

# OPTIMAE COMMUNIQUE

## Optimae LifeServices, Inc.

### The Journey from ResCare to Optimae

Nothing is so awesomely unfamiliar as the familiar that discloses itself at the end of a journey.

*-Cynthia Ozick*

#### Inside this issue:

CARF Accreditation	2
Frightfully Fun Night	2
The Chosen Few	3
Life is a Carnival Ride	3
Nurse in the House Expands into Johnson County	4
Welcome to the Region	4

So, just how does a company with over 750 employees, offices spread across the state and a strong reputation associated with its name go about changing that name? The answer— with a great deal of thought, inspiration, input and teamwork!

The leadership at ResCare has been considering a name change for several years. Primary among the reasons for pulling the trigger now is that the name “ResCare” no longer does a good job of signifying what we do. Though we began as a business that operated **Residential Care** Facilities, that is a very small portion of what we currently do and plan to do in the future. Once there was a change in majority ownership in January 2007, the timing seemed right. Not only was the timing right, we determined that we wanted to do it right. A full blown Branding Campaign was in our future.

We consulted with the McLellan Marketing Group (MMG) out of Des Moines and began our journey. It

started late last year with MMG conducting Employee and Customer Surveys to assess the current state of perceptions and beliefs about ResCare—both internally and externally. Then in January, the Branding Committee, which consists of the Core Leadership Team and other personnel from throughout all regions and positions, met with MMG in Des Moines for 2 days. During this time, we explored the company’s heart and soul. Those who participated will tell you that it was a physically and emotionally draining experience, but one of great satisfaction.

Based on the input they received, MMG came back to the Branding Committee with a list of ten possible names. Again, we engaged in intense discussion. Everyone had an equal vote and the goal was to decide on something that everyone could get behind and fully support. We made slight changes to the original recommendations to make the name more unique and easier to pronounce— “Optimae” instead of “Optime”—

which is Latin for “as best one can” and expanded from the original “Health” to LifeServices”, because of the diversity of what we currently do and plan to do in the future. What an exciting day!

The next time we met was to decide on a logo. We chose “the river of life” for obvious reasons, but also because it clearly shows the services we provide interconnecting to best serve the needs of our customers. Finally, we chose the color palette, using lighter versions of the ResCare blue and green for the sake of history, and adding a plum color as the primary color to symbolize our steps into the future.

Next, we met with staff from each location to discuss our brand promise, how it affects all of us and our customers and what the company must do to support our staff in living our brand promise every day.

Now, as we take our first steps as Optimae, we are thankful for our history and we realize a new exciting journey is just beginning.

Newsletter developed by:

Kimberly Crutcher  
Director of Marketing & PR



### Taking the Route to Success!

*"Your organization should take pride in achieving this high level of accreditation".*

-Brian J. Boon, Ph.D.  
President/CEO of CARF

## CARF Accreditation

Optimae was recently awarded the highest level of accreditation, three years, by CARF (Commission on Accreditation of Rehabilitation Facilities) for Community Integration services. In a letter written by Brian J. Boon, Ph.D., President/CEO of CARF, he states "This achievement is an indication of your organizations dedication and commitment to improving the quality of the lives of the persons served. Services, personnel and documentation clearly indicate an established pattern of practice excellence. Your organization should take pride in achieving this high level of accreditation."

Community integration programs (also known as Day-Hab) are currently offered in Fairfield, Mount Pleasant and Muscatine. CARF surveyors visited all three locations. Comments from their report included:

"The persons served, families, guardians, and funding representatives who were interviewed expressed high levels of satisfaction with the services provided within the community integration program. Persons served stated that they are treated with respect and enjoy the persons with whom they socialize."

"The staff members working in the CI pro-

gram are caring, dedicated, and creative. It is evident that the staff members know the strengths, needs and desires of the persons served."

"It is evident that the organization has a positive image and reputation in its service delivery area and is a respected and valued member of the community as evidenced by the stakeholders interviewed."

We appreciate the staff and leadership who do such outstanding work in community integration!

## Frightfully Fun Night



Jenni Olsen, Service Coordinator and Barb Grauer, Program Director in Iowa County have come up with a great new way to support their local food bank this year. In coordination with Halloween, they will be sponsoring "Optimae's Frightfully Fun Night". Held at the American Legion Hall in Marengo, the evening will feature games, karaoke, prizes and a costume contest. Admission is one canned good, which will go di-

rectly to the Food Banks of Iowa County.

