



MEDIA CONTACTS:

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

FOR IMMEDIATE RELEASE

Lifespark Names Former PointClickCare Executive Anthony Laflen as Senior Vice President, Technology, to Advance Data and AI Strategy Amid Rapid Growth

With 25% Growth in 2026, LifesparkIQ Unifies Clinical, Operational, Workforce and Financial Data to Empower Frontline Teams and Support Value-Based Care at Scale

MINNEAPOLIS, MN — September 29, 2026 — Lifespark, a complete senior health company, is building the technology and intelligence infrastructure to support its continued growth and expansion of its COMPLETE Senior Living model and has named Anthony Laflen Senior Vice President, Technology to lead those efforts. Laflen is the former Senior Vice President, Business Intelligence at Consonus Healthcare and Vice President, Value-Based Care Innovation, at PointClickCare and has over 20 years of operational experience in senior care, executive leadership, and health care IT.



Since joining Lifespark, Laflen has led the development of LifesparkIQ, a unified intelligence platform designed to connect and consolidate data from disparate systems across the Lifespark ecosystem. The platform brings together resident, clinical, operational, workforce, and financial information to create a more complete picture of each resident and the communities in which they live.

“A senior living community that delivers health well and performs well should be the same thing – good care isn't the cost of your return, it's the engine,” said Joel Theisen, BSN, RN, CEO, Lifespark. “Lifespark’s COMPLETE Senior Living model transforms traditional management company capabilities with a proprietary owner-value creation model in real time. We are accountable for how our model performs. Waiting a quarter for data to catch up doesn’t solve issues as they arise, Lifespark IQ helps us solve quickly and escalate where appropriate.”

Senior living organizations have historically relied on multiple electronic health records and operational systems, each capturing a different part of the resident experience. According to Laflen, LifesparkIQ is designed to remove those data silos and create a holistic view of the resident, allowing teams to identify changes in condition that may otherwise be difficult to recognize when information is fragmented across systems.

“The goal isn’t simply to put all of our data in one place. The goal is to turn that data into intelligence that our frontline teams can act on,” said Laflen. “When we bring together clinical events, changes in condition, falls, hospitalizations and emergency department visits, service utilization, workforce information, and other signals around a resident, we have an opportunity to recognize risk earlier and empower the people closest to that resident to intervene before an adverse outcome occurs.”

That same infrastructure provides Lifespark with greater visibility into performance across its 55-plus senior living communities, including hospitalization and emergency department utilization, falls, occupancy, service adoption, financial performance, and other clinical and operational measures.

“Value-based care requires more than reporting what happened after the fact,” Laflen said. “We need to understand what is happening with a beneficiary, determine where we can meaningfully intervene, put that information in the hands of the people who can take action, and then measure whether that intervention produced the intended result. That creates a much clearer line of accountability between the care we deliver, the outcomes beneficiaries experience, and the clinical and financial results we share with our partners.”

Artificial intelligence will serve as an increasingly important layer within LifesparkIQ, helping connect information across systems, surface meaningful changes and patterns, and translate complex data into actionable insights for clinical and operational teams.

“Anthony’s track record of integrating complex systems and turning data into operational intelligence is exceptional, and we’ve seen that firsthand with the development of LifesparkIQ,” said Theisen.

“Lifespark has grown 25% in 2026, a significant rate of growth for a senior housing management organization of our size. We aren’t preparing to scale, we are scaling. Anthony and his team are building the technology and intelligence infrastructure that allows us to grow without losing sight of what matters most: the individual resident, the frontline team supporting them, and our accountability for both clinical and financial outcomes.”

As Lifespark continues to scale, LifesparkIQ provides the connective infrastructure across its growing senior living and health care ecosystem. Rather than adding more disconnected technology as the organization grows, Lifespark is creating a unified intelligence layer that brings together information from multiple clinical, operational, workforce, and financial systems.

“The complexity of our organization increases as we grow, but that complexity shouldn’t be pushed down to the frontline,” said Laflen. “Our job is to absorb that complexity through technology and give our teams a simple, actionable understanding of what is happening with the people they serve. LifesparkIQ allows us to recognize changes in condition holistically, surface the right information at the right time, and empower our teams to intervene earlier. At the same time, it gives us the ability to methodically measure our performance and hold ourselves accountable under value-based contracts for better clinical and financial outcomes for both beneficiaries and our health plan partners.”

As Senior Vice President, Technology, Laflen will continue to advance LifesparkIQ while overseeing business intelligence, information security, IT operations, and informatics. He will also lead the continued development of Lifespark’s technology organization and infrastructure as the company continues to scale.

About Lifespark

Lifespark is a complete senior health company bringing senior living management, geriatric care, urgent response, hospice, SPARK Growth & Wellness, and a unified intelligence platform together in one coordinated model. By helping older adults stay healthier, more independent, and connected to purpose, Lifespark creates stronger experiences for residents, families, and team members while helping owners and investors reduce volatility, strengthen occupancy, and improve long-term community performance.

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

###