



# Innovation in Senior Care Delivery

Medical Alley Association

February 23, 2022

# Medical Alley Association

Founded in 1984, the Medical Alley Association (MAA) is the connector for the most diverse and influential healthcare community in the world. Our mission is to elevate the Medical Alley region as The Global Epicenter of Health Innovation and Care ®. With representation from every sector of healthcare, and a Board of Directors comprised of leaders from across the healthcare ecosystem, the Medical Alley Association represents the leaders and companies who are committed to envisioning the new patient experience, building economic models for value-based care, and redefining the medical supply chain, ultimately transforming the future of healthcare.



# Minnesota is Changing Healthcare for the World



GE Healthcare



Hear better. Live better.



Lifespark™

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Senate Aging and Long-Term Care Policy  
Committee Hearing (2/23/2022)





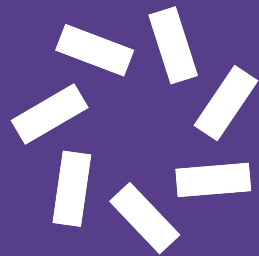
*More rocking.*  
Less chair.

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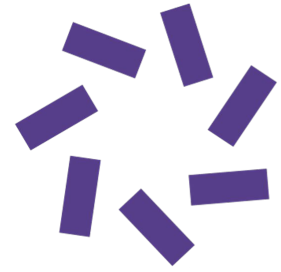
OUR MISSION:  
**SPARK LIVES**  
and empower seniors to  
*Age Magnificently*

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Lifespark™





# Lifespark™

*Age Magnificently*

Our goal is to inspire everyone to live life with spark as they age.  
Our mission is to see people age magnificently and live their best life possible.

Our home- and community-based system uses a proactive/preventive, whole-person approach to build trust, maximize long-term health and well-being for seniors, and drive world-class value for all stakeholders.

We meet seniors where they are on their life journey and connect them to the services and support they want to thrive for life.



# Lifespark™

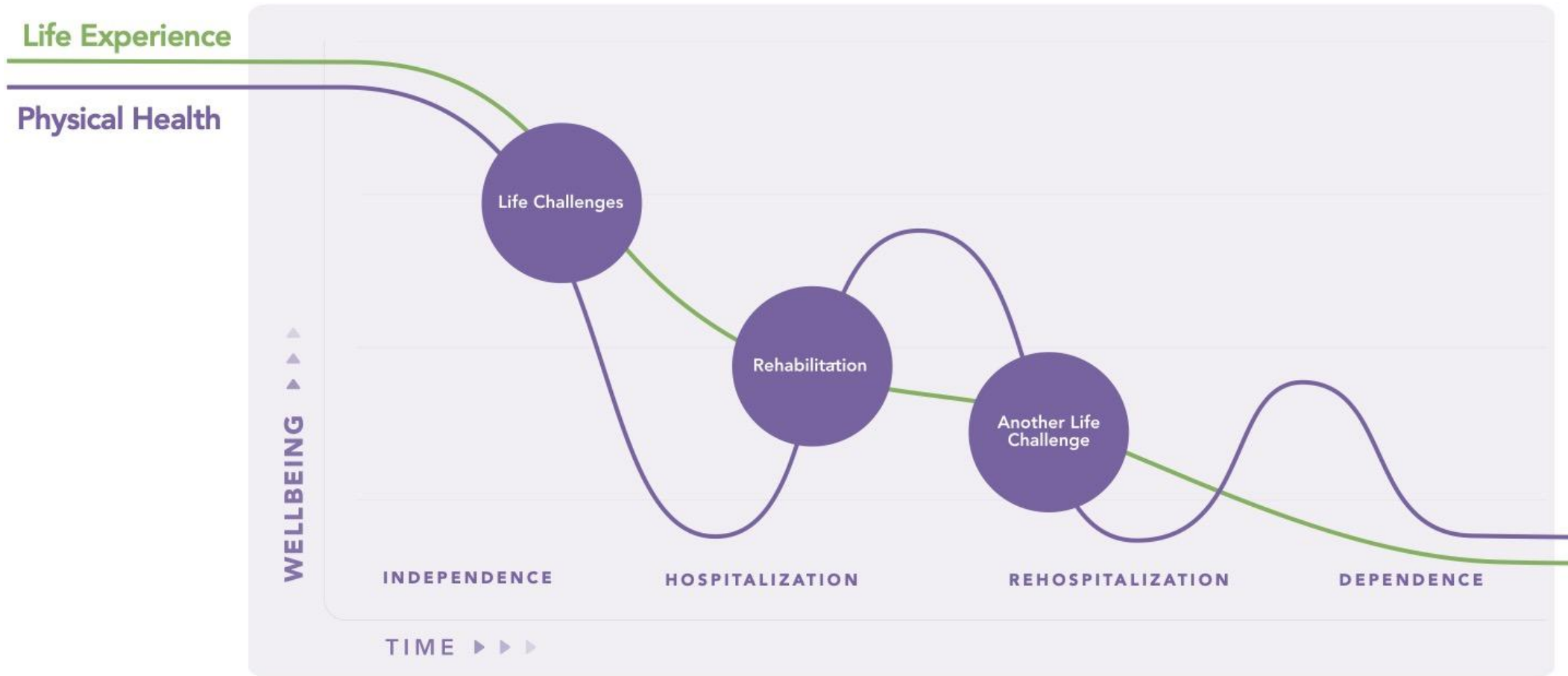
*Age Magnificently*

Lifespark is the leader in managing global-risk  
for all value-based senior populations.

Our tech-enabled, home-based delivery system (Lifespark COMPLETE)  
fully integrates expert geriatric medicine with long-term, whole-person  
Life Management to empower all seniors to AGE MAGNIFICENTLY!



### The Problem



Far too many seniors get caught on the “roller coaster of health care crises” – in and out of the hospital, back and forth to doctor appointments, on more and more medications – while slowly losing their independence. Usual care (aka primary care) is a commodity and is contributing to siloed, specialty-based “Triple-Miss.” The high-performance delivery system of the future must shift from volume to value and do more to deliver in the global-risk opportunities that are emerging.

### The Solution / Lifespark COMPLETE™



Lifespark’s tech-enabled, home-based delivery system (Lifespark COMPLETE) integrates proactive geriatric medicine with long-term, whole-person Life Management. It is the only national solution that is designed **to break the roller coaster and** empower seniors to live happier, healthier, magnificent lives.

*Our opportunity* is now ...

Market, demographic, and societal forces are converging.

