

*One of the fastest growing companies in the Twin Cities, Lifesprk is the leading provider of Life Care services in the country and has become a national catalyst for change in the post-acute / senior services arena.*

For over two decades, Lifesprk leaders have been award-winning pioneers and innovators in the senior care industry. They put everything – their people, passion and purpose – into delivering state-of-the-art solutions that improve quality of life for seniors.

Designed to spark people’s lives, Lifesprk goes beyond traditional health providers by using its whole-person Lifesprk Experience™ model to help people build a pathway to their goals. Each client gets a dedicated Life Care Manager (registered nurse) to work with them long-term to discover what’s important in 7 essential elements of wellbeing, from health and wellness to social supports, memory and thinking, and purpose and passion, to build a client-driven Life Plan.

Designed to integrate with payers, health-systems and other post-acute service providers to support population health, Lifesprk provides ‘plug and play’ solutions that tackle service fragmentation and silos to improve the client experience, engagement, and quality of life. Lifesprk plans to replicate across the country through partnerships like the landmark joint venture it created with Utah-based Intermountain Healthcare in 2017.

The model works. Lifesprk’s proven results are transforming the industry and changing the experience for seniors. By reducing client ER visits by 52% and hospitalizations by 73%, Lifesprk’s model significantly lowers long-term costs as well as improves the client experience.

The company also believes strongly in building employees-for-life and regularly invests in its culture, creating an award-winning workplace that lives its corporate values. In 2015, Lifesprk received the *Excellence in the Workplace Award*, a top honor from LeadingAge Minnesota. The company has also been named to both the *Star Tribune* Top 150 Workplaces and the *Minneapolis-St. Paul Business Journal’s* Best Places to Work multiple times over the last 6 years. At the same time, Lifesprk has been among the *Fast 50* fastest growing private companies for the state of Minnesota six times since 2008.

Lifesprk’s success and innovations have been led by Lifesprk CEO & Founder Joel Theisen, RN. In 2015, Joel was named a finalist in the Leaders in Health Care Awards for Health Care Executives in Minnesota. A member of the LeadingAge Minnesota board of directors as well as other community organizations, he has also been consistently recognized by the media as an outstanding entrepreneur and community activist. In 2011 and 2017, he was a finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest and named one of the 40 under 40 in the Twin Cities in 2007. Joel has over 25 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

## Key Facts About Lifesprk

- Founded in 2004 as AgeWell and re-branded as Lifesprk in 2012
- A company with a run-rate of \$23 million in 2018
- Capitalized with 10 private investors and funding of \$525,000
- Leadership team comprised of industry leaders, with more than 230 years combined experience in home, health and senior care at both national and local levels
- 290 full-time employees and 226 part-time caregivers
- Twin Cities average daily census is 1,034 with more than 14,000 seniors served since 2004 throughout the Twin Cities metro
- Integrated partnership with several senior living campuses in Minnesota
- Partnerships with Intermountain Healthcare, Medica, Saint Therese, Walker Methodist, North Memorial Health System, Education Minnesota (state teachers’ union), and EFS Advisors
- Has built an executable, revenue model for whole-person population health management for seniors
- Developed a National Advisory Board with top thought leaders on purpose, passion, servant leadership, identity, integrative whole-person care, intergenerational opportunities and leveraging technology for social connection
- Goal: to build a model that is evidence-based and scalable to replicate across the U.S.