



Medical Support

- Patient Advocacy
- Gerontology
- Complex Case Management
- Medical Crisis Management
- Behavioral Health Advocacy
- Explanation & Education of Diagnosis
- Participation in Doctor's appointments, act as a liaison between Physician, patient, and family
- Determination of appropriate medical equipment
- Medication Management
- Oversight of medical/healthcare charts
- Management of living arrangements and placement
- Creation of cognitive activity plans, Neuro exercise
- Provide family counseling and support
- End of Life counseling
- Hospice Support
- Nursing and caregiving management
- Management of special dietary needs for conditions such as Diabetes, Hypertension, Stroke, and Heart Disease
- Obtain, assistance with VA benefits
- Medical billing assistance
- 24/7 support
- Phlebotomy

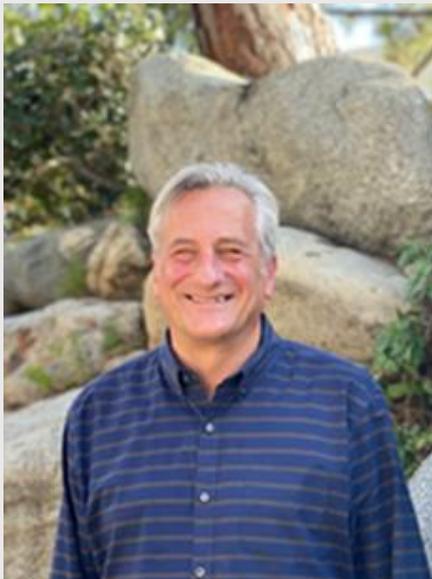
Legal Support

- Power of Attorney
- Wills and trusts
- Advance Directives
- After death arrangements and estate settlement
- Conservatorship

One of the most devastating and confusing times is when a loved one is experiencing a medical or healthcare crisis. So many people find themselves asking: What to do? Where to turn? Who to trust? These decisions can be a great burden because the well-being of your loved one is in your hands. The very experienced team at Aptiva Care Management can help you through every avenue of this medical and healthcare crisis.

We will guide, and be beside you until the burden is lifted.

Aptiva Care Management provides medical services which are tailored to the needs of the client and family. We strive to increase our client's quality of life while supporting the family whether it be with medical support, full service case management and/or medical, and legal advocacy.



MARC FRIEDMAN

President of Aptiva Care Management

CONTACT

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Marc Friedman has been in healthcare for many years. His experience in the field is very diverse, and multi-faceted. He holds multiple degrees in the fields of Psychology, Health Science and Healthcare Administration. He also has many years of experience in the study of Gerontology, and is a member of GSA. He joined Cerna Healthcare in 2008 as executive Vice President, and then assumed the role as President in 2017. Marc helped make Cerna one of the fastest growing, highly respected health care providers in Southern California. Marc is also a certified patient advocate, a certified behavioral health advocate, and a certified senior advisor.

In 2018 Marc co-founded Aptiva Care Management. This company specializes in patient medical advocacy, Geriatric care management, behavioral health advocacy, as well as neurological impairment advocacy. Marc serves as the company's President, as well as Managing Director while still remaining very involved with Cerna Healthcare.

Marc's passion for those in need led to the creation of the Cerna Foundation in 2012. The foundation is dedicated to helping those less fortunate and providing support and guidance to meet their health care needs. In the past 10 years, the foundation has helped to raise hundreds of thousands of dollars for families in need.

Marc also speaks all over the west coast with his presentation Brain Made Simple. This widely attended, interactive discussion details the brain, and how it is affected by aging. This presentation has been attended by physicians, clinicians, social workers, patients and families.



Meet The Team Behind Aptiva

Francine Bueche - Case Manager



Francine Bueche has worked for Aptiva since 2015. Her roles include outreach manager, care coordinator, and case management. She loves meeting with families while providing a personal touch. She is passionate and dedicated to families most in need of securing care for their loved ones. Before coming to Aptiva, Francine worked in the Assisted Living industry in Newport Beach and also worked for La Costa Medical as a sales representative. In her off time, Francine enjoys spending time with her family, most especially her 8 Grandchildren, ranging in age from newborn to 8 years old.

