.  
You will carry immense responsibility and very little authority.  
You will step into people’s lives and you will make a difference.  
Some will bless you.  
Some will curse you.  
You will see people at their worst... and at their best.  
You will never cease to be amazed at people’s capacity for love, courage, and endurance.  
You will see life begin...and end.  
You will experience resounding triumphs and devastating failures.  
You will cry a lot.  
You will laugh a lot.  
You will know what it is to be human and to be humane.”

**Jennifer Boronkay, RN**

## **To me a career in nursing**

is very rewarding. It’s a great feeling to help patients and families through difficult times.

**Katie Reed, RN**

## **Being a nurse has**

never been just a career for me. It is truly part of who I am. My greatest callings in life have always been to love and serve people. Being a nurse provides endless career options and opportunities to help others.

**Elaine Gebhard, RN**

## **My career in nursing means**

I get to assist and help people with becoming more independent, not only physically but mentally and socially. To see a client grow in any of these areas is a great reward for me.

**Wanda Trojanoski, RN, BSN**

## **I believe everything in life**

is a matter of perspective. The people I have come in contact with, touching their lives and being touched by theirs, gives me a different appreciation and broadened perspective.

**Lisa Robinson, RN**

## **Being a nurse means**

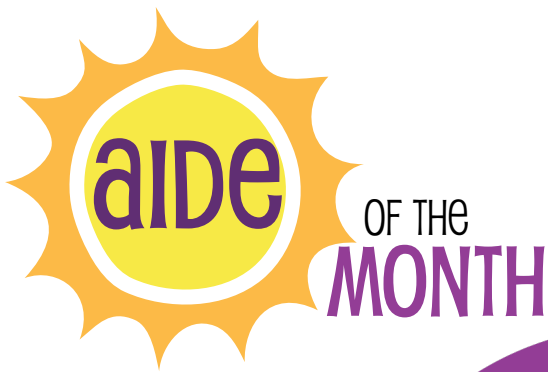
bringing comfort, compassion, treatment, education, and friendship to people when they need it the most and caring for those who cannot care for themselves.

**Dawn Brucker, RN**

## **I grew up with**

four brothers in a poor-to-middle class blue collar family. When we all reached age of graduating from high school, my parents announced to us all that “there was no money to assist any of us with any college pursuits.” I always wanted to be a nurse and read Florence Nightingale books from my elementary school library beginning at age 11. Because I somehow had to figure out how I was going to go to college for my nursing degree, I joined the US Army and signed up for four years and went to basic training the summer I graduated from high school. *The Army ended up assisting me in paying HALF of my nursing school tuition!* I have always appreciated and took care to maintain a good standing with my nursing degree because of my sacrifice and duty to my country. My army experience helped me to learn a lot about myself. I began college course work and travel that spanned the country and abroad to Germany. I was stationed in southern Bavaria in a 200-year-old city named Augsburg. While in Europe for one and a half years, I traveled to nine countries!

Throughout my career, I have always been able to find a job, no matter what was going on in my life (having children, life’s changes, multiple moves). I was always able to do different things as a nurse (surgical floor, cancer floor, pediatrics for a bit). I have enjoyed the challenge of community health over the last 20 years.



March 2021  
Cindy Day

## a WISH FULFILLED

IN 1989,  
OUR MARCH aide OF  
THE MONTH, CINDY DAY,

was working as a college snack bar cashier, while helping take care of her father, who was struggling with cancer. After two years of battling the disease, which started in his thyroid and spread to his lungs, Cindy's father Gordon was losing the fight. As he lay dying in the hospital, Cindy never leaving his side for four days, he said to her, "Cindy, I have one wish for you. Why don't you go on to be a nurse like you always wanted?"

That was the motivation Cindy needed. Her childhood dream to become a nurse may never have come true without those life-changing words. "I've always been interested in taking care of people, trying to make them comfortable, just caring for people and being there when they need you." Cindy went on to become a Licensed Nurse Practitioner, a career she loved and pursued with all her heart

"I've always been interested in  
taking care of people...and being  
there when they need you."

After 31 years working in nursing homes, however, Cindy was ready for retirement. Constant nurse and aide staff shortages in the group home setting led Cindy to be required to work double and, sometimes, even, triple shifts. The dangers of such an exhausting schedule were beginning to

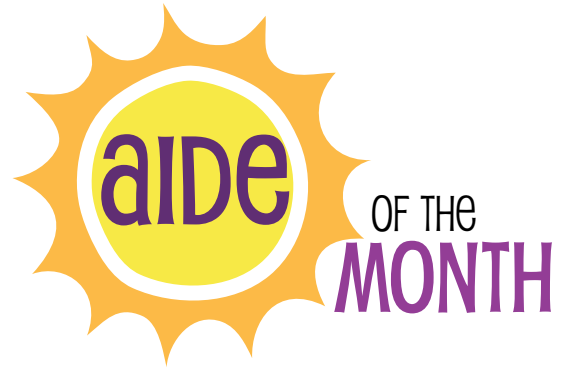
take their toll on Cindy, and even though she loved the work, she knew she was ready for a change. After retiring, she found CCOR and the rewards of a part-time job in home care.

Caregiving has not only been a rewarding career, but it has given her a valuable perspective as well. "When you see somebody struggling," she says, "it makes you appreciate what you have, the health that you have, and not take every day for granted or your family for granted." Cindy makes the most of her health and her family as often as she can, enjoying travel and the outdoors.

"When you see somebody  
struggling, it makes you  
appreciate what you have."

