



Dorothy Muffett,  
Baywood Home Care President

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## **Baywood Home Care\* -- Minneapolis, MN**

**\*Formerly Homewatch Home Care. The company is under the same ownership; the only change was the company name.**

President and Owner, Dorothy Muffett, founded Homewatch Home Care in 2000. At the time, the Twin Cities private-pay home care options were relatively limited. Since then, Baywood Home Care (formerly Homewatch Home Care) has helped to accelerate what has become an important, growing and groundbreaking trend of health, physical and emotional care for Minnesota seniors that specifically *allows them to live where they want to live*.

At the beginning, Baywood Home Care focused on the tasks and services that would allow seniors to live at home, the primary alternative at the time being a nursing home. The Minneapolis-based company launched with a staff of 10 employees including office personnel, a nurse and home health aides.

Over time, Baywood Home Care recognized that for seniors and their families to truly feel peace of mind with in-home care, the company would have to address needs that went beyond health care tasks and services. The company learned that 80% of caregiving is still done *not by* nursing homes, home care companies, or assisted living facilities *but by family members*. Even the media is recognizing that this “sandwich generation” is overwhelmed with caring for both their children and parents. The stresses of family caregiving go well-beyond health care needs and include social, emotional, and home management concerns. Baywood Home Care evolved naturally, yet purposefully, from a provider of home health services to a company committed to “doing whatever it takes” to make it possible for seniors to live where they want to live.

Today, Baywood Home Care offers personalized in-home care that is managed by exceptionally trained and committed Registered Nurses. Additionally, well-qualified caregivers can help a few hours each week or live in the client’s home to provide around-the-clock care. Nurses and caregivers are committed to ensuring that the emotional, physical, social, health care, and home management needs of each individual client are met. Ultimately, the company does everything it can to allow seniors to continue living life the way they know it, with independence and dignity, in the home they want to live in. Baywood Home Care recognizes that “home” can be the house someone has lived in for many years, an apartment, a family member’s house, or even an assisted living apartment. No matter what “home” entails, the Baywood Home Care staff is available to their clients and families 24-hours a day.

Throughout the company’s shift in focus from home health care tasks to an all-encompassing care management approach, Baywood Home Care recognized the opportunity to fulfill a growing client demand in assisted living homes. In recent years, there has been a rapid shift in people choosing assisted living options over nursing homes for long-term care. Baywood Home Care is able to provide specialized options for seniors who live in an assisted living, but need additional care beyond that available on-site; including memory care, around-the-clock care, companionship and private transportation for appointments and social outings.

Baywood Home Care serves the greater Twin Cities area and provides live-in care in many surrounding counties that are within 2-3 hours of the Twin Cities. In 2006, the company opened a Mankato office to meet the growing demand of seniors who want to stay home in South Central Minnesota. Baywood Home Care currently serves between 100 and 200 clients and their families with a highly qualified staff of approximately 150 employees.

Employee retention is a top priority at Baywood Home Care and often serves as an “added value” to the clientele because happy and long-term employees means that the company’s clients get to know and trust a consistent caregiver. In addition to the staff’s commitment to dignified, compassionate and continuing care, there is a trend of longevity and loyalty to the company. Baywood Home Care employees cite that the company’s commitment to significant compensation packages - including competitive salaries, health and dental insurance, and a 401K program demonstrates that the company understands that by taking good care of its employees, it is in-turn taking good care of its clients. Baywood Home Care caregivers have to pass a written test, hands-on skills test, background check, and are screened via references and driving record checks. All caregivers have previous elder care experience.

Today, Baywood Home Care is a leader in what has become a very competitive private-pay home care industry. The company differentiates itself by going above and beyond providing home care services. By focusing not only on health care needs, but also on the emotional and informational needs of family members, the social needs of clients, and home management needs; Baywood Home Care stands out above the crowd. Under the Baywood Home Care model, clients are matched with caregivers and nurses who uniquely address their personal lifestyle needs to improve quality of life. For example, in 2006, Baywood Home Care clients and caregivers attended The Christmas Story at the Guthrie, enjoyed a picnic in Como Park, and window-shopped in Edina. The Baywood Home Care nurses and caregivers also manage or provide other needed services such as having a furnace repaired, paying bills, simply cleaning out a fridge, or buying groceries in preparation for tomorrow’s dinner party! Baywood Home Care caregivers are certified home health aides who can also assist with mobility, administer medications, help with personal cares, and check vital signs. The Baywood Home Care Nurses can set up medications, perform skilled assessments, and provide as a liaison for communications with families, social workers, and doctors.

To this end, Baywood Home Care (formerly Homewatch Home Care) addresses ***any and all needs*** necessary to not only improve the lives of their clients, but to also ***ensure that later life includes the continuance of meaning, joy, passion and dignity – at home.***