



News Release: Lifesprk-Oak Meadows Partnership

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FOR IMMEDIATE RELEASE

LIFESPRK AND OAK MEADOWS ANNOUNCE PARTNERSHIP

August 5, 2013 – Lifesprk CEO and Founder Joel Theisen, RN, has announced that Edina-based Lifesprk is now partnering with Oak Meadows in Oakdale. A senior living community with independent, assisted living, and memory care services, Oak Meadows has named Lifesprk as their new in-house home care provider for tenants as of July 1, 2013.

According to Connie Dow, Executive Director for Oak Meadows, the Board of Directors found Lifesprk's philosophy on breaking the roller coaster of crises and sparking lives in sync with their goals. "By partnering with Lifesprk, we're enriching our continuum of services and creating a broader focus on the well-being of our tenants. We feel one of the major benefits of the Lifesprk model is the dedicated Life Care Manager (registered nurse) for our tenants. Lifesprk at Oak Meadows will help each person discover, through the innovative Lifesprk Experience™ model, what is most important to him or her, and then help to build a pathway to that goal, addressing anything that may interfere across all 7 elements of living well," explained Dow.

Theisen stressed that "in today's market it is more important than ever to break the roller coaster of crises for people because it not only helps prevent costly and preventable hospital readmissions, but also is the right thing to do to empower more people to remain in control and living life on their terms. Unfortunately, the roller coaster has been seen as a normal part of aging, and we're committed to changing that. We're thrilled to be working side-by-side with the Oak Meadows team, tenants and families to change the experience for more people in the Twin Cities metro."

For more information on Lifesprk at Oak Meadows, please call 651-578-0676, or email info@oak-meadows.org.

OAK MEADOWS

Oak Meadows, in Oakdale, has been named "Best" since 2001. In 2010 and 2011 they received an award for being "25 Best Assisted Living Operators" in Minnesota. They are a not-for-profit community with 62 independent, 48 assisted and 12 memory care apartments. Oak Meadows is affiliated with the United Church of Christ and a member of their Council for Health and Human Service Ministries. They

offer 24/7 home care staff and a 24/7 receptionist along with full dining services, store, bus for activities and full-time chaplain. They are proud to be celebrating 15 years in the community this year!

LIFESPRK (formerly AgeWell)

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.

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/our community* of their wisdom, laughter and presence. That's just not acceptable, and they've 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 it 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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