

# Geriatrician and value-based-care leader John Mach, MD joins Ceresti Health as Chief Medical Officer

December 19, 2023

*Appointment strengthens Ceresti's ability to improve care and outcomes for patients living with dementia by including their caregivers in the care team.*

**CARLSBAD, California - Dec 19, 2023** - Ceresti Health, the leader in caregiver-enabled dementia care, is pleased to announce that John Mach, MD has joined Ceresti as its new Chief Medical Officer. Dr. Mach brings more than 40 years of clinical and payer/provider experience in leadership positions dedicated to improving the health and well-being of older adults, with a special focus on frail elderly seniors with dementia, and their family caregivers.

Dr. Mach spent more than a decade as CEO and Chief Medical Officer at Evercare, at the time UnitedHealth Group's award-winning division and the country's largest private sector entity serving frail elderly and people with disabilities. Most recently, he served as Chief Medical Officer at Medica Health Plans and previously held CMO positions at Evolent, United Healthcare's Medicare division and XL Health. For a decade he was focused solely on dementia care as Medical Director of the Minneapolis VA Geriatric Research, Education and Clinical Center. Dr. Mach is also the Chair of the Board of Trustees of the John A. Hartford Foundation of New York, the country's oldest and largest private philanthropic funder of geriatrics research and education.

"I love what Ceresti has built, and look forward to help the team leverage their clinical experience and impressive outcomes into value-based contracts with payers and providers," said Dr. Mach. "My passion for improving the experience of families living with dementia is well-aligned with Ceresti's mission."

"As a geriatrician, Dr. Mach brings clinical expertise in dementia care, as well as experience in how to succeed in value-based care", said Dirk Soenksen, CEO of Ceresti. "The recent CMS announcement of the GUIDE model highlights that dementia is now a national priority, creating an inflection point for the dementia care market. We are excited to have Dr. Mach on board at such an exciting time of growth for Ceresti."

## About Ceresti:

Ceresti Health is a digital health company that specializes in improving care and outcomes for patients living with dementia by including their family caregivers in the care team. Ceresti has built a first-of-a-kind caregiver-centric dementia care platform, and conducted the clinical

studies, to prove that it's novel model of care consistently delivers cost savings for managed care payers and providers. Customers include Medicare Advantage and Duals plans, PACE programs and Accountable Care Organizations.

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