



Whole Person Senior Services

Joel Theisen Lifesprk CEO, Founder





WHO WE ARE:  
It's All About the People

**Our passion:**  
**Help people age**  
**magnificently.**

**Our mission:**  
**Spark lives.**

# 2004

Lifesprk founded as AgeWell

35 employees

10 clients

\$100,000 in revenue

# 2020

700+ employees  
11,559 clients  
\$35 million in revenue



ARE WE REALLY AGE FRIENDLY?

# The Typical Health Care Roller Coaster Experience

1 in 5 readmitted within 30 days.

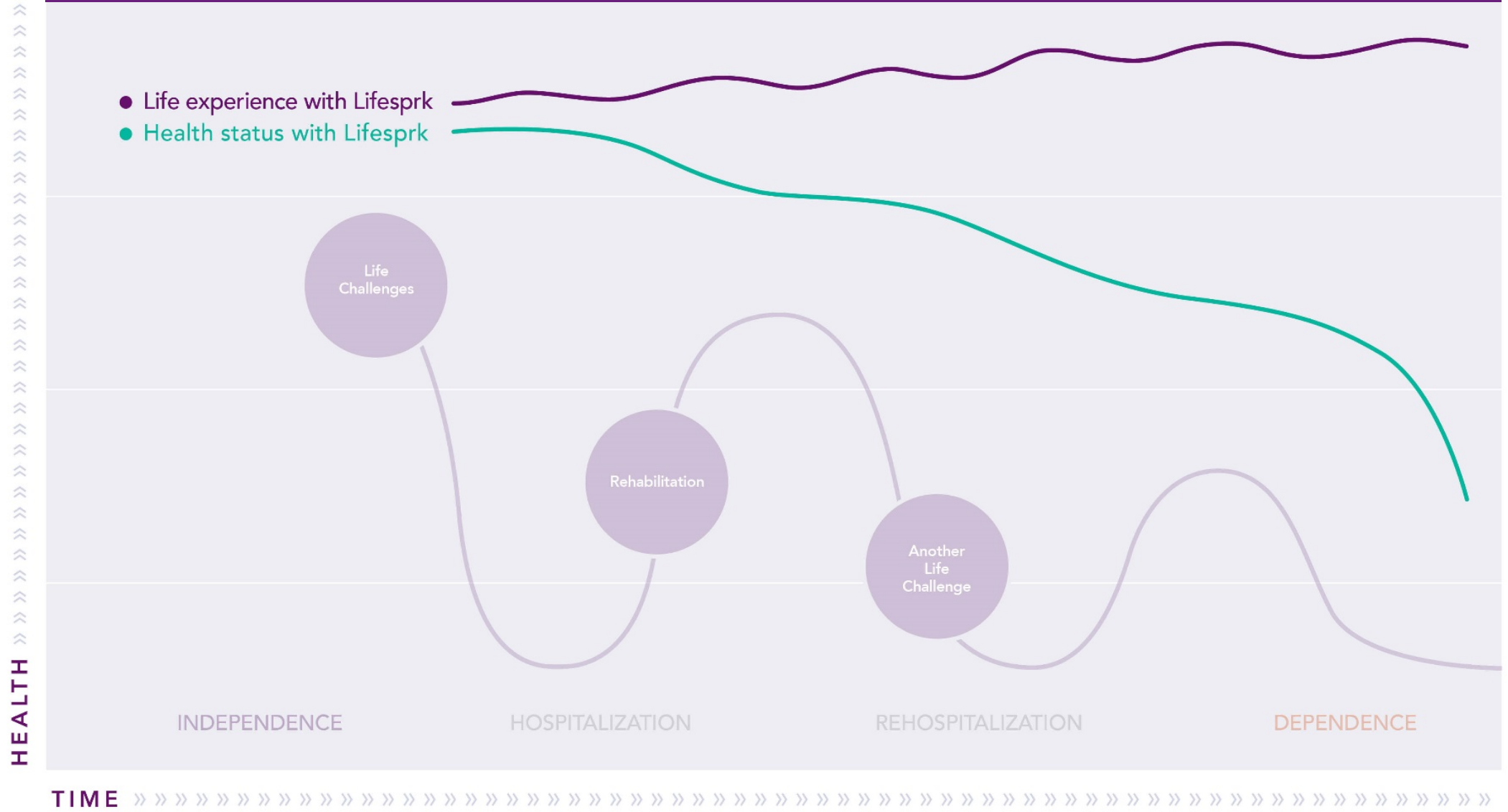
HEALTH



## What seniors want vs what they get

- Seniors don't want 'care' they want independence
- Addressing aging in place efforts go beyond reactive, medical solutions
- Healthcare industry is sick and broken
- Time is now to improve how seniors age
- Solutions must incorporate full continuum

