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A logo for a company

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**Quality and Workplace Culture Take Amada to the Top**

Working for a five-star company, with quality people who provide quality services is a dream for most people.

For Amada Senior Care it is a reality.

So much so, that Amada is still coming down from the high of celebrating another first-place ranking in Top Workplaces Lehigh Valley, as Lehigh Valley’s best small business employer, identifying the company as number one for its strong workplace cultures based on employee feedback.

In addition to the number one spot in Top Workplaces, the program also presented Amada with a special award, the Doer Award, recognizing it as a company where employees strongly agree that it does things efficiently and well.

This is the fourth year the company has been in the Top Workplaces rankings, with placing number two in 2019, number one in 2020, and number three in 2021.

These accolades would not be possible without the 100-member staff of Amada, who are on the front line and in the trenches, day in and day out, providing personal in-home care, including dressing, bathing, personal care, meal prep, errands, light housekeeping and much more. The company also provides free senior living advising (a placement service), elder care management via social workers, and long-term care insurance claims management. The exceptional employees of Amada provide over 100,000 hours of care for seniors in the Lehigh Valley each year.

It is these employees who participated in the 25-question scientific survey that Top Workplaces provides, with questions ranging from pay and benefits, direction, leadership, meaningfulness and appreciation, and it is the positive sentiments of the staff that drove Amada to the top.

At the core of Amada’s success and the main reason employees enjoy working for the company is the culture that Ed Duborg, chief executive officer and owner, planted when he started the company eight years ago with just one client, one caregiver and one case.

After learning and embodying every role in the company, working long hours and being on call for the first two years of business, Duborg cultivated that seed he planted and grew to become an exceptional leader, mentor and role model to the staff he cares deeply about.

“People ask me all the time what it’s like working for Ed,” said Jess Adam, Senior Living Advisor for Amada, who joined the company in 2024 after a long career in social work, hospice care, case management, and senior living. “and most also ask if we are hiring.”

The amazing run that Amada has had since it first opened its doors in 2017 is no surprise since in the company’s first year of business in the Lehigh Valley, it already received an A-plus rating from the Home Care Standards Bureau, for meeting and adhering to a stringent code of standards and ethics.

The company did not stop there and continued to blaze a trail to become the only one-stop, full-suite senior care provider in the Lehigh Valley and the five-star, culture-driven company it is today,

Duborg, 52, of Orefield, made the choice to take the journey at Amada, with the element of exceptional care in the forefront of his mind.

“We have a great family culture at Amada, taking care of employees and giving them a good quality of life,” Duborg expressed. “We treat our employees like we’d like to be treated. We treat our seniors the way we’d want our loved ones treated.”

It makes sense for a company whose very name means ‘beloved, loved.’

“I’ve been asked what makes me feel most alive, and the answer quickly came to me- helping others”, Duborg expressed.

For Susan Hunsicker, after two decades as a Certified Nursing Assistant, six years ago she joined Amada and is now the Care Manager for the company. Her role focuses on caregiver retention and client satisfaction. Hunsicker says Duborg includes his staff in everything and makes them feel a part of the business.

“I love my job,” Hunsicker expressed. “We know we are all a part of the growth. We have seen it. We are encouraged to take ownership in the business, to treat it like it’s our business”

Duborg has created a loving, family environment for his staff, from holiday parties to caregiver parties, stopping in wherever the caregiver is stationed to hand out gift cards to staff or sending encouraging messages and feedback in the employee communication portal, allowing office staff to work from home on Fridays, or to stay home on extended holiday leave.

“It feels like family,” said Kara Klusaritz, Director of Operations for Amada, who has been in the healthcare industry since graduating from college nearly three decades ago and has been working for Duborg for six years.

“Ed [Duborg] teaches you and helps you learn your role and then lets you go. You are encouraged to bring ideas to the table.”

A significant part of the growth in Amada’s staff was in 2023 when Duborg hired Craig Berdini as Director of Business Development. Duborg remains the face of the company, as Berdini takes on bringing in new business as well as making sure new clients are cradled in the hands of the ‘beloved’ care that the company provides with the most ease and assurance. Berdini is with the client from the very beginning and helps with an easy transfer to the operational team and will guide the client to the services that are in need, while walking with them in their journey with Amada Senior Care Lehigh Valley.

When asked what it means to work with and for Duborg, Berdini exclaimed, “The environment he creates is amazing.”

“He values his people and in turn his people put that back into the business.”

In 2017, the doors to Amada opened in South Whitehall Township in a 200-square-foot office. As the company experienced rapid growth, within its first year it moved to a 1,500-square-foot office and now resides in a 3,000-square-foot office that it is quickly growing out of.

Amada Senior Care originated in Orange County, California, in the early 2000s. By 2012 the company became a franchise that would grow to more than 250 locations across the nation. Amada Senior Care Lehigh Valley has made its mark in a short time and has risen to become one of the franchise’s top locations nationally. Amada founder, Tafa Jefferson, recently visited from California for a celebration dinner with the Lehigh Valley team.

As Duborg is still taking it all in, he reflected on the joy the last seven years of building this company has brought to him.

“It’s pretty amazing to sit back and reflect on what we’ve accomplished. All the seniors we’ve cared for, enriching their lives,” Duborg exclaimed. “We built it brick by brick, always doing the right thing for the seniors and employees we serve”

For more information, please visit [www.amadalehighvalley.com](http://www.amadalehighvalley.com) or contact Craig Berdini at 484-268-1778 or Craig.B@amadaseniorcare.com.