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FOR IMMEDIATE RELEASE

New Pilot Program to Help Reduce Health Crises for Older Adults

March 24, 2014 — Lifesprk has announced a partnership with Augustana Care to create a new pilot program called Augustana Care Connections (ACC) to enhance services for older adults and help reduce health crises for people in the second half of life.

Augustana Care Connections is a free service designed to give people discharged from short-term rehabilitation added support in the community. The aim is to reduce hospital readmissions, improve outcomes, and spark lives to help people live more fully. This first-of-its-kind collaboration in the Twin Cities market provides ongoing proactive guidance that helps close gaps and provide resources and education to address the myriad issues, including psycho-social, that contribute to health crises.

According to Joel Theisen, RN, CEO & Founder of Lifesprk, “innovative partnerships like this one are essential in today’s market to be ready to create ‘systems of excellence’ that integrate and transform traditional silos of excellence. Our vision is to design and deliver the most effective post-acute continuum that fosters long-term, trusted relationships with people to produce the best outcomes and improved life experience over time.”

“Augustana Care Connections is about giving people the tools they need to avoid rehospitalization after a hospital stay and short-term rehabilitation at an Augustana Care community. Our goal is that patients enjoy longer, fuller and healthier lifestyles following their discharge,” says Augustana Care Chief Operating Officer Tim Middendorf.

ACC program participants and their families can choose from a wide range of resources as appropriate and access 24/7 navigation services for information and support.

Life Care Navigator Lyn Lais, RN, will administer the program. A registered nurse with over 24 years of health care experience, Lais brings a deep understanding of what people need across various settings to foster positive transitions, and help clients avoid readmissions while living sparked lives.

For more information about the program, please call ACC at 877-345-3319.

ABOUT LIFESPRK

One of the fastest growing companies in the Twin Cities, Lifesprk, formerly AgeWell, has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique blend of geriatric care management and home care) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

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Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *our society* of their wisdom, laughter and presence. That's just not acceptable, and the Lifesprk team has made it their passion to **change that experience**. Lifesprk is about opportunities. With three levels of service available, they provide a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2012, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the third time in five years that Lifesprk has been among the fastest growing private companies in the state.

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.



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