

FOR IMMEDIATE RELEASE

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Homecare Homebase Drives Agency Culture and Staff Empowerment for Optimal Home Care & Hospice

Dallas, Texas – March 18, 2025 – [Homecare Homebase](#)SM (HCHB), the leading software provider for home-based care, is highlighting how Optimal Home Care & Hospice has leveraged HCHB's technology and resources to streamline workflows, strengthen employee retention and create an environment where clinicians can focus more on patient care and less on administrative challenges.

Optimal, a provider of skilled nursing and personal care services, turned to HCHB as part of its mission to give clinicians the tools they need to succeed. Since moving to HCHB, Optimal has seen measurable improvements in workflow efficiency, including:

- A 72% increase in real-time documentation at the point of care
- Reduced new hire clinician onboarding time from 23 days to 14 days
- A 42% increase in employee retention from 2022 to 2024

“Homecare Homebase allows us to focus on our people,” said Erik Wilson, President of Optimal Home Care & Hospice. “Our clinicians now feel heard, equipped, and empowered, and that’s been a game-changer for us.”

As Optimal continues to grow, the agency remains committed to prioritizing employee satisfaction, operational excellence, and a supportive work environment. With Homecare Homebase as its technology partner, Optimal has successfully built an agency where efficiency and staff empowerment go hand in hand.

“The efficiency we’ve gained with HCHB has allowed us to onboard new staff faster while maintaining high-quality care,” said Phillip L., Director of Homecare Services at Optimal. “The

system is built in a way that makes sense to clinicians. Our staff trusts it, and that has made all the difference in how we operate.”

To learn more about how Homecare Homebase helped Optimal Home Care & Hospice drive operational success and staff engagement, visit hchb.com.

About Optimal Home Care & Hospice

Nurse-owned and operated since 2006, Optimal Home Care & Hospice serves homebound adult patients in Wayne, Oakland, Macomb and southeast Livingston counties. Optimal is constantly working to redefine industry quality standards by improving on our cost-effective service delivery model, providing extensive training to staff, and adopting innovative tools and technology. The organization provides advanced practice & skilled nursing, therapy, home health aide, dietician, specialty care and medical social services. To learn more about Optimal Home Care & Hospice visit optimalcareinc.com.

About Homecare Homebase, LLC

Founded by industry veterans in 1999, Homecare HomebaseSM (HCHB) is a Dallas-based software leader empowering exceptional home-based care through hosted, cloud-based technology solutions and administrative services. HCHB’s 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. HCHB’s products and services streamline operations, simplify compliance and boost clinical and financial outcomes for home-based care agencies. Each year, over 300,000 HCHB users serve approximately one million patients daily, resulting in over 121 million annual visits. Homecare Homebase is a Hearst Health company. For more information, visit www.hchb.com or call us toll-free at 1-866-535-HCHB (4242).

About Hearst Health

The mission of Hearst Health is to guide healthcare organizations by delivering essential intelligence and software that improve the quality, safety and efficiency of care. Hearst Health has been innovating with care for more than 40 years, with a commitment to making a lasting

positive impact on health. The Hearst Health companies — [FDB](#), [Homecare Homebase](#), [MCG](#), [MHK](#), [QGenda](#) and [Zynx Health](#) — elevate care by informing and empowering participants across the health journey. To learn more, visit www.hearst.com/hearst-health and follow @Hearst Health on [LinkedIn](#).