



## **Concierge Care Advisors™ Simplifies Senior Living Options with Personalized Care and Housing Referral Services**

*Company prioritizes self-regulation, support of industry standards and intimate knowledge of assisted living communities and home care providers*

**SEATTLE, WA – March 28, 2011** – [Concierge Care Advisors](#), a pioneering Seattle-based senior care and housing referral agency, is now available to assist families and individuals dealing with the complex process of choosing an assisted living community or placing a loved one in residential care. Concierge Care Advisors offers complete and personal assistance, defying the lead generation model many referral services follow and focusing on relationships with both families and communities. Unlike other agencies, the company operates under strict self-regulated guidelines, ensuring every recommendation and placement is of the highest quality.

When it comes to the many options involved with the evaluation of assisted living for oneself or a loved one, Concierge Care Advisors leaves no stone unturned. Personal advisors meet with individuals or families on location – at the hospital, existing residence or any convenient place – and personally get to know the needs and preferences of each person. Advisors then evaluate the options available, with safety and comfort as top priorities, and accompany the individual or family on each community tour. Unlike many referral services, the company's advisors know, visit and prequalify every living option they recommend. Concierge Care Advisors guides seniors and families through each step, offering complete transparency and hand holding throughout the process and ensuring each home transition results in safe and happy living.

"Having gone through this complicated process with my own family members, I saw the need for more personal and direct help," said Marc Lilly, President and CEO of Concierge Care Advisors. "It's a scary thing to place a parent in the care of others, and I found it particularly unnerving that there are no standards in place to regulate the agencies that are helping place seniors. While we cannot single handedly change the system – yet – we began this company to give families an ally they can trust, holding all of our advisors to a high standard of education, accountability and compassion."

Concierge Care Advisors is the only referral agency that requires all of its employees complete HIPAA certification by third party certification experts, training to base standards, criminal background checks and CCA certification and training. Because the senior care and housing referral industry is unregulated, these measures help Concierge Care Advisors ensure every personal advisor operates under established best practices and works to elevate the industry as a whole. In addition, the company is actively involved in promoting standardized state regulations with its support of Washington State Legislature bill [HB 1494](#).

Lilly has a rich history of creating successful healthcare startups during his 30-year industry career; most recently, he was the founder and CEO of Zynchros, Inc. (acquired by SXC Health Solutions). He co-founded Concierge Care Advisors with Mary Cordova, Executive Vice President of Business Development and Senior Concierge, who has more than 25 years of experience serving seniors, including more than five years as an eldercare advocate.

"My passion is to utilize my experience with seniors to help drive change within the referral services industry," said Cordova. "Concierge Care Advisors is not just a website or a phone call

you receive; we are hands-on, trained professionals here to serve families, the individual and the many healthcare professionals that play a key role in each living transition.”

“When it came time to move my mother back to Seattle from Arizona, I was on a mission to make sure we found the best place for her to live and receive care for her COPD,” said Gil Price, a business development and management specialist from Seattle. “I contacted Mary, and, after meeting with her and learning more, I was convinced she truly had our best interests at heart. When Mom arrived, Mary was by her side at each facility visit, making sure every question and detail was addressed. She found my mother a fantastic place to live and was there every step of the way, even meeting us at the airport the day of the big move. She truly became a friend to our family, and there are not enough words to express how wonderful our experience was and the comfort she provided each step of the way.”

Concierge Care Advisors currently has eight dedicated advisors covering the entire Puget Sound region. In the near future, the company plans to expand its reach throughout the Pacific Northwest and has plans for a national presence. For more information about Concierge Care Advisors, or to set up a personal assessment, please visit [www.conciergecareadvisors.com](http://www.conciergecareadvisors.com), or call 866-992-9257.

#### **About Concierge Care Advisors**

Concierge Care Advisors strives to elevate the senior care and housing referral services industry through personalized attention and self-regulation. Headquartered in Seattle, the agency helps individuals and families identify the best senior housing, assisted living, in-home care and other senior living solutions, based on each individual’s unique circumstance. Each Concierge Care Advisor is HIPAA and CCA certified and is among the Northwest’s best-trained senior care and housing professionals. Unlike many referral services, the company’s advisors personally know, visit and prequalify every recommended community. To learn more about Concierge Care Advisors’ services, and how the company is helping establish industry regulations from the ground up, visit [www.conciergecareadvisors.com](http://www.conciergecareadvisors.com), follow the company on Twitter [@CareAdvisors](https://twitter.com/CareAdvisors) or learn more on our [Facebook](#) page.

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