

MD Insights:

How to get more from your primary care team

Welcome!

April 9, 2025



Today's Presenters



Dr. Nick Schneeman
Chief Medical Officer
Lifespark



Dr. Wendy Laine
Medical Director, Mobile Urgent Response
Lifespark



A Complete
Senior Health
Company

Designed to Help You:

Stay healthy

Navigate your health care
options with confidence

Live fuller, more independent
lives as you age

OUR MISSION:

SPARK LIVES

and empower seniors to

Age Magnificently



Lifespark™



ONE CALL for Complete Senior Health

*Senior-savvy, in-home clinicians
proactively address medical
and personal needs*

Lifespark COMPLETE™

*Medicare-certified home
health for specialized needs
after injury or illness*

Lifespark Skilled Home Health



*From vibrant apartment
living to short-stay rehab
after illness or injury*

Lifespark Senior Living



*Nurses and caregivers
work to support fuller,
more independent lives*

Lifespark Home Care



*Compassionate care
and comfort for
meaningful days*

Lifespark Late Life/Hospice



**We put YOU at the center
of everything we do!**

Kids have pediatricians, Seniors have geriatricians

Specializing in the Unique Needs of YOU

- Geriatricians are primary care doctors who specialize in the care of older adults
- Diagnose and treat conditions common to aging
- Often multiple, complex medical issues
- Focus on restorative, palliative and late life care
- Understand and support the role of caregivers



Geriatric Expertise


“Just as the human body and brain are fundamentally different in childhood, so too do they differ in old age.”

- 1 Geriatrician for every 10,000 Americans over the age of 65
- Just over 7,400 geriatricians in the country
- All Lifespark providers are specially trained in the unique needs of old adults
- Our model revolves around our members

The New York Times

The Decline in Geriatric Care Hurts Us All

Jan. 16, 2025

 By Pamela Paul
Opinion Columnist

Between 2010 and 2020, the number of Americans over the age of 65 [grew faster](#) than it had in more than 100 years. The American population is [older than it's ever been](#), with more than 55 million people over 65.

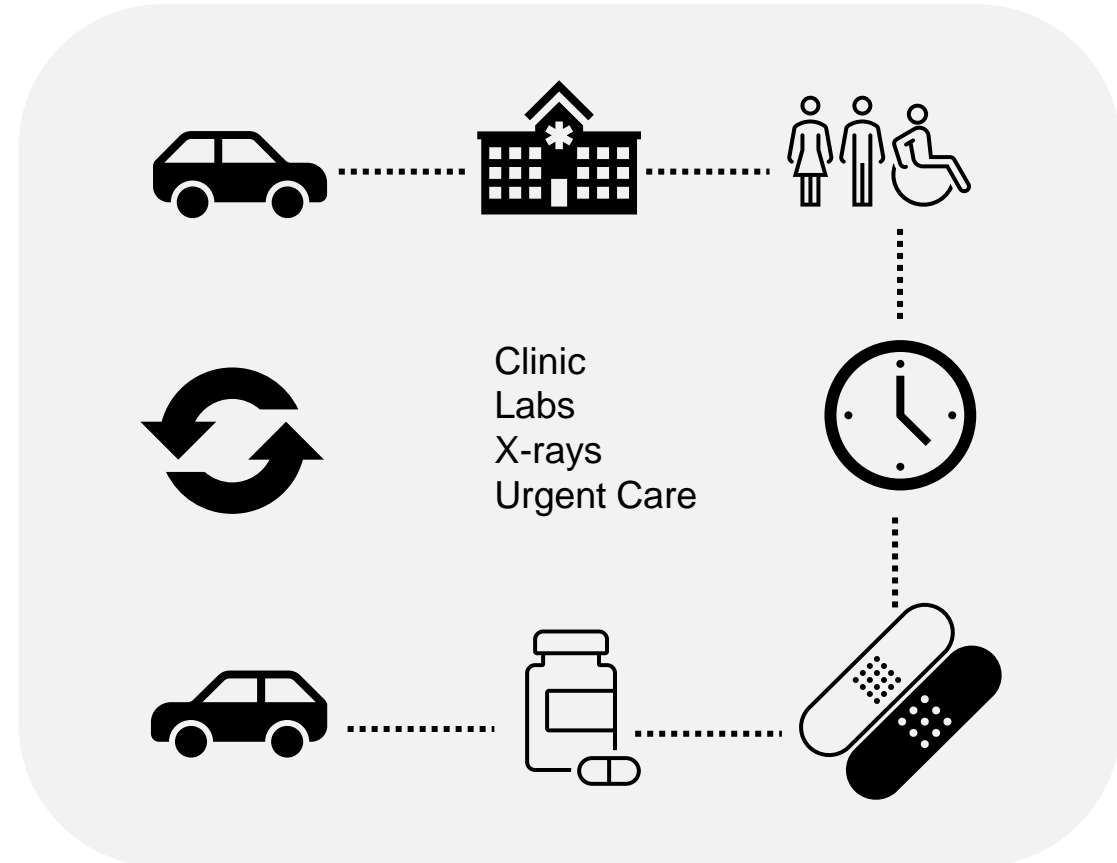
But those fortunate enough to live well into “[late adulthood](#)” also face an unfortunate reality: There are not enough doctors to give them the care they need. There is about one geriatrician for every 10,000 older Americans. And it's getting worse. The number of board-certified geriatricians has fallen from about 10,000 in 2000 to [barely 7,400](#) in 2022.

