



**J. Mark Baiada**  
**Founder**

**BAYADA Home Health Care**

J. Mark Baiada founded BAYADA Home Health Care in 1975 with the mission to help people have a safe home life with comfort, independence, and dignity. More than three decades later, BAYADA has grown from its humble beginnings to become a national leader in home health care serving clients in 25 states from more than 250 offices. The values he learned from studying such role models as Benjamin Franklin, Andrew Carnegie, and St. Francis of Assisi, guided him to success as a family man, businessman, and philanthropist.

Honored as an Ernst & Young “Entrepreneur of the Year” for the Philadelphia region, Mr. Baiada credited much of his success to his belief: “Think big. Work hard. Show love.” He also credits his company’s consistent growth to his belief in people—hiring people who share in his vision and providing them with the inspiration and tools to achieve great things.

As an advocate for improving patient outcomes and advancing health care, Mr. Baiada annually co-sponsors the Drexel University “BAYADA Award for Technological Innovation in Nursing Education and Practice,” which rewards nurses who innovatively use technology to advance their profession. His contributions to the advancement of health care and nursing were recognized by the University of Medicine and Dentistry of New Jersey (UMDNJ) School of Nursing with the Visionary Leader Award in 2012.

Baiada’s work as a humanitarian has been recognized with various honors, including the “Golden Lion Award” from the Sons of Italy Foundation in 2008, the “75 Greatest Living Philadelphians” from the Philadelphia Eagles in 2007, the “Work of Mercy Award” from Mercy Vocational High School in 2006, the “Cradle of Liberty Award” from Boy Scouts of America in 2006, the “Light of Hope Award” from Catholic Charities in 2005, and the “Helms Award” from Goodwill Industries in 2005.

Mr. Baiada also sponsors the BAYADA Regatta—a competitive rowing event for athletes with disabilities. For more than thirty years, athletes from around the globe have gathered at the banks of the Schuylkill River in Philadelphia for this annual event. In addition, Baiada sponsored various relief efforts that helped people injured in the Kosovo War, Hurricane Katrina, and the tsunami disaster of 2004, and is currently sponsoring nurses to help rebuild Haiti.

Baiada has been actively involved in the following organizations: Gatti-Morrison Construction Services, King of Prussia, PA, 1980 to present; Cornerstone Bank, Moorestown, NJ, 1999 to present; Joint Commission on Accreditation of Healthcare Organizations’ Home Care Advisory Board, Oak Park Terrace, IL, 1999 to 2008; Loyola University in Maryland, Baltimore, MD, 2000 to 2008; University of Pennsylvania School of Nursing’s Board of Overseers, Philadelphia, PA, 2000 to present; and the School of Business, Rutgers University’s Executive Advisory Council, Camden, NJ, 2001 to present; Drexel University College of Medicine, Philadelphia, PA, 2002 to 2006; and University of the Arts Parents Council (co-chairperson), Philadelphia, PA, 2006.

Of all Mr. Baiada’s successes, he considers his family to be his greatest achievement. Residents of Moorestown, NJ, he and his wife, Ann Baiada, RN, CRRN, have five children and eight grandchildren.

Baiada received his MBA degree from Rutgers Graduate School of Business in 1970 and his BA from Rutgers College in 1969. Prior to founding BAYADA, Mr. Baiada was a market researcher for Avon Products, NY, NY and the American Thread Company, Stamford, CT.