**Better  
Health**

**Better  
Experience**

**Lower  
Cost**

**Joy of  
Work**



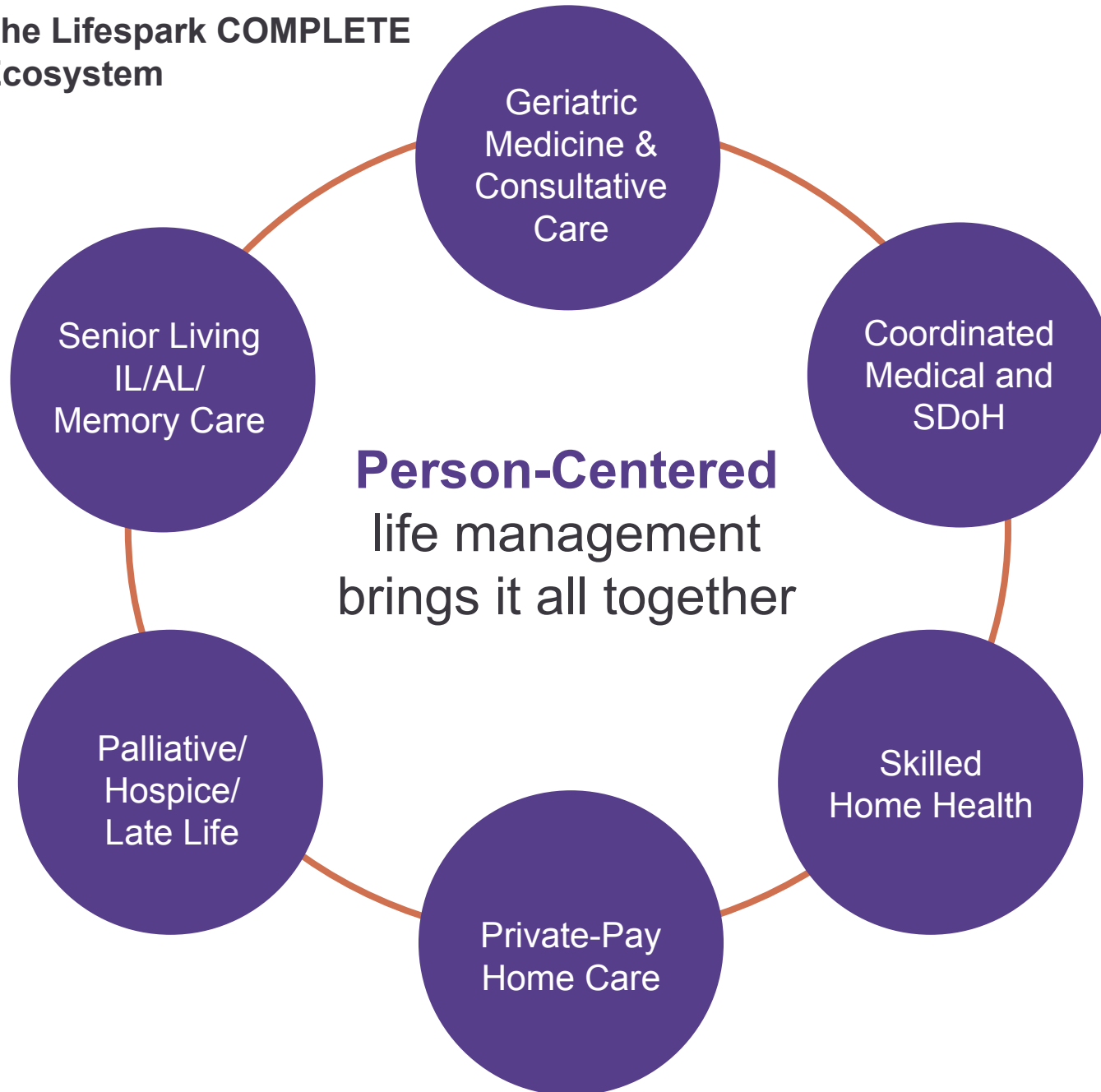
# Introducing a *better way to age*

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The current health care system is focused on your physical health, largely ignoring the emotional and social support that's essential for your well-being. Lifespark's whole-person approach goes beyond typical care to help you live a life filled with passion and purpose.



