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FOR IMMEDIATE RELEASE

Lifespark Hires Former Optum Home and Community VP, Head of Engineering, Peter Lutz, as Chief Information Officer to Prepare for Market Expansion

MINNEAPOLIS, MN — June 20, 2023 — Peter Lutz, a national leader in health care technology applications, has joined Lifespark as Chief Information Officer. He will be responsible for the company's tech backbone as it ramps for the next significant phase of growth.

The former Vice President, Head of Engineering for the Optum at Home and Senior Community Care business lines within the Optum Home and Community, Lutz directed the architecture, development, testing, deployment, and support of applications for those major health care business. Lutz also led all engineering functions for Landmark, Prospero, and Optum@Home.

"Working at scale and the complexities that come with it are my strengths," said Lutz. "I was at a point in my career where I was ready to do more than build systems and data, instead looking to change how we deliver health and interact with seniors. While searching for services for my in-laws, I realized there is a strong need in this market to build something exceptional and Lifespark already had a clear strategy built."

According to Lifespark CEO, Joel Theisen, BSN, RN, Lutz brings a proven track record with deep expertise. That will play a critical role in advancing Lifespark's health tech footprint to build a solid foundation to move into new markets. "This is a big win for our company," Theisen said.

A highly influential national health care player, Lutz is known across the industry for leading complex global application development efforts and consistently delivering on key investments. "We're excited about his skillset and history leading telephony, tech, and tech ops teams for consumer companies like Target," added Theisen. "His understanding of the member journey and how tech can create a seamless experience for those we mutually serve is incredibly important to our vision."



Lifespark's key tech platform is their Complete Life Record which shows a more complete picture of its members, integrating all aspects of their well-being, from medical information to the things seniors feel matter such as preferences and priorities, using those insights and options to support a person's better health and life goals.

"My hope is to create change and innovation in the aging space," said Lutz. "At Lifespark, we have the right tenure. There's a strong, compassionate company here building real relationships with proven outcomes that I've never seen before. The country needs what we are building and I'm excited to help bring it to them."

Lutz has nearly three decades of health care, tech, and project management experience, including stints at pharmaceutical, therapeutic, consulting, and health care companies. He received a Bachelor of Science from St. Cloud State University in finance and an MBA from the University of St. Thomas. He lives in Savage, Minnesota.

About Lifespark

Lifespark, formerly Lifesprk, is a complete senior health company headquartered in St. Louis Park, Minnesota. We help people stay healthy, navigate their health options with confidence, and ultimately live fuller, more independent lives as they age.

Lifespark's global risk model is proven to reduce total cost and improve outcomes. It provides a flexible, home-based delivery system that meets clients where they are using an integrated tech platform that seamlessly combines capabilities, data, and client experience. This scalable approach has few fixed costs and a clear path to grow. For more on Lifespark, visit: www.lifespark.com

About Lifespark COMPLETE™

Lifespark's flagship program brings together everything Lifespark has to offer—our whole-person, life-sparking approach, 24/7 access to Everyday Support, a dedicated advisor to guide seniors and their family, expert in-home geriatric medical care, and full coordination of services and resources, brought right to their door.

With Lifespark COMPLETE, seniors get more at no additional cost through participating insurance plans—more guidance, more support, more cost-saving options, and more control over their lives. Learn more: <https://lifespark.com/complete/>