



MEDIA CONTACTS:

Meaghan Puglisi, Lifespark, 952-873-7382, mpuglisi@lifespark.com

Sara Mulder, Blue Cross and Blue Shield of Minnesota, Sara.Mulder@bluecrossmn.com

FOR IMMEDIATE RELEASE

Lifespark Announces New Appointee to Board of Directors

Blue Cross and Blue Shield of Minnesota Senior Vice President Monica Engel joins growing board

MINNEAPOLIS, MN — August 22, 2022 — Lifespark, a complete senior health company based in St. Louis Park, Minnesota, announced today that Monica Engel, senior vice president of Government Markets at Blue Cross and Blue Shield of Minnesota (Blue Cross) has joined Lifespark’s Board of Directors.

“Lifespark’s work is critically important, and I have seen first-hand their commitment to move rapidly and transform health care,” said Engel. “I am honored to be part of the Lifespark board and the company’s efforts to advance solutions that directly impact the well-being of seniors.”

“I can’t say enough about Monica’s integrity and her passion for transformation in the industry,” said Lifespark CEO Joel Theisen, BSN, RN. “Monica is a seasoned health care executive with more than 30 years’ experience advocating for seniors. She is a champion of Lifespark’s mission and values and is a tremendous addition to our board. We have a like-mindedness for what needs to happen for seniors, not only from a business perspective but a human one. Our work ties directly to what people need to age magnificently.”

As a member of the executive leadership team at Blue Cross and Blue Shield of Minnesota, Engel oversees the organization’s government health program business, including Medicare, Medicaid, the Federal Employee Plan and Individual market segments. Her focus on sustainable growth is highlighted by industry-leading Star, risk adjustment, and quality management discipline; proactive product life-cycle management; and sustained program compliance and operational oversight.

Engel’s non-profit board service includes the Minnesota Council of Health Plans and the Northern Star Scout Council. She also serves as a board advisor for Zipari, a consumer experience technology company that focuses on health insurance. Engel is an active member of Women Business Leaders organization and a past president of the Women’s Health Leadership Trust.

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 of care, improve outcomes and empower seniors to Age Magnificently! It provides a flexible, home-based delivery system that meets clients where they are using an integrated tech platform that seamlessly combines broad medical and SDOH capabilities, data, and client experience. This scalable approach was intentionally built to meet the converging meta-trends in the senior health market. 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 health plans—more guidance, more support, more cost-saving options, and more control over their life. Learn more:

<https://lifespark.com/complete/>

About Blue Cross and Blue Shield of Minnesota

For 90 years, Blue Cross and Blue Shield of Minnesota (bluecrossmn.com) has supported the health, wellbeing and peace of mind of members by striving to ensure equitable access to high quality care at an affordable price. Its 2.5 million members can be found in every Minnesota county, all 50 states and on four continents. Blue Cross and Blue Shield of Minnesota is an independent licensee of the Blue Cross and Blue Shield Association.

###