Gordon not only gave his daughter the gift of a fulfilling career, but a fulfilling life. He fostered her love of travel by taking his five children on summer vacations that explored every tourist attraction in the United States. To this day, Cindy loves the freedom of travel and has been to every state but Alaska (and that's definitely on her bucket list).

Gordon's influence and his dying words made an impact on Cindy, who has, herself, made an impact on countless people. "It's hard to know what the future would have been. I don't think I would have gone to school if he didn't say what he did. That was what pushed me." Although he didn't live to see it, we're thankful he recognized the promise in Cindy of a beautiful career in compassion. ■



April 2021  
Emily Rader

HOME  
IS WHERE THE  
HEART IS

**“IT makes me happy taking care of my clients and knowing I’m there for them when they need me,”**

says our April Aide of Month, Emily Rader.

Emily is an exceptional aide, and one of the most important aspects of her work is the mental health and happiness of her clients.

Emily knows that many of our clients have been compelled to give up the little things that make them feel like themselves, and her aim is to restore their confidence and sense of self. Whether it means getting them all dolled up, doing their hair or nails a certain way, or talking about the things they love most, Emily finds a way to give her clients a mental boost and an ear-to-ear smile. “It’s very rewarding to be able to help others get back to feeling like themselves.”

**“IT’S VERY REWARDING TO BE ABLE TO HELP OTHERS GET BACK TO FEELING LIKE THEMSELVES.”**

Emily knew early on that home care was a passion of hers. “I really like the idea of being able to help someone stay home instead of going into assisted living,” she says. “I know that it takes stress off of them knowing that they can be in their own house and being able to be around the things they know.”

So, after finishing school, Emily went into home care. After a year and half, she left the field in favor of retail for about five years.

“I did take care of family and friends here and there. And that’s

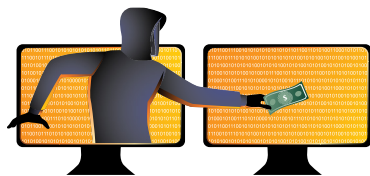
what made me want to go back to it.” Emily’s love of being there for people who need her inspired her to get back into the career she loves. When a friend suggested CCOR, she applied, was hired, and very quickly proved herself to be an incredible asset to the company.

**“I REALLY LOVE DOING MY JOB. I DON’T EVEN CONSIDER IT A JOB. I JUST LOVE DOING IT.”**

In her free time, Emily enjoys life in the country, raising her two beautiful children, Andrew, 12, and Jade, 11. She also enjoys diamond art, crocheting, and traveling. But the pursuit she enjoys the most is caring for others. “I really love doing my job. I don’t even consider it a job. I just love doing it.” ■



# SAFETY CORNER



## Scam Safety

By Sandy Lyons-Jackson

**T**here are thousands of new scams every year, and sometimes, it's challenging to keep up with all of them. However, if you can just remember some key tips, more than likely, you will be able to avoid most scams while protecting yourself and your family.



**Be cautious about what you share on social media.** Check your privacy settings and only share with people you know. Try not to share private information online.



**Keep your personal information to yourself.** Shred sensitive paperwork, protect your passwords, and guard your credit card number.



**Consider the National Do Not Call Registry.** Visit [donotcall.gov](http://donotcall.gov) and register your phone number.



**Don't buy bogus weight loss products.** Stay away from products that seem too good to be true. Remember: the best path to good health will always be nutrition, exercise, and a positive attitude!



**Some employment services are scams.** Do your research and know what you're getting yourself into before paying anyone to help you get a job.

**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.



**Avoid clicking on links or opening attachments in unsolicited emails.** If the sender is unfamiliar, it may contain malicious software.



**Double check your online purchase is secure before checking out.** Make sure the URL says "https" and the address bar contains a small lock icon.



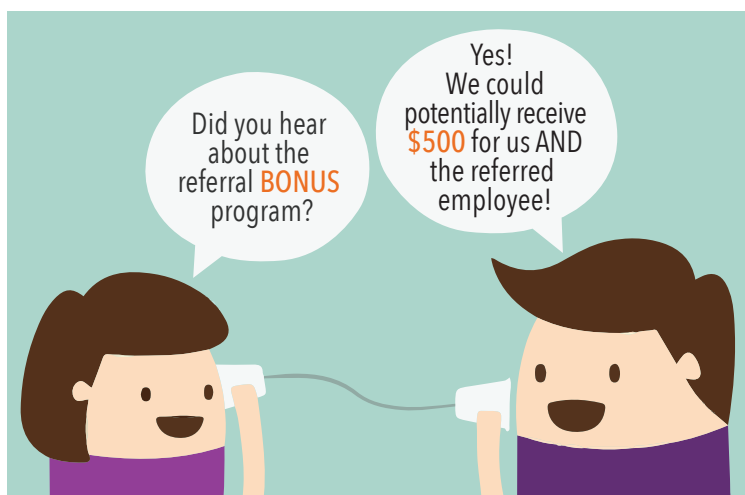
**Use extreme caution when dealing with anyone you meet online.** Scammers often use social sites to make connections and gain trust. Beware!



**Resist the pressure to act immediately.** Try not to respond to such high-pressure sales tactics as "limited time offer" or "act now while supplies last."



**Use secure and traceable transactions.** Avoid paying by wire transfer, prepaid money cards, gift cards, or other non-traditional payment methods.



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

Stay up to date on all of our latest news, events, and more! Visit [CCORhome.com](http://CCORhome.com), and check us out on Facebook and Instagram!



CCOR - Companion Care of Rochester



CCORoch



**Our HIPAA officer is Molly Dillon!**

HIPAA violations & FRAUD  
must be reported  
**Anonymous Hotline**  
**585.546.1219**