



Optimae
LIFESERVICES.
At your side. On your side.

At Your Side. On Your Side.
2017 Annual Report



Who We Are

Optimae LifeServices, Inc. provides health care and human services for individuals with disabilities and mental illness in 36 Southeastern, Eastern and Central Iowa counties. For 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 5,300 Iowans each year, providing the quality of care we would want for our own family.

Our Core Leadership Team



(From left to right) Shane Newton, Director of Information Technology; Angie Torres, Great River Regional Director; Joanna Smith, Southern Prairie Regional Director; Cokie Ikerd, Old Capitol Regional Director; Erika Benedict, Cedar Valley Regional Director; Nancy Nauman, Mississippi Bend Regional Director; Kory Frederick, Administrator of Central Iowa Optimae Home Health Services; Sheryl Gill, Chief Operating Officer for Central Iowa Services; Rachel Williams, Managed Care Transition Coordinator and Director of Quality Services and Improvement; William Dodds, Optimae President and CEO; Tracy Liptak, Clinical Director of Southeastern Optimae Behavioral Health Services; Meghan Foster, Central Iowa Regional Director; Sheena Poorman, Director of Communications and Public Relations; Katie Scheller, Executive Assistant and Board Secretary; Susan Martin, Chief Operating Officer of Optimae Services; Nadine Countryman, COO of Optimae Home Health Services; Jeanne Synder, Director of Human Resources; and Scott Amos, Director of Risk Management.

To Our Valued Shareholders:

Optimae LifeServices is pleased to announce another successful year of growth in 2016 in which we increased our customer base by nearly 40 percent over the previous year. We managed this growth despite Iowa's April transition to Medicaid managed care, a process that has created instability throughout our industry.

The largest portion of customer growth in 2016 came from our behavioral health services division, which served nearly 2,700 individuals, an increase of more than 350 from the previous year. Community-based services saw a 15 percent y/y increase in customers, while home health services customer numbers increased 21 percent.



Optimae ended 2016 with more than 1,600 employees, up 13 percent from the previous year. The company's leadership has placed a high priority on improving job satisfaction and employee retention through increased communication with its employees. Members of Optimae's Operations Team began what will become an annual listening tour of all company locations to gather input from employees. That feedback will be turned into action items for improvement.

We also accomplished some key initiatives in 2016, including the expansion of our supported employment program, which employed 93 customers. We launched three new microbusinesses: Coal Palace Café, Railroad Bill's Dining Car and Brick Street Bakery, bringing our total to nine. Optimae also added prescribers to its behavioral health division and revamped its Intensive Psychiatric Rehabilitation program.

While we experienced growth in 2016, we also worked to become a leaner, more efficient company that is better able to negotiate the funding instability created by the state's transition to Medicaid managed care. We have begun to strategically diversify our revenue streams, of which Medicaid accounted for approximately 89 percent in 2016. This will continue into 2017 and the foreseeable future.

We appreciate the critical support of you, our shareholders, and thank you for your investment in Optimae LifeServices.

Sincerely,

William Dodds
Optimae President and CEO

Optimae at a Glance

Board of Directors

Core Values

Choice: Customer choice is the foundation of all we do. All day, every day, we seek to empower people to discover and recover valued roles in their community.

Respect: We respect customer and employee rights and choices. We recognize everyone's capabilities, strengths and potential.

Teamwork: Working together, we create a healthy and supportive environment for meaningful and successful outcomes. Teamwork empowers customer choice and employee participation and investment.

Education: Constant learning generates continual improvement. New knowledge and skills ensures quality service, community integration and satisfied customers.

Operations Team



William Dodds, CEO



Susan Martin, COO



Sheryl Gill, COO



James Maize, COO



Meghan Foster



Angie Torres



Cokie Ikerd



Erika Benedict



Nadine Countryman



Nancy Nauman



Scott Amos



Joanna Smith

Services

- Community-Based
- Optimae Behavioral Health
- Optimae Home Health
- Residential
- Raccoon Forks Businesses

Mission and Vision

Mission: Optimae offers comprehensive customer driven services that encourage choice, empowerment and community integration.

Vision: Through employee ownership and fiscal responsibility, Optimae LifeServices seeks to be a recognized leader in health care and human services, providing meaningful support and successful outcomes.

Optimae Services Map

36

COUNTIES SERVED

5,300+

CUSTOMERS SERVED

1,600+

STAFF EMPLOYED



By the Numbers

Employees

1,632



13% ↑
From previous year

Customers Served

5,366

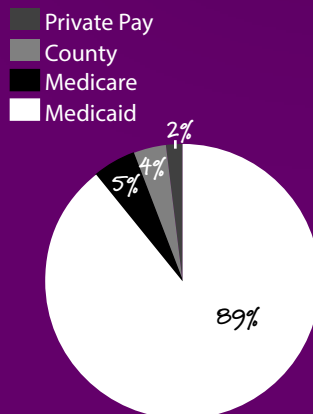
39% ↑
From previous year



Employee Tenure



Payor Mix



*Figures represent 100

Celebrating 30 years of Excellence.

1986

ResCare Inc. was founded by John Kuster and Harvey Hensley and began services in Southeastern Iowa.



1992

Receives accreditation to provide home and community based services. Services are expanded throughout Southern and Southeast Iowa, making it one of the largest providers in the state.

1995

Opens Davis Center in Bloomfield, Iowa, the first nursing home for individuals with serious and persistent mental illness. Expands ownership of the company to include employee stockholders.

1998

Begins providing intensive psychiatric rehabilitation as one of the first eight providers accredited in Iowa. Expands into Central Iowa.

2007

President and CEO William Dodds and former CEO Rod Hotek purchase a majority of stock ownership in ResCare and take over management of the company.

