

MedBetterHealth.org Partners with Easterseals South Florida to Launch CMS GUIDE Model Dementia Program



Miami, Florida Apr 1, 2025 ([Issuewire.com](https://www.issuewire.com)) - [MedBetterHealth.org](https://www.medbetterhealth.org) Partners with [Easterseals South Florida](https://www.easterseals.com) to Launch CMS GUIDE Model Dementia Program

MedBetterHealth is proud to announce a strategic partnership with Easterseals South Florida to deliver person-centered dementia care through participation in the Centers for Medicare & Medicaid Services GUIDE Model program.

The GUIDE (Guiding an Improved Dementia Experience) Model is a transformative CMS initiative designed to support individuals living with dementia and their caregivers. Through this partnership, MedBetterHealth and Easterseals South Florida will integrate clinical care, social services, and caregiver support to improve outcomes, enhance quality of life, and reduce caregiver burden.

The historic signing of the partnership agreement took place on March 24, 2025, at the Alan B. Levan | NSU Broward Center of Innovation, a state-of-the-art facility located on the campus of Nova Southeastern University in Fort Lauderdale, Florida.

The event brought together key leaders from both organizations, including Dr. Erik Ilyayev, CEO of MedBetterHealth, Camila Rocha, President and CEO of Easterseals South Florida, and Jeanette Gonzalez, BSN, RN, Director of Adult Day Services at Easterseals South Florida. Their presence underscored a unified vision for transforming dementia care in South Florida and beyond.

“This collaboration reflects our mutual dedication to transforming the way we care for people with dementia,” said Dr. Erik Ilyayev. “By joining forces with Easterseals South Florida, we are building a sustainable, innovative model that puts patients and caregivers first.”

Camila Rocha stated, “We are excited to partner with MedBetterHealth to expand our impact. Our mission has always been to support individuals and families facing life’s greatest challenges, and this program allows us to do that on an even greater scale.”

Jeanette Gonzalez added, “With our longstanding experience in adult day services and dementia care, we’re proud to bring our expertise to this CMS initiative, ensuring no family walks this journey alone.”

The CMS GUIDE Model program will officially launch on July 1, 2025. Services through this partnership will initially be available in South Florida, with future plans for national expansion.

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