



Dear Reader,

I am both humbled and proud to share with you the story of Theia Senior Solutions, the first integrated approach to concierge eldercare management. I am confident you will recognize solutions that are relevant to your clients, and as others have noted, to their own peer group of successful executives with aging parents.

As you have likely witnessed, more and more adult children are spending valuable time researching options and overseeing, or even delivering care for their parents. It was while speaking with individuals, adult children sandwiched between their growing children and their aging parents, who possess great competence but little experience in eldercare, that I realized the essential need for innovative and integrated solutions, and founded Theia Senior Solutions.

Theia Senior Solutions is a boutique advisor that offers the very best of eldercare concierge services. We put a plan in place to find the best specialists, advice and care as individuals enter their twilight years. We help clients “age their way” and we help families make intelligent, informed decisions about the best path forward for their loved ones when the inevitable crisis occurs.

As you review the website and hear more about our story, you will see how Theia places empathy, expertise, and empowerment at the center of our high-touch service. Many are hesitant to begin the conversation about this inevitable phase of life and even fewer have a plan, despite prudent and thoughtful analysis in most other areas of their lives. We would be honored to help you and your clients by providing an exceptional level of informed, concierge eldercare management and hope you will consider partnering with us.

My warmest regards,

A handwritten signature in black ink, appearing to read "J. Martin", with a long horizontal flourish extending to the right.

Joanna Gordon Martin
Founder and CEO