

One of the fastest growing companies in the Twin Cities, Lifesprk is the leading provider of Life Experience (an innovative geriatric care management model with private caregiving) services in the metro, and is becoming a national catalyst to eliminate the roller coaster of crises, sparking lives.

Lifesprk's leaders have seen too many people on a roller coaster of crises that robs *them* of control, opportunities and independence. That's just not acceptable, and they've made it their passion to **change that experience**. While traditional senior care providers primarily focus on physical health challenges *after* they occur, Lifesprk provides a professional advocate – Life Care Manager (nurse) – who partners with clients and families to genuinely and proactively care for their whole lives. Lifesprk meets people where they are and in any setting, using a whole-person approach that looks at 7 essential elements of well-being including physical health. Their proprietary Lifesprk Experience™ ensures seniors experience the best life possible and are empowered to live it in a richer, more fulfilling way.

An award-winning workplace, Lifesprk continues to receive industry and public recognition of its model and corporate culture. In 2015, Lifesprk received the *Excellence in the Workplace Award*, a top honor from LeadingAge Minnesota. The company has also been named to both the Star Tribune Top 100 Workplaces and the *Fast 50* fastest growing private companies for the state of Minnesota three times in the last five years.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.

### Key Facts About Lifesprk

- Founded in 2004 as AgeWell and re-branded as Lifesprk in 2012
- A company with a run-rate of \$13 million in 2014
- Capitalized with 10 private investors and funding of \$525,000
- Leadership team comprised of industry leaders, with more than 230 years combined experience in home, health and senior care at both national and local levels
- 70 full-time employees and 325 part-time caregivers
- Serves 560 clients throughout the Twin Cities metro – with about half in the community and the other half across 5 senior living campuses
- Integrated partnership with several senior living campuses in Minnesota
- Partnerships with Augustana Care (long-term care), North Memorial Health System, Gentiva, Education Minnesota (state teachers' union), and EFS Advisors
- Has built an executable, revenue model for whole-person population health management for people in the second half of life
- Developed a National Advisory Board with top thought leaders on purpose, passion, servant leadership, identity, integrative whole-person care, intergenerational opportunities and leveraging technology for social connection
- Goal: to build a model that is evidence-based and scalable to replicate across the U.S.

For more information on Lifesprk or to get a free Navigation Kit, call 952-345-8770 or visit online at [www.lifesprk.com](http://www.lifesprk.com).