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**FOR IMMEDIATE RELEASE**

**LIFESPRK CEO NAMED FINALIST IN 2015 LEADERS IN HEALTH CARE AWARD  
FROM MINNESOTA BUSINESS MAGAZINE**

**(August 20, 2015)** – Joel Theisen, RN, CEO/Founder of Lifesprk in Edina, MN, has been named a finalist for the [2015 Leaders in Health Care Awards](#) from the *Minnesota Business* magazine. According to the [Minnesota Magazine](#), they had an outstanding number of nominees this year and Joel was one of three selected for this exemplary award that honors Minnesota-based companies and individuals who are making outstanding contributions to the health care industry.

“For the past ten years, Lifesprk has been working hard to change the experience for seniors in not only Minnesota but across the country,” said Theisen. “I’m humbled to be recognized among other pioneers in the industry for their work on improving health care. We know a shift is happening in how people approach healthcare, especially for seniors who are demanding a [whole person solution](#) that looks all [7 elements of Wellbeing](#), not just a few, to help them in their goals to live longer, healthier, more independent lives. I’ve seen tremendous waste of one of our most important resources – our older citizens. Instead of being revered leaders sharing wisdom and contributing value to our communities, they end up declining, living without purpose, passion or hope.” he continued, adding, “the loss of that spark in their eyes costs our society in incalculable ways. To be recognized as a leader in health care who is able to change that experience is a tremendous honor because it’s everything I believe in.”

Leaders for this award are recognized for their support and acceleration of the regional health care industry through business growth in the medical field, corporate philanthropy and workplace innovations. “We can’t win these awards without a powerful team and a strong culture,” said Theisen. “We are lucky to have both. To be successful, companies must first start with their people.”

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This philosophy has earned Lifesprk several workplace awards this year including: [Excellence in the Workplace](#), a top state-wide honor from *LeadingAge Minnesota*, [Top 150 Workplace](#) from the *Star Tribune* and Best Places to Work from the *Minneapolis/St. Paul Business Journal*. While most companies say “culture trumps strategy,” Theisen believes “culture IS strategy,” making it a strategic initiative to not only spark client’s lives, but employees’ lives first.

*Minnesota Business Magazine* shared that the nomination process consists of a 3 month period where nominations are solicited and submitted for various categories. They collect an average of 200 nominations in each category that are then distributed to an internal review team responsible for narrowing down the nominations in each category to the top five. These top five are then submitted to an external judging panel which consists of industry experts across all professional platforms, Minnesota Business calculates the scores and judges rank their top three in each category. A winner and two finalists will be announced at the awards gala to be held October 29, 2015 at the [Crown Plaza-St. Paul Riverfront](#), soon to be the InterContinental.

## **About Lifesprk**

### **Proven Whole Person Senior Care**

As a premium home care provider, Lifesprk excels at providing short and long-term care with a focus on sparking lives when seniors need it most, wherever they call home. But that’s just the beginning. Their proven whole person senior care approach goes beyond traditional home care options to dramatically reduce ER and hospital visits, translating into significantly lower long-term costs for clients and the system.

Learn more at: [www.lifesprk.com](http://www.lifesprk.com)

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