

Unlock Cost Savings Via Proven And Scalable Dementia Care Program

Tuesday, August 13, 2024, 11:00 AM – 12:00 PM PT

Presented by Cresti



Program Description:

Improving care and outcomes in patients with dementia requires a caregiver-centric approach. Learn how caregiver enablement reduces patient hospitalizations by 73% and total cost of care by 33%. Understand how alignment of patients with the new CMS GUIDE model can generate significant shared savings at no risk to ACOs and risk-bearing groups.

Reducing hospitalizations in dementia patients

Payers and providers lack the capabilities to manage the healthcare cost of patients with dementia, a cohort that incurs 27% of all Medicare hospitalizations. These patients are not able to self-manage their health and are very rarely engaged effectively in traditional care management programs.

In this session we will discuss the root causes of avoidable hospitalizations for persons living with dementia. We will summarize learnings from clinical studies of a caregiver enablement program that reduced patient hospitalizations and improved caregiver well-being.

In this webinar, you will:

- Recognize the importance of including the family caregiver in the care team
- Learn how caregiver enablement differs from traditional caregiver support
- Discover why including caregiver enablement in your population health strategy can markedly reduce avoidable hospitalizations and overall costs in a largely unengaged population
- Understand how the addition of caregiver enablement to the new CMS GUIDE model achieves meaningful cost savings for ACOs and risk-bearing entities



Bart Asner, M.D.

Dirk Soenksen

John "Espino" Espinola, M.D.

Nicole McPherson

**Speaker 1: Bart Asner, M.D.
Fmr CEO & Founder, Monarch HealthCare**

Bart Asner trained as a Pediatrician at Children's Hospital Los Angeles after attending the University of Pennsylvania School of Medicine and practiced pediatrics for 20 years in Orange County. Dr. Asner most recently served as Executive Vice President for Optum's Local Care Strategy focused on the California market. In this role he oversaw the alignment of Optum assets in the California market, including Optum Health, Optum Insight and OptumRx, to focus on lowering the cost of care and improving outcomes for the patients served by OptumCare in this market, while improving patient and provider experience. Optum is the national healthcare services division of United Health Group.

Prior to this role, he served as President of the OptumCare California Region, overseeing the Southern California care delivery assets including AppleCare, Monarch HealthCare, NAMM and OptumCare Medical Group, consisting of six thousand physicians. Dr. Asner was the Chief Executive Officer, and currently Chair and a member of the Board of Directors of legacy Monarch HealthCare, now Optum Orange County, a medical group which he cofounded in 1994. Optum Orange County was comprised of three thousand physicians providing care to 300,000 MediCal, Commercial and Senior patients in Orange County and Long Beach, California. Monarch became part of Optum in 2011.

Dr. Asner was a twice elected past Chair and served on the Board of Directors and Executive Committee of APG, America's Physician Groups, the nation's largest professional organization of medical groups dedicated to value-based care and "taking responsibility for America's health." He serves as a member of the Advisory Board of the Merage Center for Health Care Management and Policy at the University of California, Irvine. Dr. Asner is a past Chair, and past member of the Board of Directors of the Integrated Healthcare Association (IHA), a statewide policy group that brings together the top decision makers from the major sectors of the health care industry; IHA was responsible for the development of the pay for performance program in California. He has testified on healthcare issues at the California legislature and before Congressional committees. Dr. Asner retired in January 2022.

Speaker 2: Dirk Soenksen
CEO, Ceresti Health

Dirk Soenksen is co-founder and CEO of Ceresti Health. Prior to co-founding Ceresti, Mr. Soenksen was founder and CEO of venture-backed Aperio which he built into the recognized leader in digital pathology, prior to its acquisition by Danaher in 2012. In 2006, Mr. Soenksen founded the Digital Pathology Association (DPA), a non-profit organization comprising major vendors and leading pathologists, with the goal of establishing best practices and increasing awareness of digital pathology. Dirk served as President of the DPA from its inception until 2012, and as a board member of the DPA through the end of 2014. He has an undergraduate degree in Chemistry from Bowdoin College, and a graduate degree in electrical engineering from the University of Pennsylvania. He also earned his MBA from Pepperdine University.

Speaker 3: John “Espi” Espinola, M.D.
President and CEO, PacificSource Health Plans

Dr. John “Espi” Espinola recently joined PacificSource bringing with him more than 20 years of leadership experience in healthcare. Prior to joining our executive team, he served in a dual role as Executive Vice President, Chief Strategy and Product Officer with Premera Blue Cross, as founder and CEO of Kinwell Physician Network, a wholly owned subsidiary of Premera, and as President of Kinwell Medical Group. Prior to his 12 years spent with Premera, he served as the National Medical Director for Essence Healthcare and before that as Executive Director and Medical Director of Evercare, a division of UnitedHealth Group.

Espi received his bachelor’s degree from the College of the Holy Cross (Worcester, MA), his medical degree and Master of Public Health from Tufts University School of Medicine (Boston, MA), and his master of business administration from the University of Washington (Seattle).

Speaker 4: Nicole McPherson
Director of Coaching Services, Ceresti Health

With over 18 years of experience in senior care, Nicole serves as the Director of Coaching Services at Ceresti Health. Her lifelong passion for supporting caregivers and their families, particularly those navigating the challenges of dementia, drives her commitment to excellence in her role. Before joining the Ceresti Health team, Nicole worked at O’Connor Woods, a non-profit continuing care retirement community, gaining experience in supporting seniors and their families across all levels of care including independent living, assisted living, memory care, and skilled nursing. At Ceresti Health, Nicole brings her wealth of experience, compassion, and empathy to empower caregivers on their journey of caring for loved ones with dementia. As the leader of the coaching effort, she ensures the optimization of the team, oversees the success of the Ceresti program, maintains high caregiver satisfaction, and develops best-in-practice dementia education. Nicole graduated with a bachelor’s degree in psychology with

summa cum laude honors, further enriching her understanding of human behavior and enhancing her ability to support caregivers and their loved ones.