

# Eldercare consultant Lisa Isbell to serve on Senior Care Authority Board in 2023

PRESS RELEASE







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**Ampfire**



Senior Care Authority has announced its Franchise Advisory Board for 2023, members include Mike Kearney, Lisa Isbell, Don Minter, and Mark Molnar. The franchise owner-elected board provides feedback and solutions to help the entire system, including franchisees and the families they serve.

Senior Care Authority franchisees have fantastic ideas from their professional backgrounds and day-to-day business operations. The owners are eager to share insights on challenges they've faced and solutions that worked. The Franchise Advisory Board helps further the company shared goal—to do what's best for clients and their families. Members of the Franchise Advisory Board are experienced franchisees

who have become experts in certain aspects of their business, and consequently, men:       ss ownership. Frank Samson, founder, and CEO of Senior Care Authority said "The Senior Care Authority Franchise Advisory Board (FAB4) is so critical to our entire operation. The input and expertise we receive from this diverse group of professionals is key to helping our organization achieve its goals."

Lisa Isbell, franchise owner of [Senior Care Authority in Central Virginia](#), will serve her first year on the Senior Care Authority Franchise Advisory Board. Isbell, Senior Care Authority. Following a career in financial services and church administration, Lisa Isbell opened her Senior Care Authority franchise in Central Virginia in 2017 after experiencing the transitioning care needs of her own parents. Lisa is a frequent speaker on senior living and aging topics. Knowing that finding the right care and living options for loved ones can be stressful and frustrating, Lisa and her team work patiently with families, educating them on the many options available in Central Virginia. Lisa is a Certified Senior Advisor (CSA), as well as a Certified Dementia Practitioner (CDP), and a Certified Alzheimer's Disease and Dementia Care Trainer (CADDCT) with the National Council of Certified Dementia Practitioners. Lisa is an instructor with the Osher Institute at the University of Richmond and serves as a Community Educator with the Alzheimer's Association. "As a franchise owner for over 5 years, it is an honor to serve on the Franchise Advisory Board. Looking forward to the opportunity to help develop new initiatives, and to continue to work with existing franchise owners throughout the country as everyone works together to build Senior Care Authority," said Isbell.

#### ABOUT SENIOR CARE AUTHORITY

Senior Care Authority(R) was founded in 2009 and currently serves 75 locations in 28 states. The network consists of professionally trained and experienced local advisors who assist families with the overwhelming challenges associated with selecting the best options in assisted living, memory care, nursing care, [eldercare consulting](#) and navigating through a complex healthcare system. Senior Care Authority is the exclusive provider of the Beyond Driving with Dignity program. Learn more at [www.seniorcareauthority.com](http://www.seniorcareauthority.com)

For more information or to schedule an interview with a representative from Senior Care Authority, please contact Mickelle Marston, [mmarston@seniorcareauthority.com](mailto:mmarston@seniorcareauthority.com), 801-898-3431

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