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SENIOR LIVING EXPERT JOINS LIFESPRK AS VICE PRESIDENT, SALES

David Kieffer On Track to Help Lifesprk Spark 5 Million Lives by 2020

August 16, 2016 – David Kieffer has joined Lifesprk as Vice President, Sales, a critical role helping Lifesprk secure its long term success and build partners and clients-for-life. “I love to build new things, and being part of the Lifesprk team will provide tremendous opportunities to feed my entrepreneurial spirit. I am excited to be a part of Lifesprk’s great culture,” shared David.

Joel Theisen, RN, CEO/Founder of Lifesprk said he had the opportunity to see David in action and was impressed with his authenticity and passion for seniors. “More importantly, David believes what we believe at Lifesprk,” added Joel. “A strong whole person population health model is the key to improving outcomes, reducing cost and changing the experience for seniors – something we believe deeply in. His qualities as a leader make him the right cultural and talent choice for our growing team.”

In his new role at Lifesprk, David is eager to share Lifesprk’s whole person model with people who want a different aging experience. “It’s a model that serves many purposes,” said David. “It’s for healthcare systems who want to reduce cost, it’s for clients looking to improve outcomes, family caregivers who need the support and work/life balance – essentially it’s a model that is easily plugged into any situation to spark lives across the continuum.”

David’s startup success can be attributed to his background with giants of the assisted living industry. At Emeritus, David had access to key systems, resources and strategies that have increased his effectiveness in a sales management role. David draws on this experience to even the playing field and provide his clients with the sales and marketing perspective of a national chain. And while at Sunrise Senior Living and CaraVita David used his insights into sales and how it is impacted by day-to-day operations to train and coach his team towards immediate and long-term solutions for the client and partners.



David Kieffer, VP, Sales

David has a strong track record of performance and results. He has spent over 20 years in the long-term care industry progressively moving up in role and responsibility with several leading providers. Four years ago, he started his own consulting firm, Involve Senior Living Experts, specializing in sales for long-term care providers. He has served national clients across the country and gained great insights working both locally and nationally.

From facility development to stabilization, David implemented proven sales systems and solutions that brought predictable results, burgeoning growth and increased revenue streams for senior living groups. Taking advantage of market knowledge and strategic relationships, David laid the groundwork for sustainable occupancy growth with new and improved sales systems.

At Involve Management, David helped a census-challenged community increase its average monthly move-ins from 2 to 6 per month over the course of a six-month contract. This was accomplished by training the community in sales fundamentals and creating a more sales-focused culture. This increase in move-ins generated roughly \$300,000 in additional annualized revenue to the community's top line.

"It's David's wide breadth of senior care experience that is most valuable to our team," said Joel. "His ability to be creative and provide long-term solutions for our team to better leverage the marketplace will help us reach our goal of sparking 5 million lives by 2020. It's more than 'sales' - it's about educating partners and seniors about the Lifesprk difference and what it means for them to have a model that will help them live healthier, more independent lives while reducing healthcare costs overall."

Prior to joining Lifesprk, David was President and Founder of Involve Senior Living Experts. He also held roles New Perspective Senior Living as Regional Director of Sales & Marketing. David holds a B.S. Degree in Sociology with a Geriatrics Minor from the University of Wisconsin Madison and earned a Senior Housing Administration Certificate from the Erickson School of Aging at the University of Maryland.

About Lifesprk – Proven Whole Person Senior Care

For over two decades, Lifesprk leaders have been award-winning pioneers and innovators in the home care industry. They put everything – our people, passion and purpose – into delivering state-of-the-art solutions that improve quality of life for seniors. As a premium home care provider, they provide short and long-term care when a senior needs it most. But that's just the beginning.

Seniors experience other life challenges beyond the physical ones. When left unchecked, they too, can lead to frequent ER visits and hospitalization. That's why the Lifesprk team of dedicated experts created the Lifesprk Experience™ - a whole person senior care solution that is personalized to address the uniqueness of each individual. They've created a higher standard with their Life Care Managers (nurses) who combine the art of compassionate care with their scientifically proven, proprietary methods and discovery process, to become trusted advocates for a person's whole life. Their results have reduced client ER visits by 52% and hospitalizations by 73%! That translates into significantly lower long-term costs for clients and the system. Plus, Lifesprk has one of the highest client satisfaction and caregiver retention ratings in the industry.

Lifesprk has made it their mission to help seniors make the most of their lives. Lifesprk is for those who choose to stay in control and refuse to retire on life and who value their vitality and demand the very best care and advocacy to help them live the healthiest, most independent life possible - something Lifesprk calls living a "sparked life."

To learn more, schedule a FREE consultation by calling 952-345-8770 or email ShineOn@lifesprk.com or visit www.lifesprk.com to keep the spark in your life.