



Lifespark™

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Lifesprk Rebrands as Lifespark Setting the Standard for How People Age in Minnesota

Building Universal Access to Wellness for All Seniors is Major Focus

MINNEAPOLIS, MN —September 28, 2021 — Lifesprk, leader in whole person senior services, has rebranded as Lifespark, adding the ‘a’ into its name. The focus of this rebrand highlights who Lifespark is today as the company secures more value-based partnerships with payors and health systems to build universal access to wellness for Minnesota seniors.

“People think of us as a home care company and we need to shift their thinking,” said Joel Theisen, Lifespark CEO. “That was true when we started more than 17 years ago but today, we are a holistic senior services company including hospice, private-pay, skilled home health, senior living, value-based partnerships, and so much more. This rebrand encompasses years of learning, partnering, and building the platform to support not just some seniors’ lives, but ALL.”

Setting the standards for how seniors age comes at a critical time in Minnesota, where more than one million residents will be 65 or older within a few years, creating high demand for senior care. “The aging crisis about to hit Minnesota needs to be addressed,” added Joel. “The crisis though goes deeper than the need for more ‘care.’ If we don’t fix the broken health care system, we aren’t helping them age better. The less we spend on reactive care, the more we can spend on the proactive experience to improve their outcomes and that’s what we want for seniors and their families.”

Lifespark’s proactive, preventive, whole-person approach focuses on more than seniors’ physical health, including emotional and social needs as well. “Medical care is necessary, but not sufficient, to a life worth living,” added Dr. Bill Thomas, world renowned geriatrician and Lifespark Independence Officer. “We all know the story of someone who got trapped on the ‘rollercoaster of health care crises.’ The unfortunate person was shuttled in and out of hospitals and back and forth to doctor appointments. Instead of bringing better health, all those pills and procedures led to a life centered on sickness, a life without joy. That’s why it’s incredibly important to incorporate the seven elements of well-being and Lifespark does that with every interaction.”

Powering Lifespark’s proactive, whole-person approach is its state-of-the-art technology operating system that breaks down healthcare silos and creates a full picture of a person’s whole life. “We look beyond the medical data that exists to also address and measure social determinants of health, often the true drivers behind engaging people and identifying crises before they occur,” said Joel. “Our biggest focus is using data to better understand our populations and enable seniors to access our holistic services through their health plan to get more wellness, not more reactive care.”

While the company is changing its name by adding in the 'a,' everything else remains the same. "Same mission of sparking lives, same commitment to helping people age magnificently, same people who believe there's a better way for seniors to age," said Joel. "And we want to help Minnesota reclaim its top spot as an innovator setting the standards for how seniors age in this country."

Joel added, "What this rebrand is really about is building universal access to wellness so seniors can be who they want to be no matter how many candles light up their cake."

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About Lifespark

A pioneer in whole-person senior services, Lifespark, formerly Lifesprk, empowers people to age magnificently by building a whole-person pathway to live their best lives. To bring this model where it is most effective, Lifespark tightly integrates with home- and community-based partners, building the architecture for universal access to wellness through value-based population health opportunities and driving the new standard for how seniors age in this country. Lifespark shares risk in exchange for the freedom to offer its premier service Lifespark Complete instead of the traditional fee-for-service offerings.

Lifespark's eco-system is supported through its heavy investment in state-of-the art technology to create the proprietary operating system that connects, predicts, and tracks the medical, and well-being outcomes of seniors. This senior- and community-based system looks beyond the medical data that exists to address and measure social determinants of health, the true drivers behind engaging people and identifying crises before they occur. Lifespark's sophisticated technology is holistic at its core, incorporating first-, second-, and third-party data using predictive analytics and machine learning to provide recommendations that improve people's experience. Visit: www.lifespark.com