This is obviously bad news for the elderly. Just as the human body and brain are fundamentally different in childhood, so too do they differ in old age. Immunological functioning weakens, muscle mass declines, the kidneys become smaller and the body stores water differently. Medication functions differently in both the body and the brain.

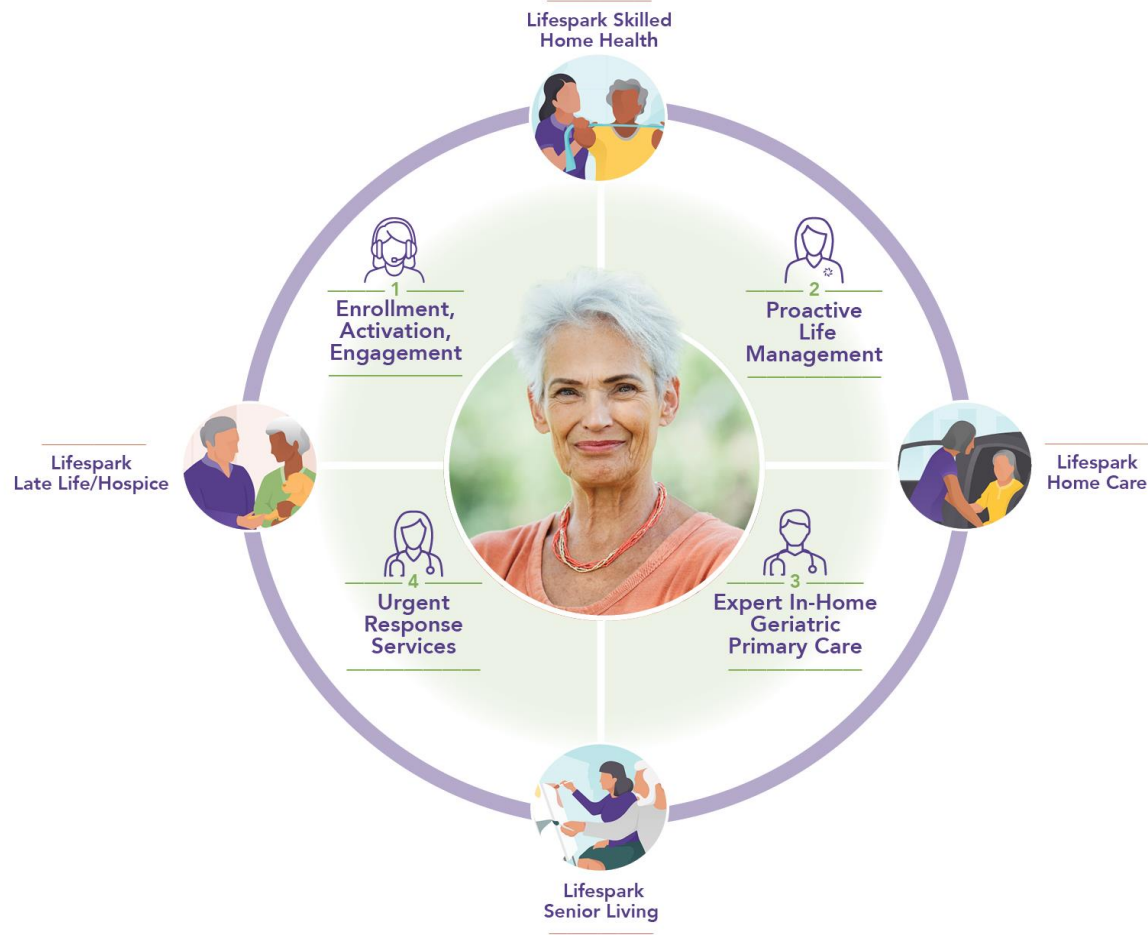
Traditional Primary Care

‘Sick Care’ System

- Go to clinic
- Wait in the lobby and the exam room
- Time-limited appointment
- One issue per visit
- Treat symptoms
- Add medications



Lifespark COMPLETE Whole-Person Model



Care that revolves around YOU, in your home



In-home Appointments

Geriatric Expertise

Proactive, Preventive

Medication Reviews

Advanced Care Planning

Urgent Response Services

Geriatric Expertise

- Recruit and train clinicians accountable to **high geriatric expertise** standards
- Take the **time to understand** what's important to you, what you value
- Craft acute and chronic **care plans** that tie back to what you hope for
- We sort through the complexity of aging to ensure you are **living the life you want to live**
- **Physicians are an integral part of the team** that serves each member