## The Lifespark COMPLETE Ecosystem



Industry shift to value-based pay has opened the door for our proven model

Lifespark is set to win in all value-based environments

# Lifespark *COMPLETE*

brings together everything  
a client needs to

*Age Magnificently*

## Trusted Advisor



Life Plan



Primary Care At Home



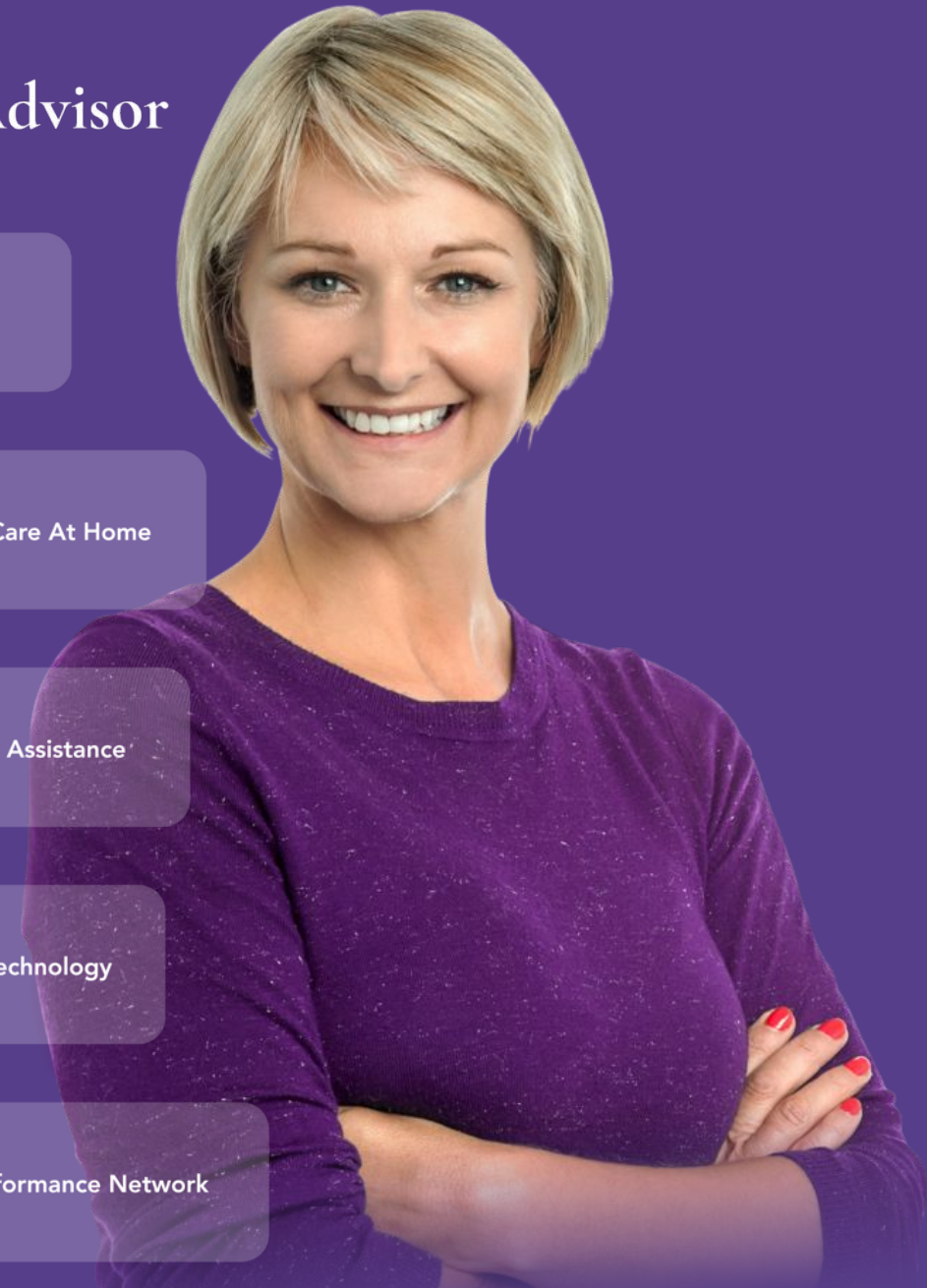
24/7/365 Assistance



Unique Technology



High Performance Network



**HIGH PERFORMANCE NETWORK**

**LIFESPARK SERVICES**

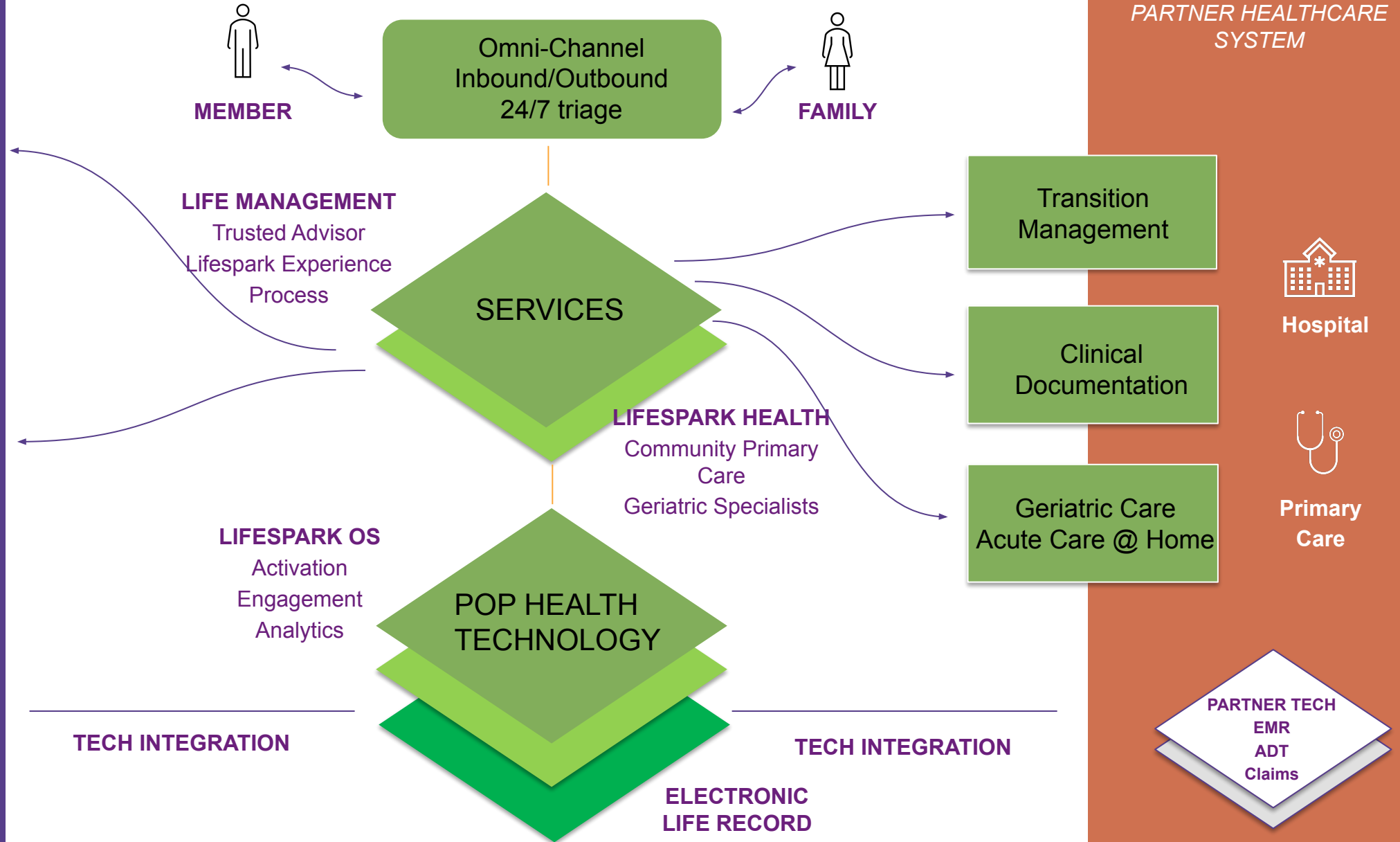
- Senior Housing
- Home Care
- Skilled Nursing
- Late Life/Hospice
- Transportation

**EXTERNAL PARTNERS**

- Specialists
- SNF's
- Nutrition
- Adult Day
- Dentistry
- Travel
- Fitness
- Finances

- BUSINESS SYSTEMS**
- EMR's
  - Back Office

# Lifespark *COMPLETE*



**HIGH PERFORMANCE NETWORK PARTNER HEALTHCARE SYSTEM**



Hospital



Primary Care

- PARTNER TECH**
- EMR
  - ADT
  - Claims

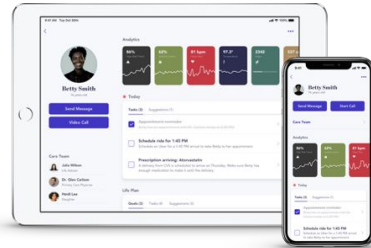


# A state-of-the-art operating system designed for seniors and built for global risk

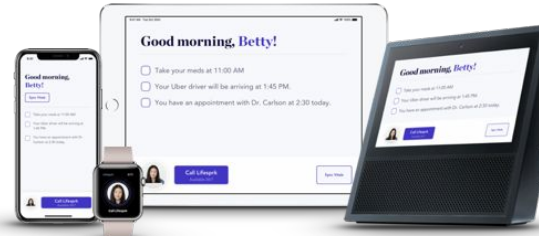
## Robust Member Enrollment and Activation



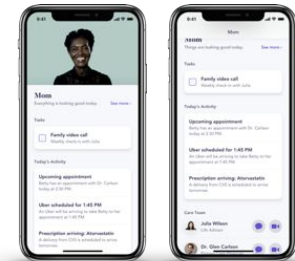
## Professional Portal Driven by Insights



## Engaging Member Experience



## Family Collaboration and Coordination



# Insights Engine

Delivering analytics and next-best actions

First-Party Data

Third-Party Data

Medical Data



Discoveries / Life Planning / Engagement

Social Determinants / Consumer / Demographic

Real-time ADT Feed / EMR's / Claims

## In-home services and support, *wherever you call home*

Lifespark's full continuum of services offers the support you need to live a sparked life, wherever you are in your life journey, wherever you call home.