Zhoobin Kaveh - Client Coordinator



Zhoobin Kaveh has been a part of the Cerna Homecare and Aptiva Case Management team since 2019. While she is a Client Coordinator for Aptiva, she works as a Scheduling Manager and Recruiter for Cerna Homecare as well. Aside from her dedication to providing loving care to clients and their families, Zhoobin is extremely passionate about mental health care and has also worked at NAMI Orange County providing peer support to teenagers and adults. In her spare time, she enjoys traveling, cooking, kayaking, exploring the outdoors, and spending time with her family and friends.

Kathy Gill – Cognitive Coordinator



Kathy Gill has been part of the Aptiva team since the company's inception. She has been and continues to be a vital member of the team as a case and cognitive coordinator. Her involvement to our families is invaluable. Away from Aptiva, Kathy is very involved in her church. She is a bible study teacher for children and adults, but her absolute favorite pastime is her family.



Browin Meza - LVN

Browin Meza grew up in Irvine on the military base. She also lived in Los Angeles for 12 years, where she began her medical career as a massage therapist. She soon ventured into the land of Physical Therapy, where she worked for nine years. She really enjoyed working for the Southern California Orthopedic Institute and that is where she worked side by side with nurses through the Physical Therapy process. Seeing those nurses made her realize that she wanted to do more. She moved back to Orange County in 2018, where she enrolled at American Career College to study nursing. Helping people on a nursing level is truly rewarding to her. She is happy she has joined the Aptiva family and looks forward to being a part of such a wonderful team that touches so many!



Teresa Mezzatesta - Administrative

Teresa Mezzatesta has been part of the Aptiva team helping in various areas for a few years now. She has been in healthcare for over 10 years serving in many roles. With Aptiva, Teresa provides primarily office and behind the scenes support to the entire Aptiva team and families, although occasionally, she is out in the field helping on the front line. Away from work, Teresa enjoys time with her grandchildren, exercise, and yoga. She also enjoys volunteering reading to children at libraries and bookstores. She also participates in helping to feed the homeless.

BRAIN
MADE
SIMPLE



Brain

Made

Simple

An educational discussion presented, by Marc Friedman, President of Aptiva Care Management and Cerna Healthcare.

The presentation is both interactive and entertaining, and designed to enhance understanding of the brain's aging process, focusing primarily on Dementia. Marc reviews the 10 major types of Dementia, highlighting the most common types and the effects on the individual's brain and body. Throughout the discussion Marc presents the information using common and general terminology to make learning fun.

The presentation is valuable for family members dealing with a loved one suffering from cognitive decline, caregivers, healthcare workers and seasoned professionals who need a new way to look at how Dementia affects the brain and body.

**To schedule a presentation, please contact Teresa at
Aptiva Care Management:**

888-232-4624

Testimonials

“Aptiva Care Management is my go to company for case management. Their ability to manage complex cases has far and away exceeded my expectations. Aptiva never let patients or us down. I highly recommend them!”

- Sanjivan Singh Kohli, MD

“I have worked with Marc and his team at Aptiva many times with my patients over the years. They have always provided excellent service and care. I highly endorse them to anyone in a healthcare crisis or complex situation.”

- James Lindberg, MD

“If you should have any needs for Home Health, we have worked with Marc for several years and we feel that he is the “Best of the Best”!

- Linda at Vital Medical

“Hi Marc, I just wanted to let you know that the doctors, therapists, and case managers at Craig Rehab have all said what a wonderful job we and Aptiva did with Brett at home and they’re very amazed that he is so healthy and doing so well. Thank you again! We owe it all to you! You truly are our hero!” – Carrie Christy

“Marc Friedman and the team at Aptiva Care Management were outstanding in the care of my 26-year-old son; suffering from a delayed frontal lobe brain injury. Months of hospitalization, medication, doctors, tests, were heartbreaking and discouraged. With Marc at the helm; coordinating care, medication, rehabilitation and counseling, we are finally seeing improvement and know that Michael is on the road to a good, happy, and productive future, He continues to manage Mike’s care with expertise and compassion, and also has become an important part of our family and Mike’s life”. – Christy Henry

