



## NEWS

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### **ResCare Changes Name To Optimae LifeServices**

October 5, 2009 (Fairfield, Iowa) – After providing Iowans with health and human services for more than 22 years under the name of ResCare, the company is changing its name to Optimae LifeServices to better reflect the many ways it serves clients.

“Our customers will continue to get the same dependable services they’ve come to count on from us,” said Bill Dodds, president of Optimae LifeServices. “As our customers’ needs have grown, so have our services. The name change is just our way of catching up to how our company has evolved over the last several years.”

Over the past year a number of Optimae LifeServices employees participated in a brand discovery process, with the help of McLellan Marketing Group, to uncover the heart and soul of our organization and develop a new name.

“Through that process, we discovered that we’ve always been focused on being at our customers’ side by providing them the supports and services they need to obtain their life’s goals. We’re also on their side as we advocate for their rights and needs,” Rod Hotek CEO of Optimae LifeServices said. “To us, that means we’re providing the depth and breadth of service and care we’d want for our own family members.”

Optimae is the root word for the new name and is Latin for “as best one can.” That definition describes the organization’s focus on helping its clients live their lives to the fullest.

Optimae has locations throughout central and southeast Iowa. Their mission is to provide comprehensive customer-driven services that encourage choice, empowerment and community integration. Services range from outpatient mental health services, home health services, behavioral health services and opportunities for some of its clientele to do meaningful, productive work either on the farm or in the bookstore.

To learn more about Optimae LifeServices visit [www.optimaelifeservices.com](http://www.optimaelifeservices.com).

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