2009

ResCare rebrands itself as Optimaie LifeServices to better reflect the services it offers.



2015

Expands into Lucas County after taking over Healthy Connections and takes over county provided services in Story County. Restarts jail diversion program and significantly expands its behavioral and home health divisions in Central Iowa.

1980 -- 86 -- 1990 -- 92 -- 93 -- 95 -- 97 -- 98 -- 2000 -- 06 -- 07 -- 08 -- 09 -- 2010 -- 14 -- 15 -- 16 -- 2020

1990

Expands supported community living services. Begins building and buying affordable housing throughout Southeast Iowa.

1993

Begins providing services at Highland Place in Wapello County and offers supported employment services through Supporting the Employment Process (STEP).

1997

Grows programs to counties in its current Great River, Mississippi Bend and Southern Prairie regions.

2006

Begins home health services under a division now known as Optimaie Home Health Services. Revises mission, vision and core values to better represent present and future company operations. Opens Plain Talk Books and Coffee, the first of many microbusinesses that provide supported employment.

2008

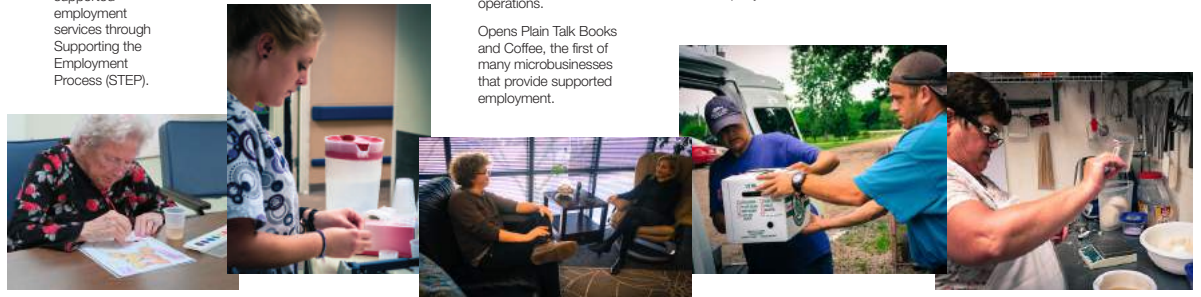
Five regions are created and overseen by regional directors. A core team is created to oversee the company.

2014

Davis Center expands from a 25 to 32 bed facility.

2016

CEO Rod Hotek retires and a new management structure is adopted with Bill Dodds serving as President and CEO.



Our Services

- Community-Based
- Behavioral Health
- Home Health
- Residential
- Raccoon Forks Businesses



Community-Based Services

Directors



Meghan Foster
Central Iowa



Angie Torres
Great River



Cokie Ikerd
Old Capitol



Erika Benedict
Cedar Valley



Nancy Nauman
Mississippi Bend



Joanna Smith
Southern Prairie

Community Services

- Community-based site homes
- Intensive Psychiatric Rehabilitation
- Behavioral health intervention services
- Community integration
- Supported employment
- Recovery centers
- Peer support services
- Respite housing
- Jail diversion



Community Services Customer Numbers

1,890



From previous year

*Figures represent 100

Behavioral Health Services



Behavioral Health Customer
Numbers
2,651



16% 
From previous year

*Figures represent 100

Central Iowa



Delishia Williams
Central Iowa Behavioral
Health Clinical Director

Our Central Iowa behavioral health team consists of more than 10 therapists with expertise in a spectrum of areas. We also employ a prescriber to help customers with medication management.

Counties served:

- Polk
- Story
- Jasper
- Dallas
- Marion

Behavioral Health



- Individual, family and group therapy
- Medication evaluation and management
- Crisis assessments at area hospitals and jails
- Urgent care appointments
- Recovery centers
- IPR
- Community support
- Behavioral Health Intervention Services
- Wellness Recovery Action Planning
- Peer support

Southeastern Iowa



Tracy Liptak
Southeastern Iowa
Behavioral Health Clinical
Director

Our Southeastern Iowa behavioral health team consists of approximately 15 therapists with expertise in a spectrum of areas. We also employ one prescriber to provide medication management.

Counties served:

- Jefferson
- Lee
- Des Moines
- Wapello
- Henry
- Davis
- Van Buren

Home Health Services

Optimae Home Health Services provides home health care that allows our customers to continue living in their home while receiving medical care. We offer skilled nursing and home health aides, as well as physical, occupational and speech therapy and medical social workers.



Home Health Customer Numbers

768



*Figures represent 100

21% 
From previous year

Our Footprint



Nadine Countryman
Chief Operating Officer
of Optimae Home
Health Services
Southeastern Iowa



Kory Frederick
Administrator of Central
Iowa Optimae Home
Health Services

Optimae Home Health Services operates in a 21 county region in Central and Southeastern Iowa. Counties include Iowa, Johnson, Muscatine, Louisa, Keokuk, Washington, Jefferson, Henry, Marion, Jasper, Madison, Des Moines, Wapello, Davis, Van Buren, Lee, Polk, Story, Dallas, Boone and Warren.

Residential Services



Optimae LifeServices operates three eight-bed residential care facilities in Story County and a specialized nursing home near Bloomfield, Iowa that serves elderly with severe and persistent mental illness. It is one of only three such facilities in the state and has 32 beds.

Raccoon Forks Businesses

- Raccoon Forks Trading Company
- Plain Talk Books and Coffee
- Brick Street Bakery
- Railroad Bill's Dining Car
- Brick Street Books and Cafe
- Coal Palace and Books
- Raccoon Forks Farms (Redfield and Runnells)
- Miss Molly's Jamaican Patty

9

TOTAL
BUSINESSES

93

CUSTOMERS
EMPLOYED

3

NEW
BUSINESSES
OPENED IN
2016

