

# AMADA SENIOR CARE – Barrington

## INVERNESS *life* sponsor spotlight

Words by **Dan Clifford**, owner. Written by  
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Greetings, friends and neighbors! If we haven't already done so in person, I would like to introduce myself and my family. My name is Dan Clifford, and along with my wife Melissa, we own and operate the Amada Senior Care center in Barrington, Illinois. We've been up and running since 2017, with our current location having been open for the past year; but first, let me provide you with a little background on our family and the events that have led up to where we are now.

My wife and I have been married for 25 years, we have three children and two Siberian Huskies. Melissa is a pediatric physical therapist, and our oldest, Maureen, is finishing her sophomore year at The University of Wisconsin, Madison, as a Nutritional Science major on the Pre-Med path. Next, our son Connor is finishing his freshman year at St. John's in Minnesota as an Economics major. Lastly, but certainly not least, we have our youngest, Kiera, who is finishing her sophomore year in high school. She even tells us that she is actually our smartest child! Our two Huskies are brothers that just joined us in January of this year. They are 6-month-old pups and each weighs over 50 pounds! All of us enjoy the two new additions to our family, and we wouldn't have it any other way.

My alma mater is The University of Wisconsin, Madison, from which I hold a BS in Economics. Upon graduation, I went to work at the Chicago Board of Trade and was a floor broker, as well as a local trader in the 30-year bond and five-year notes, including the Corn Pit. As the computer industry began to grow into a more dynamic and all-encompassing market, I left the CBOT in 2000 with an opportunity to begin working for Johnson & Johnson. I then moved into working with medical devices with ConMed Electrosurgery. They acquired the GI division of CR Bard, and this is where I became the biliary stenting specialist, nationally promoting a new stent from WL Gore. I traveled around the nation and consulted MDs on the deployment of this new Teflon-coated metal stent. Surprisingly, I was unknowingly recommended for a position in



medical capital sales by some of the physicians with which I had been working. We had been doing quite a bit of stenting procedures, and they wanted me to be their capital equipment representative. As a result, although I was happy with where I was and was not looking for a change, I suddenly found myself interviewing and spent the next decade working for Pentax Medical in capital sales. It was during this time that my mother was diagnosed with Alzheimer's. I have been her healthcare POA during the last five years and have been managing her life situations ever since.

So how and why did we choose to start Amada Senior Care, you ask? Well, initially, we managed my mother's medical condition through in-home caregivers; then, we opted to move her to assisted living, followed by a nursing home stay, and then back home after some modifications were made to help her in continuing her daily life. I managed and coordinated the initiation of her long-term care insurance claim, and as a result, my understanding of her needs for special care, as well as the complexities of her policy, was what led to us being able to bring her back home where she is delighted to be. As we made the move from the nursing home back to her home, I once again began searching for qualified caregivers to help her when I was unable to. Finally, I came across Amada Senior Care, and after researching what they do, not only with the careful vetting of caregivers but also their continued focus and commitment to long-term care involving the hassles of insurance and helping seniors understand their access to various resources, I knew it was the kind of facility I wanted to be a part of. I learned about their software platform and how they created it as proprietary. At the time, there wasn't an Amada in the Chicagoland area, but the North-west Chicago suburbs were available to open up a new location. After all of the



Kiera, Connor and Maureen with Gatsby and Bucky



Dan and Melissa Clifford with children Maureen, Kiera and Connor

transitions from one occupation to another, my patient and loving wife gave me her blessing to change occupations once again, leave the hospital work that I was currently involved in, and open our own Amada franchise in Barrington. Years later, now there are four Amada's in the Chicagoland area!

While Amada focuses on advocacy for long-term care insurance clients, we also focus on federal VA benefits for wartime veterans. What sets us apart from the rest is that we do everything possible to assist seniors in uncovering and accessing the resources that are available to them, and we can initiate and submit claims for our clients, lifting that complicated and often heavy burden from off of their shoulders. At Amada, we also provide seniors with complimentary policy reviews, so that when they need to begin utilizing their LTC policies, we can assist them and schedule any care needs that they may have. Whenever I finish a review with a prospective client, I always get the same response: "Thank you! I could never have done that by myself! I would never have asked those questions!" In many circumstances, seniors don't fully understand the daunting complexities of their policies, and they don't even know the right questions to ask. That's where we come in. We provide them with the best information possible in order to give them the opportunity to make an educated decision about where their next step is and how to take it, whether that's staying at home or transitioning to a well-rounded and supportive community.

In this heightened and tumultuous time with COVID-19, and because our software is proprietary, it has been updated to include a "Health Tracker" mechanism for our caregivers. The caregivers are unable to move through the process of clocking in or out without filling out their own health status. This allows us to keep track of the health of our caregivers in real-time and lets us know when we suspect that someone may need to be sent home and/or begin to be quarantined. Since the beginning of March, we have been proactive in mandating both mask and glove use during shifts in order to continue making every effort possible to take care of as many seniors as possible in the SAFEST manner.

Given the nature of what we do here at Amada, some advice that I would strongly recommend for our prospective clients is to always gather as much information as possible about a senior's personal situation and make sure to research your options. You want to ensure that you make the best decision for you and your family. That is why utilizing Amada for the long-term care insurance policy review is one of the best decisions you could make for your loved ones. Seniors and their families will walk away knowing more about what they can have covered, but also how they can use that coverage for their benefit. In fact, a lot of policies will have a separate pool of funds available for durable medical equipment if you know how to ask the right questions and understand how to properly access those funds. Please give us a call or send us an email if you are looking for the best options for your family, because here at Amada Senior Care, you're not just a client; you're family!

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