

Why MA Plans Need a Targeted Population Health Approach for Dementia



- **Maximize revenue** from new HCC codes (51/52) for dementia
- **Realize cost savings** from a population that incurs 25% of all ED visits, hospitalizations and bed days
- Traditional population health approaches are not effective because dementia is a barrier to member engagement

Contact us to learn more about how to improve cost and quality outcomes for your members with dementia

CERESTI'S POPULATION HEALTH SOLUTION FOR DEMENTIA

Claims Analysis

Our comprehensive analysis details prevalence and utilization of dementia, and identifies eligible members and their spousal caregivers

Tracking & Support

We track utilization for eligible members, and provide them and their caregivers with educational content and inbound call support

Program Enrollment

We drive enrollment in our caregiver empowerment program via outreach aimed at eligible members, caregivers and providers

Caregiver Empowerment & Monitoring Program

We leverage, support and remotely monitor family caregivers to improve cost and quality outcomes for members with dementia

Ceresti Health (San Diego, CA) is a multi-disciplinary team of experienced and passionate professionals focused on leveraging and supporting family caregivers in the delivery of innovative population health solutions for dementia.

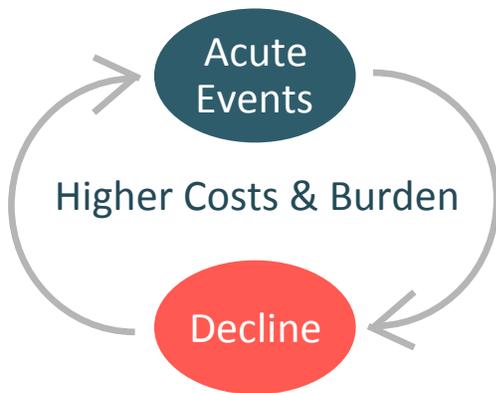


760.453.0997 www.ceresti.com

Our Approach: Avoid Acute Events

ACUTE EVENTS ACCELERATE DECLINE AND INCREASE COSTS

For members with dementia, acute events accelerate cognitive and functional decline and perpetuate a cycle of more acute events and further declines. Acute events include ED visits and hospitalizations, and can also include family issues, disrupted routines, and new dementia-related behaviors.



OUR APPROACH

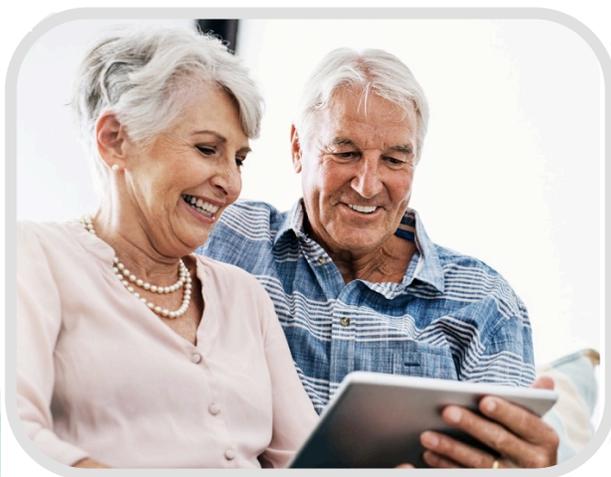
Cost and quality outcomes can be improved by addressing the following underlying cause of acute events:

- Unmanaged chronic conditions (e.g., diabetes, CHF, COPD)
- Higher rates of falls and infections
- Inexperienced and stressed caregivers

Comprehensive Digital Health Program

THE CERESTI FAMILY CAREGIVER EMPOWERMENT PROGRAM

The Ceresti Family Caregiver Empowerment Program is a comprehensive digital health program that addresses medical, psychosocial and behavioral challenges. We employ technology and remote coaching to empower family caregivers.



- We **empower family caregivers** (e.g., spouses or adult children) by engaging them in a personalized program of education, support, software-based tools and coaching that is delivered via a tablet device that we send to the home.
- We **close member care gaps** via their family caregivers.
- We **remotely monitor members daily** via their family caregivers and alert your care managers and/or the member's provider about potentially avoidable acute events.

Outcomes

Cost Savings: 33% per month (Part C) due to avoided acute events

High engagement: ~1 hr/wk for 26 wk program, > 3 risk assessments/wk

High satisfaction: Net promoter score = 80