### Everyday Support

Concerned about recent falls? Need help managing your diabetes? Want to visit Paisley Park? Lifespark's Everyday Support connects you with resources and services to keep you in control of your life.



### Community Home Care

Our RN Case Managers and licensed Caregivers work together to provide a seamless home care experience for you and your family. With the expert guidance and ongoing involvement of an RN Case Manager, Lifespark's Home Care team improves health outcomes for our clients.



### Senior Living

Lifespark is reinventing the senior living experience with our holistic, life-sparking approach that focuses on all areas of well-being to help you stay as independent as possible. Here, we do whatever it takes to keep you home, so any level of service you want, we have it.



### Late Life/ Hospice

Our team of compassionate professionals is dedicated to making every day meaningful and comfortable for our clients. Music therapy, massage, Scrabble, a day at the spa? If it sparks your life, we'll work to make it happen.



### Skilled Home Health

If you've had a recent injury or illness, or you've just gotten a new diagnosis, our Home Health professionals can help you improve your strength, well-being, and self-confidence so you can enjoy greater independence.



### Senior-Savvy Primary Care

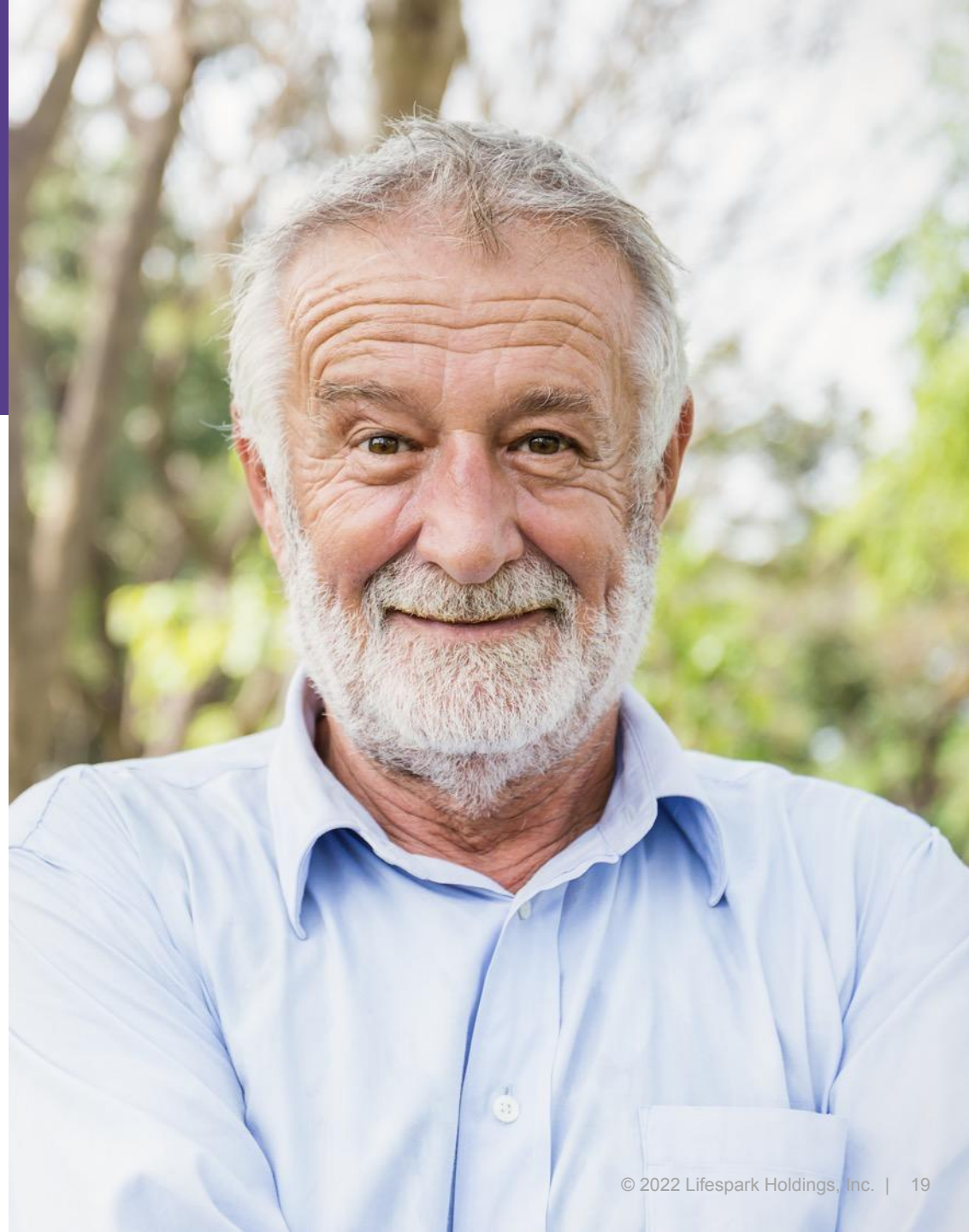
Our geriatrics-trained nurse practitioners and physicians focus on your goals as well as your physical health. From expert medication reviews to 24/7 access to our clinical team, Lifespark Health keeps your well-being on track, from the comfort and convenience of your home.



# The Outcome: George's Story

**Before Lifespark COMPLETE™**  
**Cost to the system:**  
\$31,400 between Jan. and May 1st.

**Today:**  
Zero rehospitalizations



# Real Results: George's Story

**Spend Before Lifespark: \$31,400 between Jan. and May 1st.**  
**No rehospitalizations since onboarding with Lifespark**

George was hospitalized for a fall and low sodium which caused drastic cognition issues.

Post hospitalization he transferred to the TCU, where he was introduced to a Life Manager.

At a care conference his sister and brother (both estranged) talked about George's living situation — a basement apartment, cluttered, issue with appliances. His diet was very poor — eating hot dogs, pizza and cookies.

George did not want any involvement from his siblings at all.

