



LEHIGH VALLEY

Erica J. Ford, CIC of Brown & Brown Insurance, Lehigh Valley
Appointed to Pennsylvania Health Care Association's (PHCA) Board of Directors

Bethlehem, PA – Erica J. Ford, CIC, Brown & Brown Insurance (Lehigh Valley) Vice President Commercial Insurance & Risk Management Senior Living / Health & Human Services Division has recently been appointed to Pennsylvania Health Care Association's Board of Directors.

Ms. Ford joined the Brown & Brown team in 2013 with almost 20 years of Property/Casualty insurance industry experience. She has worked on both the carrier and broker sides of the insurance business in various capacities from claims handling to account management. Ford holds her Certified Insurance Counselor (CIC) designation and is working to complete her Certified Risk Manager (CRM) designation. Her multifaceted background gives her a broad perspective and her distinct focus and specialization in Senior Living make her a tremendous resource and passionate, effective advocate for her clients and the Senior Living community at large.

The Pennsylvania Health Care Association is a statewide advocacy organization for Pennsylvania's most vulnerable older residents and their providers of care whose members comprise for-profit, nonprofit and government providers. Together, the more than 500 long-term care and senior service providers and their dedicated caregivers share a commitment to the highest level of care to ensure our sickest, frailest elderly and disabled residents live a healthy, safe life and age with the dignity and respect they deserve.

Having placed her own grandfather in skilled care last year, Ford is acutely aware of the challenges facing this sector, not only from an insurance and liability perspective, but as a consumer of these services as well. Ford, who started working with PHCA three years ago said, "I immediately felt a kinship with the employees and members of this organization. I identify with their passionate and relentless commitment to this sector and I am honored to be a part of that. I am really looking forward to being involved in this capacity and utilizing my unique perspective in continuing to serve the PHCA mission."

To learn more about the Pennsylvania Health Care Association visit: www.phca.org