

## **Elder Care Marketing Company Founder Offers College Students Advice In University Publication**

*Marla Levie, an elder care marketing consultant, was recently interviewed by a publication from the University of Illinois School of Social Work. In it, Levie talks about how the school prepared her for a career in senior living marketing.*

February 1, 2012 (FPRC) -- GLENVIEW, IL -- Marla Levie, the founder of Focus on Aging, a consulting company that focuses on elder care marketing and other marketing to seniors, was recently interviewed by the University of Illinois School of Social Work's magazine, The Column.

Levie is board member of the School of Social Work Alumni Association and a 1979 BSW graduate. In addition to her work with the Alumni Association, she has pledged to support the Fund for Field for three years.

In the magazine's interview, Levie explains why her education at the University of Illinois prepared her for a career in social service. This career led her to the newly developed senior living marketing industry. Focus on Aging has been serving the aging industry in Chicago for more than 20 years.

"I received a valuable education at the University of Illinois and I can't think of a better way to show my support than pledging to the scholarship fund. Three generations of my family have attended the university and my daughter is currently enrolled there. The University of Illinois has served us all well and the quality of the education I received has helped me throughout my career, especially when I started my business," said Marla B. Levie, founder of Focus on Aging.

Focus on Aging is a marketing firm that focuses on elder care, health care and other service based industries and professions. Its clients include nursing homes, rehabilitation centers, elder care attorneys, health care centers, doctors and more. Focus on Aging helps its clients create a strategic marketing plan, including promotional materials and advertisements to help attract new customers. Additionally, Levie understands that many marketing budgets have been slashed with the new economic conditions and is skilled in making an impact with a limited budget.

"I understand the budget constraints that many companies are facing. It's a vicious cycle -- marketing budgets are cut because clients and referrals are declining, which makes it harder to find clients. I work with companies to create an organized and targeted business plan that's easy to follow, but most importantly, is attainable. We use training, event planning, social media marketing and a number of other tools to help improve your marketing presence, whether you're in the healthcare, elder care or other service related industries. If you're interested in learning more about how we can help take your business to the next level, please visit our website," said Levie.

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### **Keywords**

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