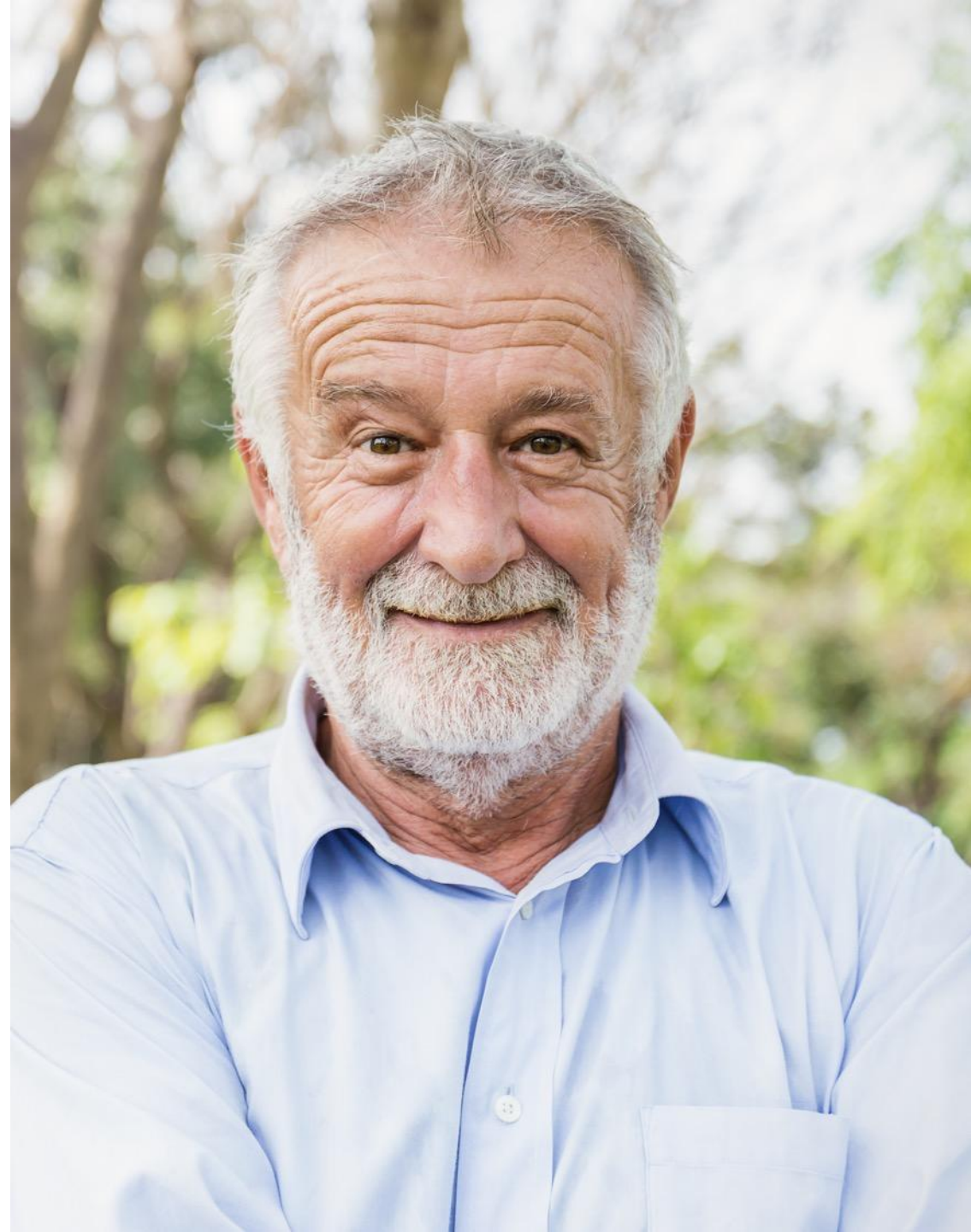
His Life Manger made a visit to his apartment to assess his living environment — it needed cleaning, home repairs, and modifications.

His Life Manager continued phone and in-person visits while George was at the TCU to continue relationship building and discharge planning. She also took George to an eye appointment as a way to gain trust and help influence his future decisions.

Finally, George was ready for a safer discharge to home. Cleaning had been done and a list of repairs/modifications were in the process of being completed.

His Life Manager continued to help with the following:

- Coordinated Lifespark Home Health to start the day after his discharge home.
- Set up post-TCU primary care appointment at North Memorial clinic.
- Attended the appointment with him and added insight for the PCP.
- Worked with George on how to keep track of his appointments, arranged transportation, and instructed him how to access service for future needs, programmed his phone with appropriate phone numbers, gave him resources for housekeeping, and coordinated ongoing care with Lifespark Home Health...





# Real Results: George's Story

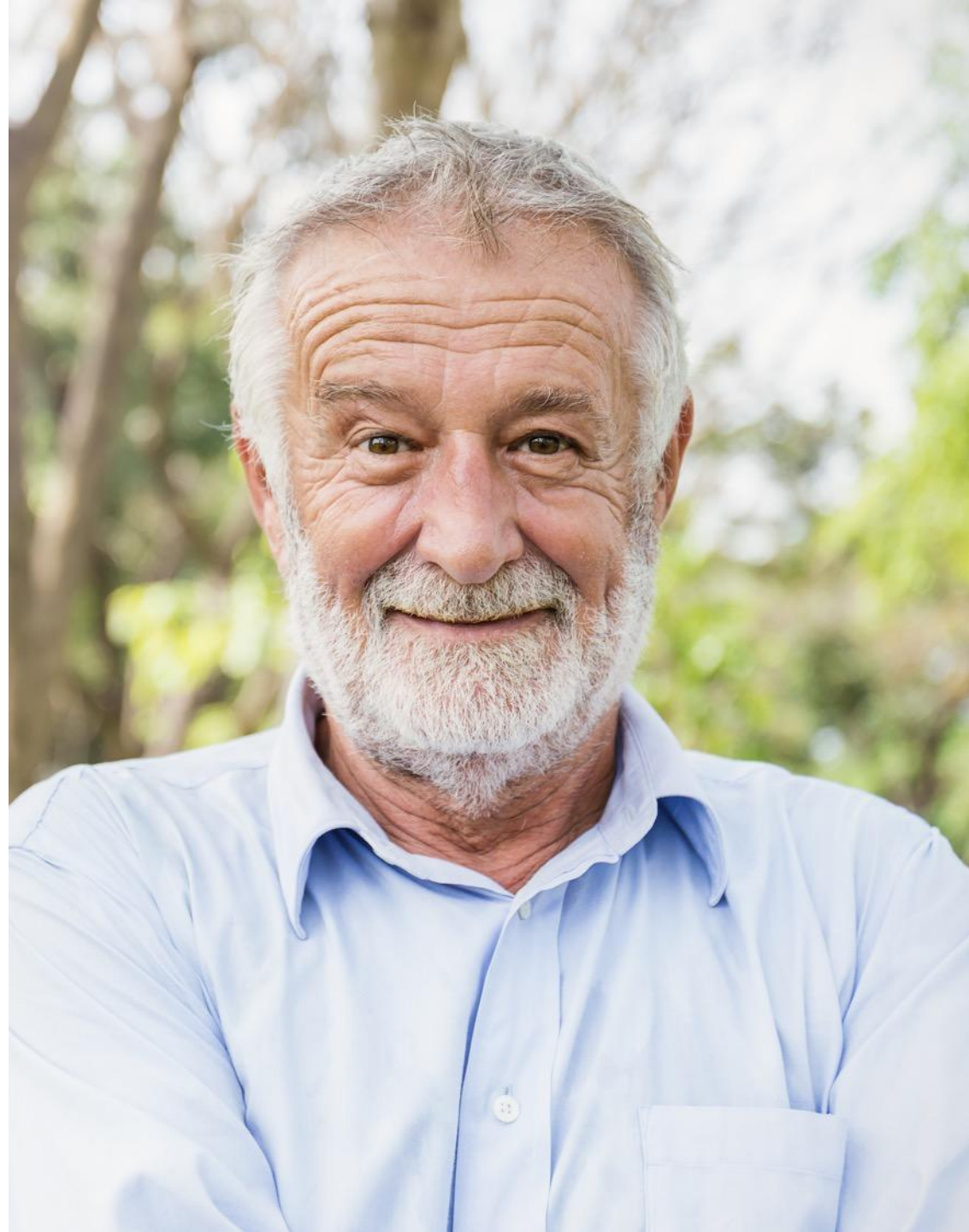
**Spend Before Lifespark: \$31,400 between Jan. and May 1st.**  
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## ...TODAY

