



*For Immediate Release*

## **Medicare Advantage and Value-based Care Veteran Christopher Ciano Joins Ceresti Health as Board Chair**

CARLSBAD, Calif. (Sept. 18, 2024) – Leading tech-enabled dementia care provider Ceresti Health is proud to announce that respected healthcare industry leader Christopher Ciano will head its Board of Directors. As Board Chair, Mr. Ciano brings formidable experience in growing healthcare businesses, including specific expertise in Medicare Advantage, value-based care and caregiving.

During his successful 30-plus year career, Mr. Ciano has held various regional and national senior executive roles. As President of Aetna Medicare, he led a \$50B portfolio of Medicare businesses covering 11 million members. He has spent over a decade proudly leading teams that advocate for the older adult population and is now using his unique expertise and insights as a strategic advisor for select organizations that are making a meaningful difference in the healthcare ecosystem.

“We are excited to welcome Chris to Team Ceresti at a time when dementia care has become a growing national health priority,” Co-founder and CEO of Ceresti Health Dirk Soenksen said. “There is no one more qualified than Chris to help us build a leading value-based dementia care company. With his partnership we will realize a future in which family caregivers of people living with dementia are supported and have the knowledge, skills and confidence to provide the best possible case for their loved ones.”

As a former caregiver for his late parents, Mr. Ciano has a personal connection to the lives of family caregivers and understands the power inherent in activating caregivers as an integral part of a person’s care team.

“Those of us who have served as caregivers know that while caregiving can be one of the most fulfilling experiences, it isn’t always the easiest one,” Mr. Ciano said. “I am deeply humbled to have played such an important role in my parents’ lives, and for the trust they placed in me during some of their most vulnerable life experiences. I am moved and energized by Ceresti’s mission and look forward to playing a role in helping the company realize its vision.”

For more information about Ceresti Health, visit [www.Ceresti.com](http://www.Ceresti.com).

## **About Ceresti Health**

Ceresti Health is a tech-enabled dementia care provider with a differentiated model of care that activates family caregivers to improve outcomes and significantly reduce the high and largely hidden healthcare costs associated with dementia. Independently validated clinical studies found that Ceresti reduced avoidable hospitalizations more than 50%. Ceresti has been selected to participate in the Guiding an Improved Dementia Experience (GUIDE) Model by the Centers for Medicare & Medicaid Services (CMS) Innovation Center. The goal of the GUIDE Model is to increase access to much-needed support for people living with dementia and their caregivers. To learn more about Ceresti Health, visit [www.ceresti.com](http://www.ceresti.com).

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