Lifespark Primary Care – Call Us First



Life Management

**RNs, LPNs
Care Coordinators**
Proactive Life Planning

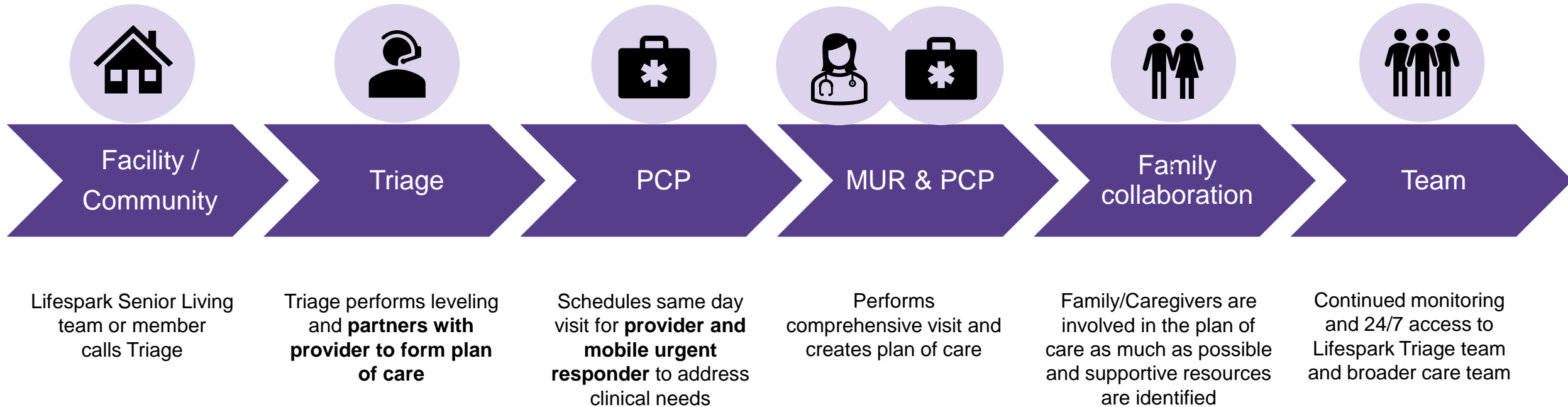
Senior Savvy Medical Support

MDs, APPs
Preventive,
Restorative, Palliative

Responsive, On-Demand Medical Services

RNs, LPNs, APPs, MDs
Triage, Urgent Care in Home
Accessible 24/7/365

Lifespark Urgent Response Services



Why we do what we do: Keep people thriving in their home

Engage with your Lifespark Team



Focus on your health and wellness



Experience quality of life



Plan for transition to late life care

Real Results: George's Story



Before Lifespark COMPLETE

- Fragmented care, many specialists
- In and out of hospital/TCU due to complication of urinary tract infections

Engaged with Lifespark COMPLETE

- Team created contingency plan to be proactive with UTI
- Advanced care planning discussion with goal to avoid hospitalizations and stay home

Since Lifespark COMPLETE

- George called Lifespark at first signs of UTI
- Lifespark collaborated with oncology, treated George at home
- No hospitalizations since last TCU stay

TIME



How UTIs Became One of the Most Common Misdiagnoses in American Medicine



by **Dr. Nick Schneeman**, Chief medical officer at Lifespark



In a piece in *TIME Magazine*, **Dr. Nick Schneeman** leans into his geriatric expertise to point out one of the most common misdiagnoses in American medicine – Urinary Tract Infections (UTIs). “It usually happens like this: An old and frail person gets confused, tired, or a little dizzy. Maybe she just doesn’t feel like eating. Or she stumbles,” explained Dr. Schneeman.

Real Results: Ginny & Doug's Story



Before Lifespark COMPLETE

- Ginny is her husband's primary caregiver, on call 24/7
- Doug was having frequent falls and infections
- Ginny was at risk of burnout, putting her own passions on hold to be available for Doug's needs

Engaged with Lifespark COMPLETE

- Team created contingency plan to proactively prevent falls and avoid infections
- Agreed to Call Lifespark First before going to the ER

Since Lifespark COMPLETE

- At first signs of infection, Ginny calls Lifespark
- Mobile Urgent Responders come to their home, consult with on-call provider, provide IV fluids and collected lab samples



Real Results: Ardis & Tammy's Story



[Lifespark: Empowering Clients and Their Families on Vimeo](#)

What matters most to you?

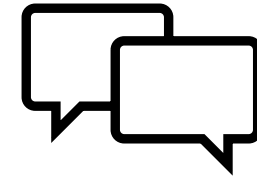
Talk with your Lifespark COMPLETE team





QUESTIONS?

**Click the Q&A icon and
type your questions**



**Call Us First
Lifespark 24/7**

952-345-3215

thank you

watch your email for a recap of today's webinar
and to see if you are one of the lucky winners of a Bachman's gift card