



MEDIA CONTACTS:

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

Lifespark's COMPLETE Senior Living Model Sets New Standard for Senior Living Innovation *Proven Industry Leading High-Margin, Occupancy, and Client Experience*

MINNEAPOLIS, MN — January 27, 2026 — Lifespark, a complete senior health company managing more than 50 senior living communities in Minnesota and Wisconsin, has unveiled its COMPLETE Senior Living (CSL) model with plans for significant growth in 2026. The CSL model integrates four key components: Lifespark Senior Living Management, SPARK Growth and Wellness led by Dr. Bill Thomas, Lifespark Medical Group, and Lifespark Hospice.

"The growth of the aging population has created unprecedented market opportunity at the intersection of senior housing and health care services," explained Joel Theisen, BSN, RN, CEO of Lifespark. "CSL is not about meeting demand, it's about driving innovation forward in an industry ready for change. Integration, experience, affordability, and addressing rising acuity are all critical parts of the model."

Studies show there are over 61 million seniors (age 65+) in the U.S. with projections showing over 78 million by 2040. "And yet, only 2% live in senior housing," said Theisen. "That's still a significant market to capture. However, building more communities isn't enough. We understand at a fundamental level how important it is to localize health care to drive better health outcomes and experiences for seniors and their families, especially in senior living."

A Powerful Economic Engine for Results-Driven Performance

Lifespark has grown its senior living footprint over 27% in the last two years, acquiring new communities and adding critical new partnerships to its owner partners including LTC Properties, a REIT well known in the senior care space, and expanding relationships within their current owner/investor groups. "We've built trust with our partners, and our financial performance and overall metrics show how we are able to deliver value in ways that matter," said Theisen. "Our entire senior living portfolios' occupancy is well over the industry average of 88-89% trending towards 96%. We are on track for securing additional growth this year to expand to nearly 100 communities by the end of 2027."

According to Theisen, occupancy isn't their only goal. "We want seniors to have the right resources and services to live a life that matters, with better access to an integrated health experience that helps them live longer, and with more purpose, without costing them more."

With the Centers for Medicare and Medicaid Services (CMS) pushing regulatory change for all Medicare beneficiaries to be in value-based care by 2030, senior housing is quickly adapting strategies to drive more value within their communities. "They have to," said Theisen. "Seniors moving into senior housing have higher acuity needs but also want an experience that provides deeper medical capabilities, hospitality options, wellness, and chronic care management. Our broader range of capabilities is intentionally set up to address rising acuity."

Looking ahead Theisen added that Lifespark is seeking the best partners who are invested in leading the industry and changing the experience for seniors and their families. "Community as the ultimate amenity," said Theisen.

According to Theisen, Lifespark’s CSL model specifically targets these demands creating a high-margin, high-growth opportunity combining its management capabilities and senior health services to align incentives that drive value and reward stakeholders.

COMPLETE Senior Living Focused on Four Key Components

Theisen adds that COMPLETE Senior Living (CSL) is accomplished through four key components:

- **Lifespark Senior Living Management** - High-performing comprehensive management solution for senior living owners providing end-to-end operational oversight.
- **SPARK Growth and Wellness** - A proprietary suite of programs integrating housing, health, and wellness to drive resident growth and engagement through Spark Performances, Lifeguard training, and more led by world-renowned geriatrician, Dr. Bill Thomas.
- **Lifespark Medical Group** – Delivering on-site high-value, relationship-centered Geriatric Primary Care that is payor-agnostic, comprehensive and life-long. It provides trusted medical direction for residents and their families with unique programs that include comprehensive geriatric assessments, advanced medication and disease management, in-home urgent response services, and 24/7 medical triage.
- **Lifespark Hospice** – Education, support and transitions to late life/hospice that support advance care plan goals with compassionate, holistic hospice services to ensure dignity, comfort, and support at the end of life as part of a seamless experience.

“We’ve been focused on senior health for over 20 years,” added Theisen. “We’ve done the hard work. We’ve tested, learned and evolved a model that provides a proven experience that captures client lifetime value. We are ready to partner and scale this model nationally because it’s the right thing to do and long overdue.”

About Lifespark

Lifespark is THE complete senior health company with a fully integrated senior housing delivery system proven to help residents stay healthy at home, navigate their health options with confidence, and ultimately live fuller, more independent lives. Headquartered in St. Louis Park, Minnesota, the company is uniquely designed to be agnostic to payor, environment (setting), and diagnosis, providing long-term guidance and lifetime value for seniors (and their loved ones), senior housing owners, and investors.

For more on Lifespark, visit: www.lifespark.com

###