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OPTIMAE REBRANDS NURSE IN THE HOUSE AND MENTAL HEALTH PROGRAMS

SEPTEMBER 2, 2015 (DES MOINES, IA) – Optimae LifeServices, Inc. announced today the rebranding of its home health and mental health programs in Southeastern and Central Iowa.

Under the rebranding, Advanced Therapy Solutions, which operates in Central Iowa, and Life Solutions Behavioral Health, its counterpart in Southeastern Iowa, will become Optimae Behavioral Health Services. Nurse in the House has been renamed Optimae Home Health Services.

“This rebranding allows us to bring these divisions under the Optimae umbrella, providing more consistency across the regions we serve in Iowa,” said William Dodds, President of Optimae LifeServices.

In addition to the rebranding, the programs relocated into larger spaces to allow for anticipated future growth. Optimae Behavioral Health Services and Optimae Home Health Services in Central Iowa are now located in the Capital One Center at 600 E. Court Ave. in Des Moines. Optimae Home Health Services in Southeastern Iowa is located at 206 West Burlington in Fairfield and Optimae Behavioral Health Services is at 301 West Burlington in Fairfield.

Optimae Behavioral Health Services offers customers group and individual therapy and medication management. Optimae Home Health Services provides nursing and home health aide services to customers, as well as physical, speech and occupational therapy and medical social work services.

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About Optimae LifeServices

Optimae LifeServices, Inc. provides healthcare and human services for individuals with disabilities and mental illness in 28 Southeastern and Central Iowa counties. For nearly three decades, we have equipped our customers with supports and services that encourage choice, empowerment and community integration. Our programs include community-based, behavioral health, home health and residential care services. We advocate for the rights and needs of more than 3,100 Iowans each year, providing the quality of care we would want for our own family.