

JOBS

TOP 100 | FEATURED **A-1** HEALTHCARE MANAGEMENT

purpose & importance

A home healthcare and hospice company believes empathy and understanding are the biggest virtue and qualities their employees possess, creating an environment that positively affects patients' lives.

By **BILL QUINNAN** | FOR O.C. REGISTER SPECIAL SECTIONS

the motto of A-1 Healthcare comprises three qualities essential to providing quality home healthcare and hospice services: "Compassionate, Competent and Caring." According to Binita Trivedi, Healthcare Administrator of A-1 Healthcare Management's three agencies, employees of the organization embody these qualities, and this not only leads to happy patients, but happy employees as well.

Strongly infused into the company's culture is the belief that it takes a village to heal the physical or mental wounds of a patient, and management, nurses and support staff together achieve that every day, according to Trivedi.

Based in Huntington Beach, A-1 Healthcare was among the companies named to the Orange County Register's Top Workplaces for 2014.

Communication plays an important role in A-1 Healthcare's work life. Management decisions are explained to all employees for purpose of the execution of any task. This enables all employees to understand the purpose and importance of their duties to the agency and how their duties affects patients' lives. Every corporate decision and direction is thor-

oughly explained to employees of every level, so that they feel engaged, feel ownership in their work and are motivated to go beyond their job requirements to bring smiles to the patients' faces.

"Empathy and understanding are the biggest virtue and qualities our employees possess," Trivedi said. "Each employee feels understood, respected and supported by management in their personal challenges as well. This encourages them to bring 110 percent to their job, and this is reflected clearly by our five-star status and customer satisfaction survey of 9.8 out of 10."

Known by her peers as a strong, entrepreneurial woman, Trivedi strives to provide precise direction for the company and a detailed plan for achieving excellence. Her strong values and ethics have provided a dependable place for which to work, according to the company.

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COMPANY STATS



HEALTHCARE MANAGEMENT

- Sector: Healthcare
- Employees in region: 50
- Headquarters: Huntington Beach
- Founded: 2003
- Website: a-1hm.com

AWARDS:

- Top Workplaces – Orange County Register, 2014
- 5-Star Rating – Centers for Medicare & Medicaid Services, 2015

WHAT DO EMPLOYEES SAY ABOUT THE COMPANY:

I encouraged to do my best and use my talent for the benefit of the community. I feel confident.

It is rewarding being able to make a difference in the care rendered to our elderly population.

Organization culture is ethical and professional yet family-centered and friendly.

Caring, kind and very helpful.



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Senior management puts a strong effort into understanding what is really happening at A-1 HM, supporting the responsibilities of employees towards their children and parents with flexibility in work scheduling. Employees are able to schedule their start times between 6:30 a.m. to 9:00 a.m. based on the needs of their families.

The company makes the most of opportunities for celebration, such as birthdays, engagements, weddings, Administrative Professionals Day, National Nurses Week, Caregivers Month and more. Such occasions foster friendship, enabling employees to feel connected to each other and to senior management.

Another key component of A-1 Healthcare's positive work environment is its benefits package. A-1 Healthcare provides company-sponsored retirement benefits to eligible full-time-equivalent employees, with the company matching 100 percent of 3 percent of employee contributions and 50 percent of up to 5 percent of employee contribution. Even though the company is not large enough to be mandated to provide group health-, dental- and vision-insurance benefits under the Affordable Care Act, it has continued to provide these benefits, according to the firm.

The company offers an employer-sponsored tuition-reimbursement program for its full-time-equivalent employees, as well as flexibility in scheduling to accommodate educational advancement.

Professional development is a high priority. Senior management is sent to appropriate industry seminars, and the director of Patient Care Services holds monthly educational in-services at which the latest updates and knowledge are shared.

A-1 Healthcare Management was founded by Binita and Tushar Trivedi in 2003. The company applied for a new license for a Medicare- and Medicaid-certified Home Health Agency in January 2005.

A-1 Home Health Care received its certification after 35 months in December 2007, starting with a zero-patient census and now proudly serving the needs of more than 175 patients in Orange County.

Through Madison Home Health, based out of Los Angeles County, the company has developed a specialized psychiatric home health program to serve the needs of both Orange and Los Angeles counties. Madison Hospice was added in 2013 to provide a continuum of care to its existing patients and to offer a novel, holistic approach of Yoga Therapy to terminally-ill patients. According to Trivedi, yoga is known to curb depression in patients and bring overall feelings of calm and wellbeing.

Home-health and hospice is a very competitive and most-regulated industry, noted Trivedi.

"Most of our patients are Medicare beneficiaries, where every month all of our patients are surveyed for the quality and timeliness of our care. Our agencies have received 9.7 to 9.8 out of 10 on consistent basis," she said. "We consider it an honor when patients ask for our home-health agency to be assigned to them to their doctors or case managers in any facility. We consider it as our Oscar."

As A-1 Health Management is mainly in the nursing business, the company always applauds progression from Certified Home Health Aide to Licensed Vocational Nurse to Registered Nurse.

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"It shows perseverance, which reflects strength and passion for profession," Trivedi said. "Being a mom is also considered a huge qualification at A-1 Health Management. Being a mom is the only job that you step into without any manuals or training. Every day you are posed with a new problem or situation, and you have to find novel ways to deal with every situation and different child. Moms are the biggest problem-solvers alive."

As an organization that primarily serves the elderly population, A-1 Health Management supports local senior centers by providing free blood-pressure clinics and nursing services, and by supporting the centers' festivities.

The company has also served young adults with multiple sclerosis and has seen firsthand what a debilitating disease it is, so it is a strong supporter of the National Multiple Sclerosis Society and its efforts for continued research and cure. A-1 Health Management also supports its employees' parent-teacher organizations, as well as employees' personal passions for charities of their choice by donating funds and time.

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