

FOR IMMEDIATE RELEASE

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CONTACT: Tricia Collom
Homecare Homebase, LLC
(214) 239-6726

tcollom@hchb.com

HEARST AGREES TO ACQUIRE CELLTRAK, A LEADING PROVIDER OF CARE DOCUMENTATION SOFTWARE SOLUTIONS

NEW YORK, January 3, 2022 – Hearst today announced it has agreed to acquire CellTrak, a leading provider of care documentation software solutions in the personal care market. The announcement was made by Steven R. Swartz, Hearst president and CEO; Gregory Dorn, MD, Hearst Health president; Scott Decker, Homecare Homebase president; and Dan Wacker, CellTrak CEO. Terms were not disclosed and the transaction is expected to close in Q1 of 2022. CellTrak will become a wholly owned subsidiary of Homecare Homebase, with Wacker continuing as general manager of the company.

“In-home care services have grown significantly the past 10 years as it is the preferred venue for people to receive care, and Homecare Homebase has been the leading platform providing vital workflow solutions in the home health and hospice categories,” said Dorn. “Extending their capabilities to personal care is the right next step for caregiving in the home.”

Founded in 2006, CellTrak serves some of the largest providers of personal care services in support of their field staff workflow needs. CellTrak solutions help increase staff productivity, improve compliance, reduce costs and improve caregiver communication. Personal care services are provided to people in their home to assist them with activities of daily living, such as bathing, dressing and eating, as well as other tasks that are necessary for independent living, such as grocery shopping and managing medications.

“CellTrak has been a close partner of ours for years and is committed to bringing today’s front-line home caregivers the best possible technology to support patient needs,” said

Decker. “We are looking forward to working with Dan even more closely to expand our industry-leading homecare platform into personal care and support our many customers who are ready to expand into personal care with us.”

“Homecare Homebase is the leader in technology for home health and hospice agencies and has a reputation for providing long-term support and partnership to the industry’s largest and most innovative providers,” said Wacker. “I look forward to the innovation that our increased collaboration will bring to the market and the ways it will improve the lives of those who are changing the future of care.”

CellTrak and Homecare Homebase share common customer relationships, and in early 2021 announced plans to create the first integrated enterprise solution for all types of home-based care, with a focus on care continuity across a patient’s health journey.

About Hearst

Hearst is a leading global, diversified media, information and services company with more than 360 businesses. Its major interests include ownership in cable television networks such as A&E, HISTORY, Lifetime and ESPN; global financial services leader Fitch Group; Hearst Health, a group of medical information and services businesses; transportation assets including CAMP Systems International, a major provider of software-as-a-service solutions for managing maintenance of jets and helicopters; 33 television stations such as WCVB-TV in Boston and KCRA-TV in Sacramento, California, which reach a combined 19% of U.S. viewers; newspapers such as the Houston Chronicle, San Francisco Chronicle and Times Union (Albany, New York); and nearly 250 magazines around the world, including Cosmopolitan, ELLE, Men's Health and Car and Driver, and digital services businesses such as iCrossing and KUBRA. Follow us on Twitter [@Hearst](https://twitter.com/Hearst). To learn more about Hearst, visit [Hearst.com](https://www.hearst.com).

About Hearst Health

The mission of [Hearst Health](#) is to help guide the most important care moments by delivering vital information into the hands of everyone who touches a person's health journey. Care guidance from Hearst Health reaches the majority of people in the U.S. The Hearst Health network includes [FDB](#) (First Databank), [Zynx Health](#), [MCG](#), [Homecare Homebase](#) and [MHK](#) (formerly MedHOK). Hearst also holds a minority interest in the precision medicine and oncology analytics company [M2Gen](#). Follow Hearst Health on Twitter [@HearstHealth](#) and LinkedIn [@Hearst-Health](#).

About Homecare Homebase, LLC

Homecare Homebase is a Dallas-based software leader offering hosted, cloud-based solutions to streamline operations, simplify compliance and boost clinical and financial outcomes for home-based care agencies. Our customized mobile solutions enable real-time, wireless data exchange and communication between field clinicians, physicians and office staff for better care, more accurate reporting and improved revenue cycle management. Founded by industry veterans in 1999, HCHB empowers over 200,000 users to service more than 800,000 patients daily, resulting in over one hundred million visits per year. The company is part of the Hearst Health network. For more information visit www.hchb.com or call us toll-free at 1-866-535-HCHB (4242).

About CellTrak

Trusted by the largest agencies in the world, CellTrak provides the most robust and configurable mobile point-of-care, field force management, and electronic visit verification platform on the market whether you are providing personal care, home health, hospice, or human services. As the pioneer in mobile point-of-care solutions since the early 2000s, CellTrak continues to be the leading field force management

solution. With a commitment to innovation backed with years of experience in the home care sector, CellTrak increases your staff's productivity, improves your compliance, reduces costs across the board, and improves communication, resulting in a higher quality of care. For more information visit www.celltrak.com