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?
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

The Typical Health Care Roller Coaster Experience

1 in 5 readmitted within 30 days.
Eliminate the Roller Coaster with The Lifesprk Experience

- Life experience with Lifesprk
- Health status with Lifesprk

Timeline:
- INDEPENDENCE
- HOSPITALIZATION
- REHOSPITALIZATION
- DEPENDENCE

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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
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
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
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 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

952-345-8770 | lifesprk.com
More Validation:
We partnered to change more lives
We launched a major joint venture
Value-Based Pay Partnership
We became an award-winning company