



# BizSnaps

A Snapshot look at local businesses

**BrightStar**  
Healthcare<sup>SM</sup>

**Pam Bidne**

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**Business Hours:** I'm in the office as I need to be and by appointment.

**When was the business started?** BrightStar Healthcare originated 5 years ago and since has established more than 35 independently owned and operated franchises in several states. The Dane County/Rock County franchise started over one year ago, originating in Dane County and now with an office in Rock County, serving Rock County clients locally.

**Describe your products/services:** Our Certified Nursing Assistants provide home care services including companionship, doing household chores, providing transportation, and assisting with personal cares such as bathing, ambulation, dressing, medication reminders and eating. We also can provide staffing of RN's, LPN's, and CNA's for facilities such as nursing homes and assisted livings.

**What do you do which differentiates you from your competitors?** We provide services 24-7 and can assist people of any age. Our flexibility allows services to begin promptly, even in most emergency situations, with schedule changes considered a normal result of our clients' changing needs.

**How did you become interested and/or get started in this business?** I have been working with people in residential environments such as group homes, supervised apartments and assisted livings for a number of years in various capacities. When I interviewed to be part of BrightStar Healthcare, and specifically the independently owned and operated Dane/Rock County team, it seemed to be a perfect fit – to be able to use my "people skills" and knowledge of Rock County to be part of a business that I believe strongly will enhance the lives of people in Rock County.

**What kind of training or background do you have?** I have an undergraduate degree in Family Environment/Family Services, and a Master's degree in Rehabilitation Counseling. I have an "undisclosed" number of years of experience working with people with development disabilities as well as older adults!

**What have you learned from this business?** It's more of a feeling than a bit of information – a sense of satisfaction in being able to enhance the comfort level, happiness and overall quality of life of the people we serve.

**What are our future plans for the business?** We plan on being there for the people of Rock County who need someone to rely on in order to get that well-deserved break, or to remain in their homes.

**Who has had the most influence in the way you do business?** My mom, who gave me my strong believe and trust in people.

**Do you have a favorite saying that applies to your business?** My best friend and I recently wrote a song with a message that seems applicable: "Put your baggage down, turn around, and carry today."

**What have been some of the challenges you've faced and how did you work them out?** Each of our client situations is unique, and we accept each challenge of developing a customized service plan, with the help of our nurse, CNA's, and the client and their family.

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