# Eliminate the Roller Coaster with The Lifesprk Experience



# HOME AND COMMUNITY CARE RELIEF VALVE

- **Immediately** – COVID-19 crisis; fills the gaps
- **Long-term** – Holistic solution to create age friendly opportunities to age magnificently in MN
- **Hits quadruple aim objectives** – better outcomes, lower cost, improved client and employee experience







**Our Model:**  
**LEAD-ing**  
**THE**  
**CHANGE**

# Life Experience Alternative Delivery System™ (LEADS)

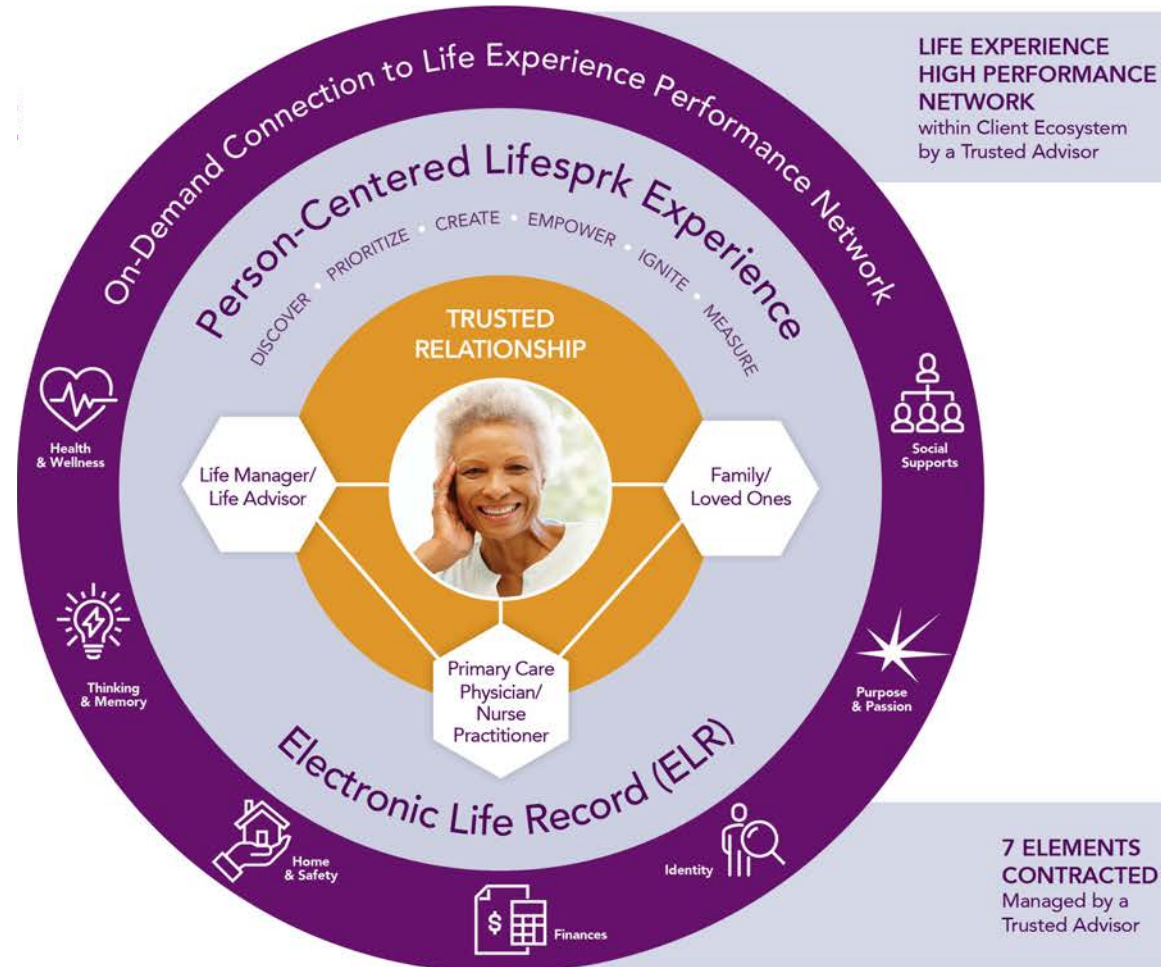
A client-centered, fully integrated “alternative” to the existing silos of delivery in the traditional healthcare system. Designed to build trust, deliver whole-person senior services for life and produce world class outcomes for all stakeholders.

