

About the client

Dignified

Supportive Living

Dignified Supportive Living LLC

- Established 2023
- Professional, personalized in-home care mostly for disabled people but also the elderly
- Transparent and collaborative with guardians/family of client
- Assists in supportive services through programs such as IRIS, EBT, and Medicaid
- Provides transportation, financial aid, and community integration for clients

Key people

Todd Paskey, Founder and Caregiver

+1 (608) 380-2102

tmpas@dignifiedsupportive.net

Magnus Nicholson, Executive Assistant and Brand Director

+1 (608) 000-2306

manich@dignifiedsupportive.net

The brand

D

Brand personality

- Established
- Considerate
- Professional

#64A9FF

Malibu

#B48300

Pirate Gold

#606060

Scorpion

Target Audience

Sarah F.

25 years old

Medical Student

Took an extended leave from her studies to care for her disabled sister when her caregiving situation unexpectedly changed.

"Dignified promptly provided my sister with compassionate, involved care staff who allow her to feel empowered and live a fulfilling life in the comfort of her own home. I was able to get back to my degree confidently knowing my sister is being cared for properly and lovingly."

Michael V.

43 years old

Author

Would like his elderly mother to be cared for in her own home

"Todd and his team made my mom's transition from a memory care facility back into her condo as smooth as possible. The folks over at Dignified are more than committed to client comfort, happiness, and quality of life."

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Goals

Objective

Dignified Supportive Living LLC (DSL) is a newly-founded care agency based in Madison, WI founded by an hands-on professional who has worked in the field for 20+ years.

The goal of the company is to provide in-home personalized care mostly to disabled individuals who communicate non-verbally and also to those who require 24-hour care. No client is too big a challenge for DSL and welcomes clients who are often dropped/turned away by other agencies.

Creative direction

Company concept

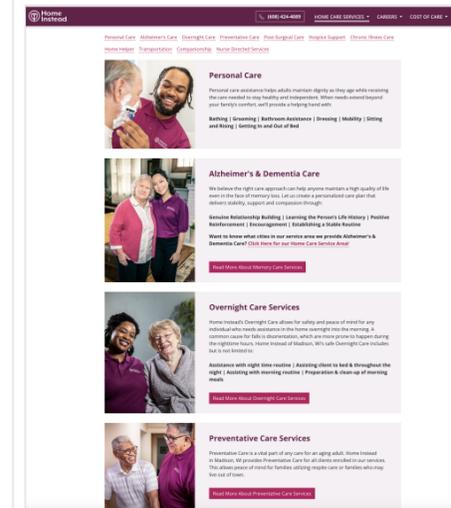
Empowering clients to live fulfilling and comfortable lives, fostering independence in the clients' home.

Things to include

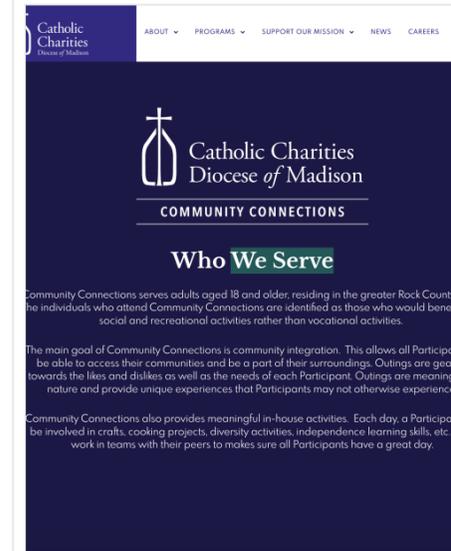
- About the founder
- Dignified's ideals and values
- Information about which clients Dignified specializes in

Site must be easy and simple to navigate

References



I like how the care services are listed and displayed



The Team

Access to independence is unique in that the majority of all Board and staff members are people with disabilities.



Jason Beloungy
EXECUTIVE DIRECTOR
jasonb@accessstaid.org
Ext. 233

JASON'S STORY



Shar B.
ASSISTANT DIRECTOR
sharb@accessstaid.org
Ext. 229

SHAR'S STORY



Zuleika R.
BILINGUAL
TRANSITION
SPECIALIST
zuleika@accessstaid.org
Ext. 250

ZULEIKA'S STORY



Tracy M.
INDEPENDENT LIVING
SPECIALIST
tracym@accessstaid.org
Ext. 227

TRACY'S STORY

I like how the staff are listed with their contact info