George's cognition status has improved. He is now making his own appointments. Setting up his medications independently. He is grocery shopping, going out to eat, getting together with friends. Enjoys conversation and is more energetic and lively.

His Life Manager reminds him of the progress he has made since he was at the TCU in a confused, sad, lonely, angry and suspicious state.

Recently his Life Manager made a visit while George's sister was at his apartment. She raved "who is this man? I have my brother back!" She stated she was so thankful; it was amazing how he has changed over the past two months. George is now open to resuming a relationship with his siblings.



Clients on service are

**24% less likely**

to visit the emergency department

**43% less likely**

to have an in-patient admission

# 130

Potentially avoided hospitalizations were tracked by Life Managers

Estimated Value of

# \$1.7M in Savings!

Assuming Avg cost of IP Admission: \$13k

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Medical care is necessary but not sufficient to a life worth living.

*Dr. Bill Thomas* | LIFESPARK CHIEF INDEPENDENCE OFFICER







**Envoy America's vision is to enable older adults & patients to live longer healthier lives by staying independent and socially active thus lower the country's overall healthcare costs.**

**In 2015, Envoy America pioneered a technology-enabled platform for companionship, assistance and transportation for ambulatory & wheelchair-bound older adults.**

**In early 2020, Lifespark GO! powered by Envoy America was created and is serving elders across the 10-county metropolitan area.**

# Envoy has Invented a New Category of Care through Leveraging Human Compassion and Technology

Turning a largely untapped segment of compassionate talent (50 to 60 year-old “younger” older adults, stay-at-home parents, mainly moms, and veterans) into a new caregiver that we call Companions.

Utilizing end-to-end technology for recruiting, onboarding, service delivery and integration with corporate clients and families.





# Envoy Companions Accompany our Elders on a Variety of Activities



**Kidney Dialysis/Cancer Treatment**



**Weekly Grocery Outings**



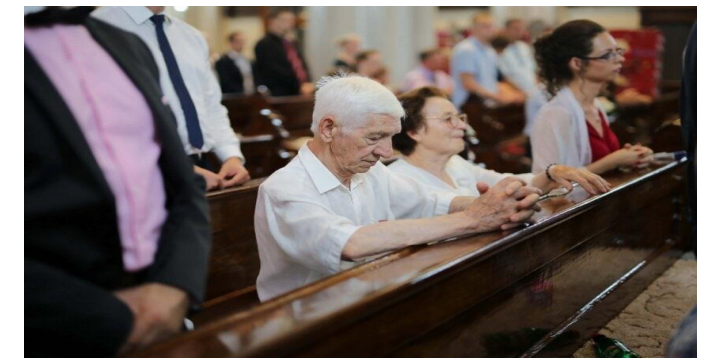
**Group Events & Gatherings**



**“Thursday’s” Hair Salon Visit**



**Attend the Grandkids’ Sports Events**



**Attend Weekly Religious Services**

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**Recipient of the 2018  
Dementia Society of America Distinctive  
Dementia SMART Award**

**The only provider in the space  
to receive such distinction**





“We want global risk, to be held accountable for delivering wellness, and move volume to value — the less we spend on reactive care, the more we can spend on the experience.”

*Joel Theisen* | Lifespark CEO/Founder

# QUESTIONS?

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<https://lifespark.com>

<https://info.lifespark.com/lifespark-go>

♥ GrandPad®

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# Healthcare in 2022



# Our Mission



Improve the lives of **millions** of seniors by **reconnecting** them with their families, friends, and **caregivers**.



## Our Vision

To live in a world where no seniors are lonely or isolated and every senior has the opportunity to Live Grand!



## Our Mission

Improve the lives of millions of seniors by reconnecting them with their families, friends, and caregivers.

# The Opportunity

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- The Global Pandemic accelerated the adoption of **hybrid models** of care
- Adoption of **virtual care models** became critical
- Healthcare will become **longitudinal**, not episodic
- More care will be delivered **at home**
- Continued movement to **value-based** payment models. Risk Sharing
- Hybrid models are better able to address **SDOH**

**We are entering an age where we will never discharge a patient**



# Digital Transformations: EHR Adoption after Katrina

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**August 2005:** Hurricane Katrina

**August 2017:** Hurricane Harvey

*Before Katrina, the costs of **EHRs** seemed prohibitive, former [Surgeon General Regina Benjamin](#) wrote in a 2010 *New England Journal of Medicine* article. After the storm, she changed her mind. “Whereas I had previously decided against installing an EHR system because I couldn’t afford one, I now realized **I couldn’t afford not to have one,**” she wrote.*

**EHR use increased from 24% to 85%**

# Telehealth After Covid

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“During the tragedy of the pandemic, telehealth offered a bridge to care, and now offers a chance to **reinvent virtual and hybrid virtual/in-person** care models, with a goal of **improved healthcare access, outcomes, and affordability.**”

Three major factors drove this:

1. **Increased consumer willingness** to use telehealth
2. **Increased provider willingness** to use telehealth
3. **Regulatory changes** enabling greater access and reimbursement

**We can't afford NOT to do virtual care.**



# Pandemic Was a Watershed Event in Healthcare

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Telehealth and remote patient care became routine.

**\$14.7** Billion

Venture-backed “telehealth companies” raised \$14.7 billion in the first half of 2021.

**38x** higher

Telehealth use overall has stabilized at levels **38 times higher** than before the COVID-19 pandemic, ranging from 13% to 17% of visits across all specialties.