“Nothing is scarier than getting a Cancer diagnosis. Marc Friedman and his staff at Aptiva were warm, attentive, and compassionate with the care of my mother, family. I cannot imagine what it would have been like without Marc’s experience, expertise, compassion, just knowing Marc, and his team was there for us, whatever we needed. Knowing that his team was there along our side, this was a huge piece of mind. You helped to save my mom, my family. We will always be forever grateful to you and your team”. – Nora Gard

“Thank you does not even begin to express my gratitude for all the help you and your team have provided for my mom, family during this horrible situation. Because of your knowledge, expertise, and kindness my father had the peace of mind knowing that he would not be alone, panicked, overwhelmed when she was finally able to go home from the hospital. You and your team have made this horrible situation easier to grasp. Not being there to help them through this has be stressful on myself, and my family, knowing that you and your team are there, knowing that they are cared for has given myself, my family peace of mind as well. You and your team are wonderful!” – Wendy Vanover

Testimonials Continued...

“My husband Paul was suffering from gangrene in his foot and eventually lost his left leg. This was due to his complex diabetes. Obviously, this was very traumatic for our family. At our darkest time, Marc and Aptiva came in and provided assistance in so many areas that we had no idea about. We didn't know the answers because we didn't even know the questions to ask! But Aptiva did! Thank you for all you did for our family.” – Erica

“I was referred to Marc when I was at my lowest and dealing with my husband's Alzheimer's. He gave me his full attention, and came right away to assess our needs. His service gave us top notch referrals for new insurance, Doctors, and even helped find me a counselor to help me cope. In the end, he found a wonderful placement for my husband and personally supervised the transition. The care the new facility provides is compassionate and safe. I now have the peace of mind in knowing he is well cared for. I couldn't have done all this without Marc.” – Carly H.

“Marc and Aptiva came into my family's life when both my mom and dad were really struggling with complex issues that were, to say the least, overwhelming to my entire family. Marc and his team came in and took control immediately. He turned crisis to calm. Aptiva provided case management, medical management, nurses, PT, ST, cognitive care, physicians, equipment supplies, transportation, counseling, and guidance. My family will be forever grateful!” – Joanine M.

“I have worked with Marc, Francine, and his team at Aptiva Care Management multiple on very complex stroke recovery cases where patients were able to bypass skilled nursing facilities, and were able to return to their homes. These families have always been very pleased, impressed with all aspects of the care, management, clinical work, details, and oversight. I strongly and always refer Aptiva, their team for complex stroke recovery patients. Marc, I want to thank you and your team for all the help you did to make Frank's final days comfortable.” – Nicole Ohmes, LCSW



Contact Information

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Points of Contact

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Janet Ramirez, HR	877.577.6782
Browin Meza, LVN	714.785.1156
Kathy Gill, Cognitive Coordinator	714.350.5001
Teresa Mezzatesta, Administrative	877.577.6782
Rebekah Applegate, Accounting	877.577.6782
Scheduling	877.577.6782



Aptiva Care Management will assist with medical and insurance billing which includes (but not limited to) equipment, supplies, phlebotomy, home health nursing, physical therapy, speech therapy and long-term care insurance. Aptiva will not be responsible and cannot guarantee payment or reimbursement from insurance provider, Medicare, or any other benefit payer. Client understands that the insurance provider has final approval on what will be paid or reimbursed to client for medical and health care needs and Aptiva can only assist with the process.

Client Print Name

Signature

Date _____



I understand and agree that Case Management will be provided at the rate of ___/week.

The Case Management fee is for agreed upon services.

Additional will be incurred for, but not limited to the following at the rate of \$30/hour:

Additional Charges will apply for the following services:

- Private Nursing
- Private Physical Therapy
- Private Speech Therapy
- Concierge Physician Visits
- Private Cognitive Therapy
- Transportation for client by a care assistant (Example: Transportation to a physician's appointment)
- Equipment (Delivery charge may also apply)
- Supplies and supply delivery
- Notary Services
- Grocery shopping
- Errands
- Vendor support
- UPS/ FedEx mailings or deliveries
- Travel

Client Signature

Name (Please Print)
