



**MEDIA CONTACTS:**

Lifespark: Meaghan Puglisi, 952-873-7382, [mpuglisi@lifespark.com](mailto:mpuglisi@lifespark.com)

Luna: Harry Cymbler, Hot Cherry PR [pr@getluna.com](mailto:pr@getluna.com)

**FOR IMMEDIATE RELEASE**

**Lifespark Partners with Luna to Launch  
Lifespark Physical Therapy At Home® Powered by Luna**  
*Partnership Brings Outpatient Physical Therapy Services to Clients' Homes*

**MINNEAPOLIS, MN — January 25, 2024** — Lifespark, a complete senior health company based in St. Louis Park, Minnesota, has partnered with Luna, the leading provider of in-home outpatient physical therapy, to provide clients and members access to high-quality outpatient therapy in their home. The partnership, called Lifespark Physical Therapy At Home® powered by Luna, is a first for Minnesota.

"We believe in a long-term holistic approach. However, Medicare skilled home health services are by nature episodic, with people discharging within 60 days," explained Matt Kinne, chief operating officer for Lifespark. "While the person may no longer be eligible for Medicare home health services, they often still have rehabilitation needs. The partnership with Luna allows us to bridge home health with continued outpatient therapy immediately in the person's home ensuring they have what they need to be successful and recover fully regardless of how long that takes."

Under the traditional home health model, a person is discharged within 60 days and then left to find a physical therapy clinic to finish their rehabilitation. Wait lists and the inconvenience of driving to the clinic result in low engagement.

"Luna addresses the inherent challenges patients face with traditional physical therapy clinics. Our partnership with Lifespark offers a seamless continuum of care at home, especially after home health discharges. This approach leads to enhanced functional independence, reduced hospital readmissions, and high patient satisfaction. It represents a disruptive innovation in an industry long characterized by fragmentation, signifying a shift towards more effective and integrated care. We are thrilled to partner with Lifespark to introduce this pioneering service, a first-of-its-kind in our field," said Palak Shah, co-founder and head of clinical services at Luna.

Unlike remote or virtual care, Luna's licensed physical therapists provide one-on-one hands-on care wherever a person lives. Luna's innovative technology platform will allow Lifespark clinicians to track and analyze people's rehabilitation progress and satisfaction levels throughout their physical therapy episodes, another first in the industry.

"Normally, once home health ends, people are referred to an outpatient therapy clinic where 70% prematurely self-discharge, leading to greater risk of returning to the emergency room or rehab," added Kinne. "It's just not a convenient solution, especially for older adults. Lifespark Physical Therapy At Home can help continue the therapy services Lifespark Skilled Home Health began to drive engagement, higher client compliance, satisfaction and health outcomes."

Those considering this service are not considered homebound. The Lifespark Physical Therapy At Home services provided by Luna are covered by Medicare Part B and by most major insurances.

Luna has a Net Promoter Score (NPS) of 87, considered to be ‘World Class’ and is designated an “Exceptional Provider” by the Centers for Medicare & Medicaid Services (CMS) for the second year in a row, according to the most recent update of its Merit-based Incentive Payment System (MIPS).

### **About Lifespark**

Lifespark, headquartered in St. Louis Park, Minnesota, 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](http://www.lifespark.com)

### **About Luna**

Luna is the leading provider of in-home, in-person outpatient physical therapy. Unlike virtual or remote care, Luna’s licensed physical therapists provide 1:1 hands-on care in the convenience of a patient's home. With a network of over 3,000 therapists, Luna is available in 55 metropolitan markets across 28 states. The service is covered by most major insurances, and patients pay the same co-pay as facility-based care. By extending outpatient care into the home, Luna is helping health systems to prevent an estimated \$3.1 billion loss in referral leakage to competitive local clinics while simultaneously increasing access and geographic reach. Luna proudly partners with Providence, Emory Health, Intermountain Healthcare, and more. Visit [getluna.com](http://getluna.com) for details.

###