Optimae's Frightfully Fun Night will be held from 5-8 PM, on Saturday October 31st. All members of the community, but especially those with special needs, their families and friends are welcome to attend, as well as any Optimae employee and their family and friends. This is a great opportunity for community integration and giving back to the

communities that support us. Take your kids to the party, donate to a good cause and enjoy a fun night for yourselves!

Contact Barb or Jenni in at 319-642-3108 if you have any questions.

## The Chosen Few

Two counties in the Great River Region were chosen as favorites by readers of the Burlington Hawkeye in a recent Reader's Choice survey.

Mount Pleasant CSS received 1st in the survey in which readers were asked to fill in the blank under various categories. CSS was considered "home care" for this survey.

James Maize, Administrator for Henry and Louisa Counties stated, "It is without a doubt, the hard work and dedication of all of the employees that are working directly with our customers that led to this recognition. In particular, the work of

the Community Support Specialists and all of the Mental Health staff is exceptional. They always strive to put the customer first. The staff of Henry County embody the philosophy of team work and it is not uncommon to find staff members working together to better meet the needs of the individuals that we serve.

Lee County tied for third place in the Fort Madison section. According to Barb Whitten, Lee County Administrator, "I am very proud of the Fort Madison team for being chosen for the Readers Choice award. They are very deserving due to the dedica-

tion and hard work of all staff. They believe in Optimae's Core values. I feel that the regionalization within Optimae has played a huge part in making our services better by having a common goal throughout the Great River Region and having such a good team.



*"Excellence is not a skill.  
It is an attitude."*

-Ralph Marston

## Life is a Carnival Ride

Our work should be something we love to do— and who doesn't love a carnival? At the City Park in Iowa City, customers of Optimae's Johnson County Community Services operate the rides every day of the week in four hour shifts. According to Administrator Mick Bowers, "This program is very valuable to the customers we work with. There is an income to them every two weeks and we have seen a great improvement in

their self-worth."

An agreement between the city, who owns the park and rides, and Optimae makes for a fun and flexible job for individuals receiving services and their support staff. Rides include a merry-go-round, ferris wheel, fish ride and train ride. Our customers enjoy working with the public, and the laughing kids especially add to their enjoyment.

Johnson County Opti-

mae provide the staff, paying operators (Optimae customers) a minimum wage and keep track of all the hours, in addition to charging an administrative fee. There are about 17 different operators and three supervisors (Optimae staff) who make sure the kids have a good time every time they go to City Park.



*Sarah Johnson & Alison Bland  
Johnson County Optimae  
staff at City Park*

## Nurse In The House expands services into Johnson County

Nadine Countryman – Chief Operating Officer of Nurse In The House comments: “ Nurse In The House and Southeast Iowa are truly blessed to have the visionary and management support OptimaE offers for continued expansion of home and community based services. While policy-makers at the State and Federal level of government struggle to design a health care system which will meet the health care needs of Americans OptimaE and Nurse In The House are working through the troughs of home health care expansion to continue meeting health care needs in Southeast Iowa.”

Effective August 1, 2009 Nurse In The House began providing skilled home nursing services in Johnson County. Other home care services will be added as the home care program develops. These services will include home care aide, Physical Therapy, Speech Therapy, Occupational Therapy. The branch home care office for Johnson County will be located in Washington, IA. All referrals for home care services may be called or faxed to this office. The telephone number is 319-653-5525 and the fax # is 319-653-9105. There will be a work drop site office for Nurse In The House employees to work from in Iowa City @ the OptimaE office, 1121 Shirken Drive. The RN Team Leader for this project will be Marilyn Keller and the RN who will be working in the field and admitting new patients will be Marcy Goddard.

Everyone at Nurse In The House wishes to state “we are looking forward to working with Cokie Ikerd and this Regional Team in the upcoming months. The working experience is going to be great and we are looking forward to this opportunity.”

## Nurse in the House



A DIVISION OF OPTIMAE LIFESERVICES

*At your side. On your side.*



**Nadine Countryman, RN**  
**Nurse in the House**  
**Chief Operating Officer**

## Welcome to the Region!

The Great River Region would like to welcome Marjorie Gerber, LISW, as the new Regional Clinical Director.

Marjorie has served as the Regional Clinical Director for the Southern Prairie Region since its' inception, and before that served as the Clinical Director in various

counties, including Jefferson, Henry, Wapello and Louisa. She will maintain her position with both regions.



**Marjorie Gerber,**  
**LISW**  
**Regional Clinical**  
**Director**

Based out of the Fairfield Life Solutions office, Marjorie will spend several days per month in the counties of the Great River Region.

## Life Solutions Behavioral Health



A DIVISION OF OPTIMAE LIFESERVICES

*At your side. On your side.*