

# Ceresti Health, personalizing cognitive care.

Healthcare services company uses Adobe Captivate and Adobe Creative Cloud to deliver personalized modules to engage patients with Alzheimer's disease.



"Our studies have produced powerful results with patients, and we've done it all with Adobe Captivate."

*Mark Wrenn, chief technology officer,  
Ceresti Health*



## SOLUTION

Adobe Captivate and Adobe Creative Cloud for individuals

## RESULTS



### ENGAGEMENT

Web-based modules trigger memories that nurture a sense of well-being and engage the person with dementia



### REACH

Publishing to HTML5 in the cloud creates widest possible delivery across platforms



### CUSTOMIZATION

Easily personalizing video, music, and photos for each person enables efficiency when developing and editing personalized engagement modules



### EASE OF USE

Easy-to-use interface gets developers and production associates up to speed fast, fosters best practices, and enables consistent processes

## Ceresti Health

Established in 2013

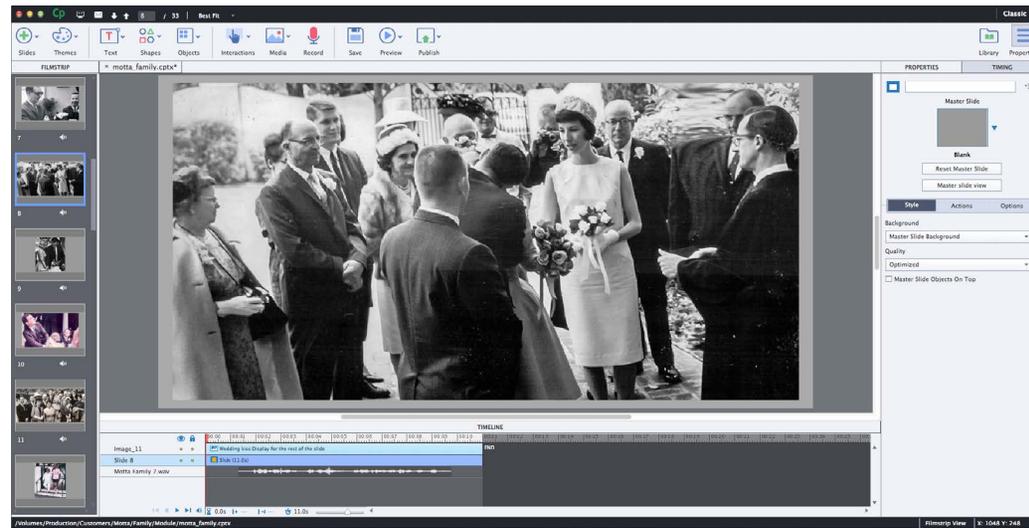
Employees: 10

Carlsbad, California

[www.ceresti.com](http://www.ceresti.com)

## CHALLENGES

- Make cognitive therapies as widely accessible as possible in home settings
- Standardize on easy-to-use solution
- Create best practices and documentation



## Enhancing dementia care at home

Ceresti Health is a start-up technology-enabled healthcare services company that helps improve the quality of life, reduce caregiver burden, and reduce acute incidents for families that have a loved one at home with dementia. As part of the Ceresti Personalized Cognitive Health Program (PCHP) the firm creates and delivers personalized cognitive therapies that engage dementia patients in their life memories—using video, pictures, and music to help improve the quality of life for the dementia patient and his or her family.

For the patient, the Ceresti PCHP provides continuous access to computer-based personalized psychosocial therapies (PPT) for dementia, including validation, reminiscence, sensory integration, simulated presence, and cognitive stimulation. These effective evidence-based therapeutic interventions are routinely used in memory care facilities to improve the mood, and prevent negative behaviors, of the patient.

The Ceresti PCHP also provides computer-based personalized cognitive enrichment (PCE) to engage and stimulate the patient. Computer-based PPT and PCE are delivered using Adobe Captivate and Adobe Creative Cloud software. Ceresti's in-home pilot studies have shown that PCT and PCE help bring a sense of calm to patients, validate their feelings, and make life better for everyone around them.