**40%** Surveyed

Patient and physician **attitudes toward telehealth have improved**. About 40% of surveyed consumers said they planned to continue using telehealth moving forward, up from 11% prior to COVID-19.

**Telehealth Market Growth | 2019: \$61 billion — 2028: \$787 billion**

Implementing Telehealth during the pandemic was like building a plane while flying it



The pandemic increased the adoption of virtual care models.

**But who will  
get left behind?**

# The Problem

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## Seniors struggle with virtual interactions

- 14% of those 71 and older have **dementia**
- $\frac{2}{3}$  of those 70 and older have **hearing loss**
- 13.5% of those 65 and older have **impaired vision**
- $\frac{1}{2}$  of seniors living alone are unable to afford **basic necessities**
- SCAN survey found  $\frac{1}{3}$  of MA members **lacked technology** for telehealth
- Landmark Health found 25% of its MA members **lacked technology and skills** for telehealth

**Lack of technology is the latest SDOH**

# Digital Literacy and Poverty is Now a Concern

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If virtual care  
is routine...  
who gets left behind?

**Digital Literacy** is the new challenge.

Patients won't embrace new technology if they don't know how to use it.

Digital Literacy is the new **SDOH**

- Johns Hopkins EPIC EHR — Identifies patients with digital barriers
- They create a **Video Visit Technical Risk Score**

**Digital Literacy is the new SDOH**



# Traditional Experience

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How are you  
feeling today?

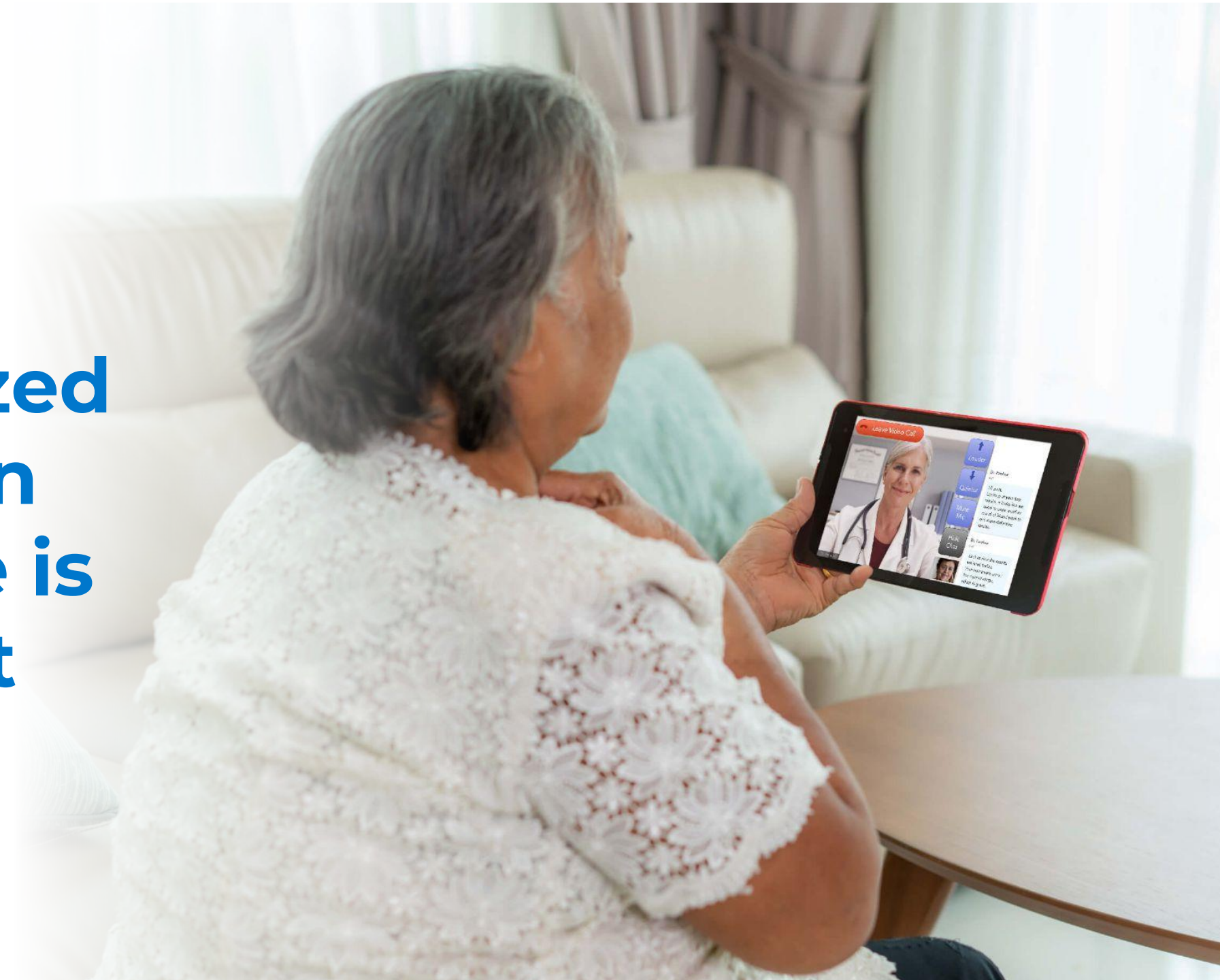


I'm fine.

Clinically Deficient

Not fine: Concerned about her condition

# The Most Underutilized Resource in Healthcare is the Patient





# The Solution

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## Equitable access to virtual care

The best remote care platform in the world is useless without a reliable digital end-point in the home.



**Enabling Virtual Care for Seniors**





*“Be humble and let the Eskimos teach you.”*

– Amundsen (South Pole Explorer)



# A Complete Solution

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## Hardware

- GrandPad senior tablet
- Wireless charging cradle
- Protective case, stylus pen



## Software

- Communication
- Curated entertainment
- Cognitive stimulation



## Service

- White-glove customer care
- Included LTE connection
- Device Insurance



# Delightful First Use Experience

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**GrandPad 90/90 Design Goal:**  
**A 90 year old will love GrandPad**  
**in 90 seconds.**