## 5 Key Tenets of the LEADS

- Trusted Relationships
- The Lifesprk Experience
- 7 Element Model
- Technology (ELR)
- High Performance Network

## 7 Elements

- Health and Wellness
- Thinking and Memory
- Home and Safety
- Finances
- Identity
- Purpose and Passion
- Social Supports



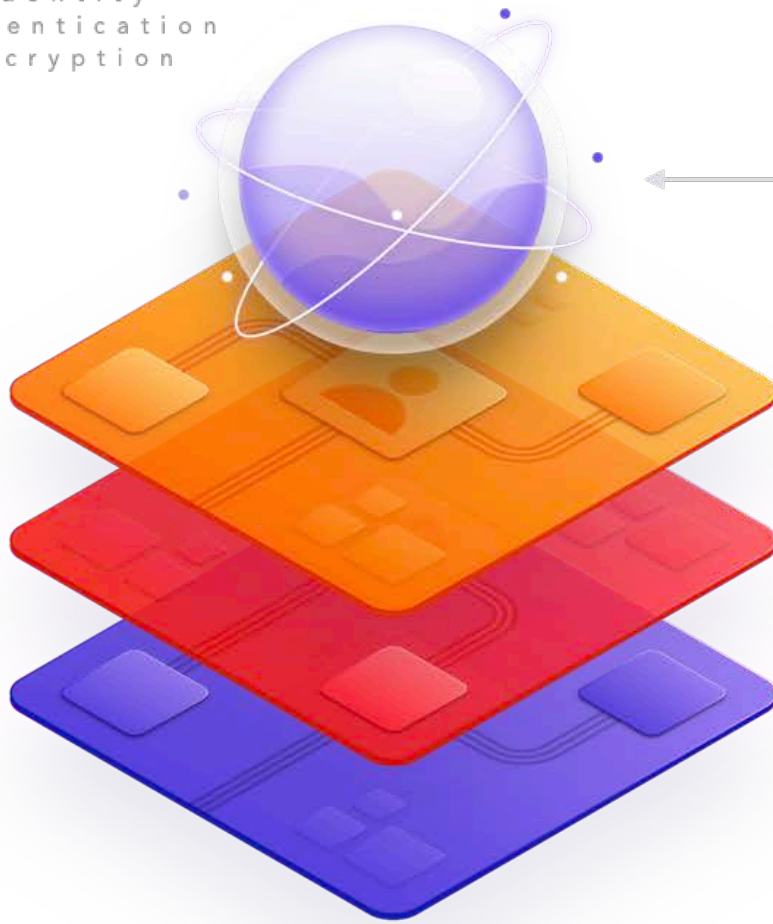
Hospital  
Primary Care  
Home Care  
– Skilled  
– Private  
– Palliative  
– Hospice  
TCU/SNF  
Assisted Living

Outcomes Results  
Population Health = Sparked Life  
Client-For-Life

EXAMPLES:  
Nutrition/Meals  
Transportation  
Pharmacy  
Adult Day  
Travel  
Wishes  
Art & Music  
Financial Management  
Adaptive Equipment  
Memory  
Exercise/Fitness  
Holistic Services



**SECURE CLOUD**  
Identity  
Authentication  
Encryption



## Insights Engine

### Insights Engine

- ◆ Predictive analytics
- ◆ Risk stratification
- ◆ Proactive engagement
- ◆ Outcome Data/scores