"An important component of the Ceresti PCHP is having the ability to engage a person with dementia using the personalized engagement modules that were produced and delivered using Adobe Captivate and Adobe Creative Cloud."

*Dirk Soenksen, chief executive officer,  
Ceresti Health*

"Alzheimer's disease and other dementias have a devastating impact on the person suffering from the condition, as well as his or her caregivers and family. Ceresti's comprehensive solution is designed to benefit all the stakeholders impacted by the disease, and to deliver an option for better management of the condition in the home," says Dirk Soenksen, chief executive officer at Ceresti Health. "An important component of the Ceresti PCHP is having the ability to engage a person with dementia using the personalized engagement modules that were produced and delivered using Adobe Captivate and Adobe Creative Cloud."

## Results and reach

Ceresti uses Adobe Captivate to create and deliver personalized video and interactive modules for people with dementia. The company has shown that the most effective way to promote engagement is to use personalized content that is purposefully structured in a manner that has been shown to have therapeutic benefits. The modules often contain lively videos embedded with family photos and narrative, favorite songs, entertainment preferences, and interactive activities.

"All of our engagement modules are carefully planned to optimize our ability to connect with the person with dementia. We personalize everything in our modules to maximize our effectiveness," says Kevin Liang, Ph.D., chief scientific officer, Ceresti Health. "Typically, when a person engages with the modules that we develop, their mood will elevate and in many instances they will demonstrate a positive cognitive impact. We have been able to consistently achieve these results with the modules created using Adobe Captivate and delivered through Ceresti's technology platform."

## Ideal development and delivery solution

When looking for a delivery solution, Mark Wrenn, chief technology officer at Ceresti, recalled his experience with another organization that used Adobe Captivate for customer training. "After evaluating other solutions, it didn't take long to realize Adobe Captivate was ideal for rapidly creating content that would deliver personalized engagement modules to the widest possible audience," he said.

The intuitive user interface of Adobe Captivate, as well as its ease of use, has enabled the Ceresti team—from professional developers to production associates—to maximize their productivity and effectiveness. Additionally, the program has proven effective for establishing best practices and documenting consistent processes no matter who is working on a project. Ceresti has produced more than 200 Adobe Captivate presentations and some simple cognitive games during its research and development stage.

"The confidence we have in Adobe Captivate and Adobe Creative Cloud as our standard solution to create and deliver our engagement modules to patients is unwavering."

*Mark Wrenn, chief technology officer,  
Ceresti Health*

## SOLUTION AT A GLANCE

- Adobe Captivate
- Adobe Creative Cloud for individuals.  
Components used include:
  - Adobe Audition CC
  - Adobe Photoshop CC
  - Adobe Premiere Pro CC

### For more information

[www.adobe.com/products/captivate.html](http://www.adobe.com/products/captivate.html)

[www.adobe.com/creativecloud.html](http://www.adobe.com/creativecloud.html)

Integrating the use of Adobe Creative Cloud software into its production processes, Ceresti uses Adobe Photoshop CC to edit and bring in family photos, Adobe Audition CC to produce and edit soundtracks, and Adobe Premiere Pro CC to edit family videos. "Having access to such a wide variety of up-to-date software releases in Adobe Creative Cloud gives us the opportunity to explore tools that we haven't traditionally used. It opens up new possibilities that will improve our workflow and resulting products," says Wrenn.

From the consumer perspective, Adobe Captivate is easy to use. Families just log in to the Ceresti website, hit play, sit back, and become immersed in memories in the comfort of their homes. Leveraging techniques that have been shown to be effective in research studies, personalizing them for greater effect, and delivering them over the Internet, Ceresti has witnessed the dramatic changes that are possible. "Our studies have produced powerful results with patients, and we've done it all with Adobe Captivate," says Wrenn.

As Ceresti offers its technology and services to various distribution channels, the company is confident that using Adobe Captivate and Adobe Creative Cloud will enable it to keep module production and delivery effective. "Being in the classic start-up mode brings new challenges every day," says Wrenn. "The confidence we have in Adobe Captivate and Adobe Creative Cloud as our standard solution to create and deliver our engagement modules to patients is unwavering."



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