Easy to open box  
designed for seniors



No passwords or  
setup required



Tablet fully charged  
and configured



Photos pre-loaded  
by family



# Healthcare Platform for Super Seniors

## Healthcare Requirements

Patient Health Records

Telemedicine

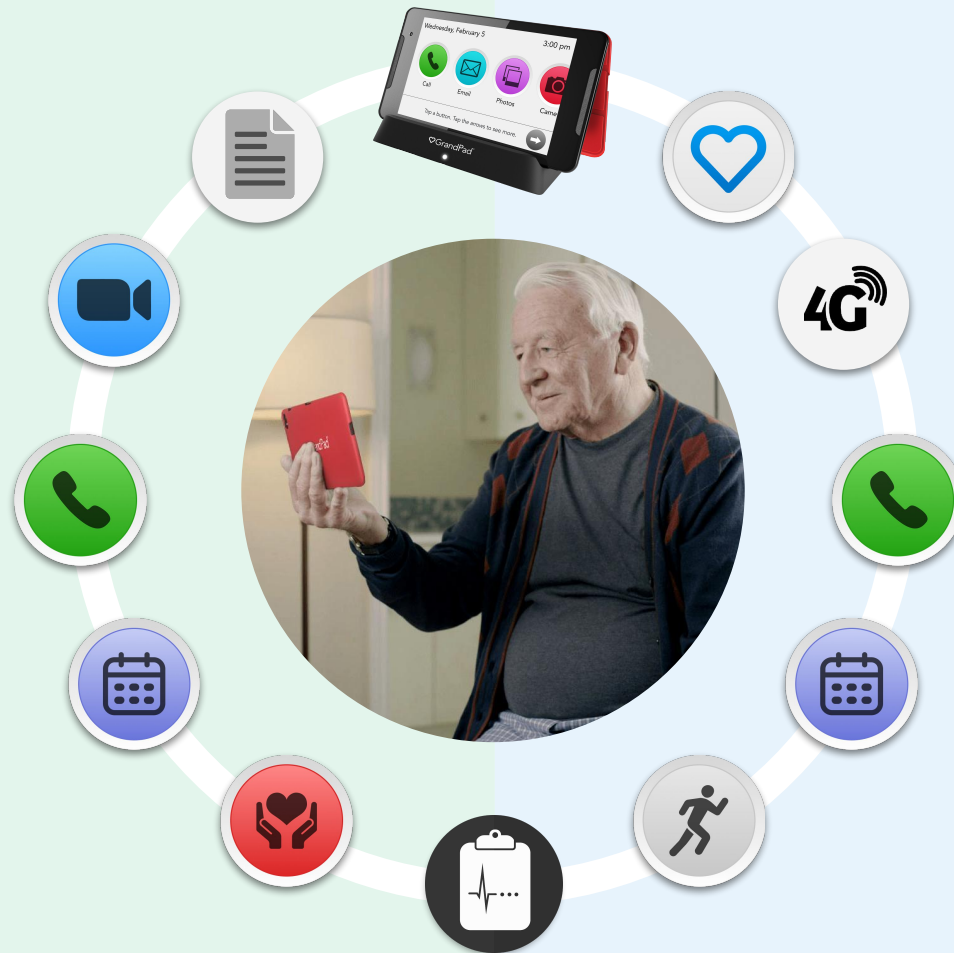
Remote Check-in

Medication Reminders

Remote Monitoring

Scales, Blood Pressure Cuffs, etc

EMR Integration



## GrandPad Capabilities

Family & Caregiver Companion App



Always-On Data Connectivity

Easy Video Calling

Event / Reminder Framework

Wellness & Video Vitals  
Steps & Sleep

Equipt to Provide the Essentials of Quality Care

# Partnership Opportunities

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## GrandPad Delivers

Reliable Digital Endpoint

Care Coordination

Data & Analytics



Integration Plug & Play

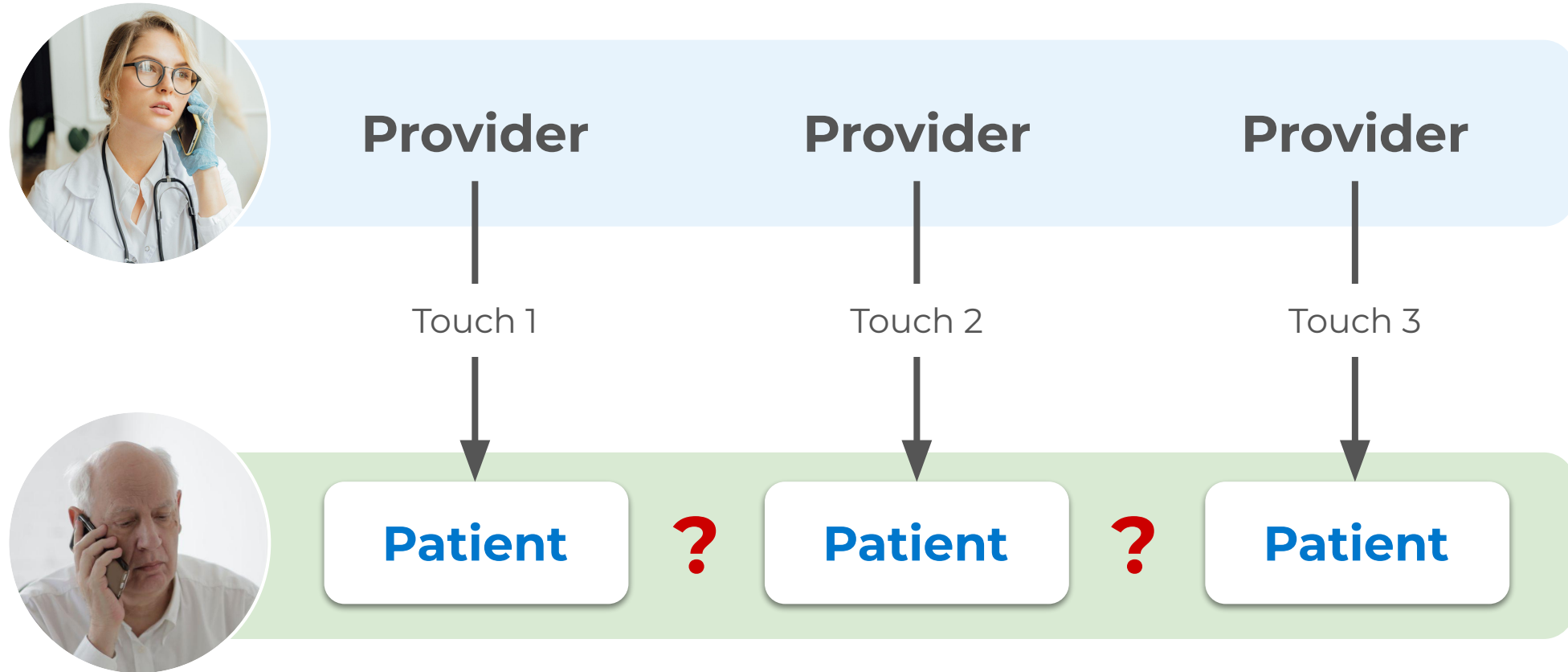
Implementation & Project Management

**We can help you to continue & expand your virtual care model**



# Telehealth = Episodic

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What happens in between?



# Virtual Care = Longitudinal

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**Provider**

**Provider**

**Provider**



## **Patient Activation**

- Medication
- Videos
- Appointment Reminders
- Wellness
- Behavioral Change

**Patient Is Active In Their Own Care**

# GrandPad for Healthcare



GrandPad chosen as a preferred partner by the NPA