



Anthony Ford

Daytona Beach, Florida



[Plan Life Care](#)

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Learn about Florida Entrepreneur Anthony Ford:

Anthony Ford, founder of Plan Life Care, is a two-time entrepreneur who was inspired to launch his latest venture after finding a hole in the market when he was looking for home care for his mother.

"When I became guardian of my mother, who was diagnosed with Alzheimer's, I wasn't impressed by the home care that I saw so I did the whole thing myself even though I was working an entirely different job," he said. "My mother has outlived every prognosis she received so I think I've done a pretty good job. All the things I'm doing now with the company are things I did for my mother. This is the company that I wish existed when my mother needed the help."

Plan Life Care offers three distinct services: home care, house care and

transition assistance.

"Most competitors offer only home care, which is sending in a home health aide or CNA to help with activities of daily living," Ford explained. "We also offer house care because if you're going to stay in your home, it should be a safe place to stay. We do home adaptation like grab bars and ramps and much more, including maintenance services. We just received a trademark on our transitional care protocols that outline best practices for transferring from rehab or hospital back to the home environment. It's not well done right now, but it is of intense interest to hospitals and rehabs."

Ford's advice to aspiring entrepreneurs is to read Stephen Covey's 7 Habits of Highly Effective People.

"Make sure your idea is marketable and has unique aspects to it," he said. "Make sure it's something you're passionate about and something you feel you can contribute to positively and make a difference doing."

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