



Ceresti Health Announces Launch of Technology-Enabled Service to Improve Outcomes for Patients with Dementia

Ceresti introduces innovative service that incorporates family caregivers into chronic care management at the American Physician Group's 2018 Annual Meeting

CARLSBAD, Calif., April 17, 2018—Ceresti Health, a healthcare company focused on improving outcomes for patients with dementia, today announced the launch of their technology-enabled service for dementia care at the American Physician Group's 2018 Annual Meeting (formerly CAPG). Ceresti's service enables adherence to care plans for the 10% of Medicare patients that cannot be directly engaged due to their dementia or cognitive impairment, a patient population that drives 26% of total Medicare costs.

"We are excited to officially launch our tech-enabled service at the American Physician Group's 2018 Annual Meeting," said Dirk Soenksen, Ceresti's co-founder and Chief Executive Officer. "This conference brings together leaders in value-based care who can enhance their existing care management programs by utilizing our service to incorporate family caregivers into chronic care management. Our service pays for itself by reducing the costs of unmanaged chronic conditions and improves STAR measures by closing care gaps and increasing member satisfaction."

The Company utilizes a combination of technology and remote health coaching to deliver personalized education, coaching and support to increase caregivers' knowledge, skills and confidence. Ceresti has validated and optimized its first-of-its kind service in multiple studies, including in a pilot study with Landmark Health, a home-based medical care organization.

Please stop by booth #305 to meet members of our leadership team and to learn more about our program during the Exhibit Fair and Strolling Dinner networking event on the evening of Friday, April 20, 2018.

About Ceresti

Ceresti is a healthcare company focused on improving outcomes for patients with dementia. Our technology-enabled service enhances existing payer/provider care management programs by incorporating family caregivers into chronic care management, in the home and between care episodes. We enable adherence to care plans for the 10% of patients that can't be engaged directly and who drive 26% of total Medicare costs. Our service pays for itself by reducing the costs of unmanaged chronic conditions. We also improve STAR measures by closing care gaps and increasing member satisfaction. Outcomes are achieved using a combination of technology and remote health coaching. Learn more at Ceresti.com.