

JOEL THEISEN HAS COME A LONG WAY since being trained as a critical-care nurse at Rochester's Mayo Clinic more than 15 years ago.

Theisen has since founded Agewell Home Care, an Edina-based company that provides in-home medical care and companionship to the elderly and disabled. The company, launched in 2004, grossed \$2 million in its first year and Theisen expects it to reach more than \$5 million in revenue by the end of 2007.

Prior to starting Agewell, Theisen formed another home-care company in California in 1998. After selling that company in 2004, he moved back to his native Twin Cities and raised more than \$500,000 to fund the startup of Agewell.

As company CEO, Theisen has created several Agewell initiatives since the company opened its doors three years ago, including a Senior Wishes program, which allows several clients to be selected each month to experience a memorable experience on behalf of Agewell and their individual caregiver.

In addition, Agewell also recently introduced a Housing Solutions program, helping clients find rental housing that lets them maintain independent lifestyles.

"I have found through working with our clients that they need more than just the traditional medical care. We are providing them with the companionship aspect, as well, and that is what I think we do that other businesses in our field aren't doing," Theisen said.

Colleagues praised Theisen's ability to mix his experience in the home-care industry with his entrepreneurial mentality and medical training.

"Joel is consistently looking outside the box. He is doing so much more and professionalizing the industry," said Neil Johnson, executive director of the Minnesota Home Care Association, whose mother is an Agewell client.

"This multifaceted kind of care he is providing is something other companies are beginning to notice," Johnson said.

Theisen has been recognized by various media outlets as an outstanding entrepreneur and community activist, all of which he modestly downplays. He is an active member in Minneapolis' Aging Services Community and is the co-chair of the Minnesota HomeCare Association's Private Duty Group.

"I enjoy seeing the smiles on the faces of everyone I work with and am involved with. It doesn't really phase me as to what I am doing, except that it's improving someone else's day," Theisen said.

— ANN NASSEFF,
STAFF WRITER

Joel Theisen

Title: Founder, president and CEO, Agewell Home Care

Age: 39

Family: Wife, Ann; son, Blake, 9; daughter, Hannah, 7