### Layer 3: First-Party Data

- ◆ Discovery assessments
- ◆ Life planning
- ◆ Engagement

### Layer 2: Third-Party Data

- ◆ Demographics
- ◆ Behavioral data
- ◆ Consumer data



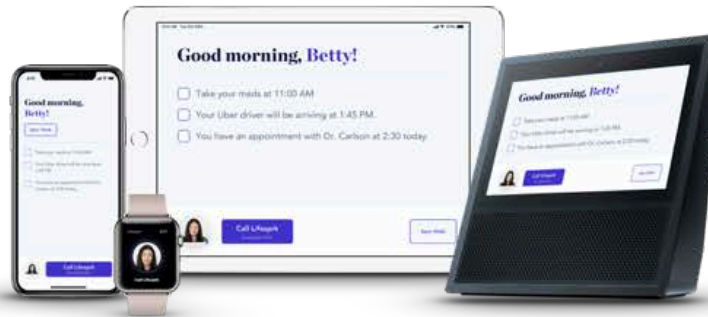
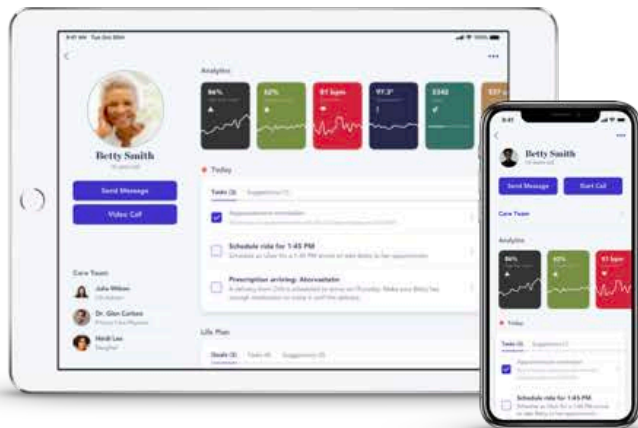
### Layer 1: Electronic Medical Records

- ◆ Clinical records
- ◆ Home health records
- ◆ Claims history



CLIENT EXPERIENCE

ADVISOR PORTAL



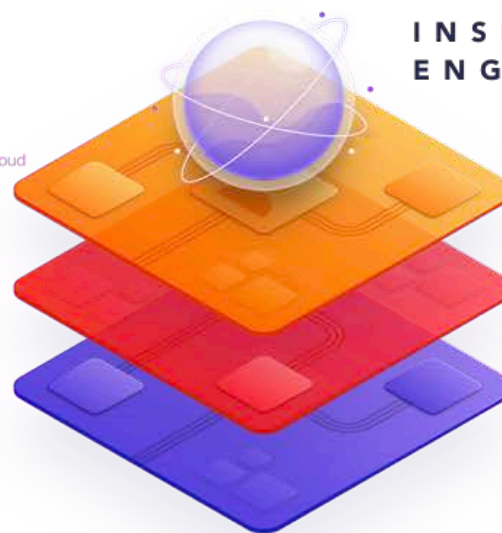
FAMILY APP



INSIGHTS ENGINE

salesforce health cloud

ELECTRONIC LIFE RECORD



Tech Delivery Platform

# Impact of Age-Friendly Efforts: The Art & Science



# We're producing powerful proven outcomes

**62%**

fewer  
ER Visits

**50%**

fewer  
Hospitalizations

**2.4%**

improvement  
in Health

**3.1%**

improvement  
in Life

**7.2%**

improvement  
in Mental

**3.7%**

improvement  
in Physical

**6.0%**

improvement  
in Satisfaction

**6.6%**

improvement  
in Duties

**.7%**

improvement  
in Pain

**4.4%**

improvement  
in Fatigue

**5.8%**

improvement  
in Social

**5.3%**

improvement  
in Emotion

**4.4%**

Overall  
Improvement



# Age-Friendly Impact: Faces of Minnesota Seniors



## The Outcome: George's Story

**Before LEADS**

Cost to the the system:  
\$31,400 / January to May

**Today:**

Zero hospitalizations





# The Outcome: **George's Story**

## **Before Lifesprk**

Cost to the the system: \$31,400 / January to May

- Falls
- Low sodium leading to hospitalization/cognitive issues
- Estranged from family
- Poor living conditions and nutrition

## **With Lifesprk – zero hospitalizations**

- Better life experience
- Met with LM in TCU who built trusting relationship
- Coordinated discharge plan, follow-up with PCP and transportation to eye appointment
- Coordinated home modification, house cleaning, addressed nutrition
- Educated George on how to manage his own health
- Advocated for right services
- Cognition has improved
- “I have my brother back” (raving family members)

# LIFESPRK IS READY TO BE PART OF THE SOLUTION

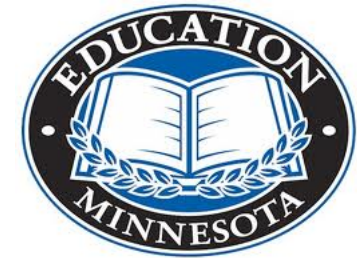
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**More Validation:**

# We partnered to change more lives



# We launched a major joint venture



+



=



# Value-Based Pay Partnership



We became an  
award-winning  
company



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