



Memory Health Support Program

Optum Broker University

May 2025



Agenda

1. Overview: Memory Health Support Program
2. Exciting early results
3. How you can help



We provide comprehensive **psychosocial** support to seniors with dementia to keep them **home and healthy**



Cared for by a team of highly **specialized clinicians**



Enabled by **tech**



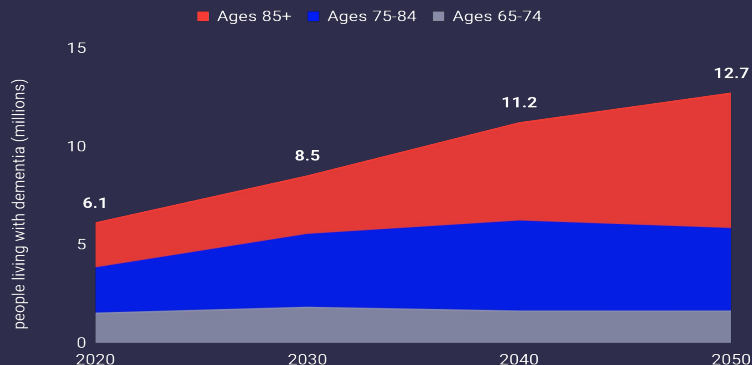
Built for **value**





From CMS: “Dementia takes a toll on not just the people living with the disease but also on their loved ones and caregivers in a way that almost no other illness does. About 6.7 million Americans currently live with Alzheimer’s disease or another form of dementia, a number that is projected to grow to nearly 13 million by 2050.”

Millions of people with dementia

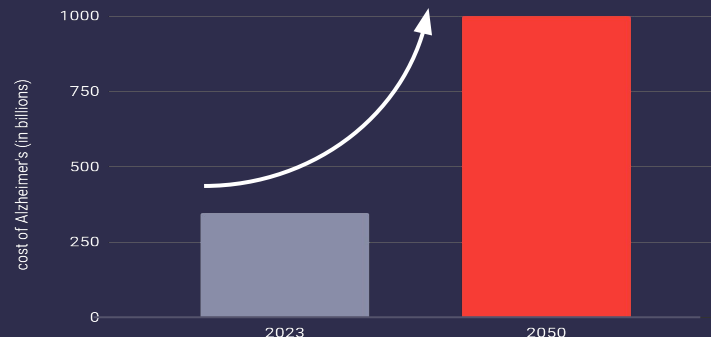


In 2023, Alzheimer’s and other dementias cost the nation

\$345 billion

By 2050, these costs could rise to nearly

\$1 trillion



The problem and need

A wave of baby boomers is coming

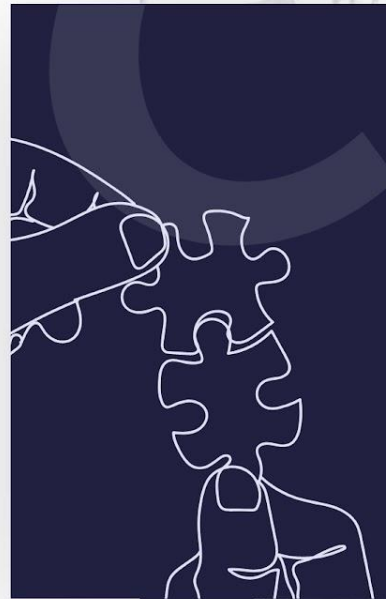
- 10% of patients 65+ have dementia

Lack of access to specialty care

- PCPs need access to psychosocial supports for patients/families at scale

Some PCPs hesitate to diagnose

- A sense of no available treatment and fear - too upsetting to discuss



Memory Health Support Program

A first-of-its-kind dementia care program started here



Kris Engskov, Rippl CEO with Drs.
Imelda Dacones and Martin Levine

Our partnership facilitates positive outcomes for patients, families, and PCPs



Trusted relationship, improved **self-efficacy**, and **longitudinal care**
enable the right care at the right time

Early Results

After working with Optum Care WA's delegated patients, we renewed our contract based on early, but **very positive results**

Increased screening and diagnosis rate

Optum primary care clinicians have increased their knowledge, skills, and abilities to screen and diagnose dementia

The diagnosis rate increased
+35% from the baseline

Access to dementia care navigation services

Patients and their family caregivers can access comprehensive dementia care services in our collaborative model

Of patients reached,
+75% enrolled in services

Primary care providers save time

PCPs save time in their practice while allowing Rippl's dementia specialists to deliver support and navigation services to patients and their families

226 clinicians (over half of the clinic's PCPs) have referred to Rippl

Rippl supports patients and families by **assessing patients and families with key indicators** initially and longitudinally

Stage



Mild: 59%



Moderate: 35%



Severe: 7%

Activities of daily living



1

Average deficit (1 out of 6)

(reported difficulty with constinence, bathing, dressing, toleting, transferring, feeding)

Safety assessment



1

Avg score: (1 out of 6 domains)

(support needed for: driving, med adherence, home safety, wandering, firearms, unsteadiness)

Managing behaviors



2

Average challenging behaviors: (2 out of 6)

Agitation/aggression, hallucinations, irritability, paranoia, withdrawal, sleep issues

Caregiver stress



Moderate stress

Average stress is moderate

(from no stress to extremely stressed)

Caregiver empowerment



15

Average: 15 from a scale between 4-20
for caregiver self-efficacy score



Our early longitudinal data focuses on measures that aim to **reduce unnecessary ED visits & admissions**

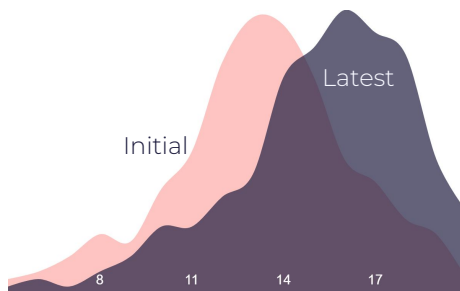


Patient with ED visit in prior 6 months

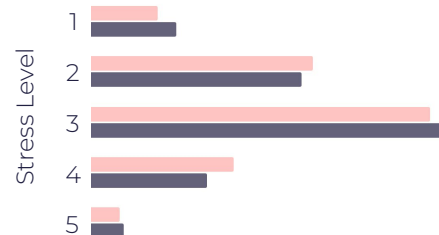
Start of Care	87% no	12% yes	1% N/S
6-12 Months Enrolled	90% no	9%↓ yes	1% N/S



Caregiver confidence



Caregiver stress



Early results indicate Rippl is having an **impact on hospital based diversions** keeping seniors safe at home

Caregiver confidence is up after 6 months with Rippl care

Caregiver stress remains stable or decreases over 6+ months with Rippl interventions reducing burnout events

CASE STUDY - Optum (delegated) - MRN 1463

Patient profile

GENDER: Female

DIAGNOSIS: Dementia

STAGE: Mild/Moderate

HOUSING: Lives alone

HOME SAFETY: Assessed

Caregiver

RELATIONSHIP: Friend (lives in NY)

STRESS LEVEL: Moderate

LIVES WITH PATIENT (YES/NO): No

Goals of care

- Food insecurity: On food stamps without access to food bank
- Housing insecurity: facing eviction at time of meeting CN
- Was a recent victim of a financial scam / lost most of her savings

Notes

Patient who came to us through MHS program last month. Developed dementia following a brain bleed, had undergone multiple surgeries and lives with chronic headaches and burning in her feet due to insulin-dependent diabetes.

Caregiver is a lifelong friend. It was not evident to her how much her friend was suffering.

Outcome

- 1st visit:
Patient: safety, housing, in-home support for IADLs, transportation
POA: dementia edu, how to support across the country
- Social worker support and connection to local legal resources
- POA supported LTC application, assisted with transportation. LCSW identified major depression and connected with Optum Behavioral Health team

How you can help

Help seniors and families navigate MHS services at no cost

Insurance accepted at Rippl

- OCN (Optum Care Network) delegated health plans
 - No cost to patients and families!!
- Medicare Part A/B
 - May be eligible for no cost options or FFS
- Fee-for-service Medicare Advantage plans
 - Humana, United, BCBS, Regence, Amerigroup, Aetna
 - Co-pay dependent on plan



Questions?

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Thank you

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Here's what our
patients are saying
about our Memory
Health Support
Program

“We felt as though
we were sitting on
a limb that was
being sawed off.
This is the first time
we've had daylight.
We had nothing
and now we have a
champion.”

Referred by Optum
MD

“Watching my
mom experience
dementia is like
seeing the most
beautiful blossom
on the tree drifting
to the ground, and
Rippl has helped to
create the softest
landing for her.”

Referred by Optum
MD