

Keep Safe Care Expands into San Antonio, Names Karl Nicholas Territory Director

Caregiver-first home care company brings its differentiated model of higher caregiver wages, transparent pricing and relationship-driven care to the San Antonio

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/EINPresswire.com/ -- [Keep Safe Care](#), a unique, rapidly expanding private-duty home care company built around a caregiver-first model, today announced its expansion into the San Antonio market and the appointment of Karl Nicholas as Territory Director for San Antonio and surrounding communities.

The expansion brings Keep Safe Care's differentiated approach to private-duty home care to one of Texas' largest and fastest-growing metropolitan areas. The company's model is built around a simple principle: take better care of caregivers so they can take better care of clients.

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Karl Nicholas

reliable care.



Halo and Wings

Unlike traditional home care models, Keep Safe Care is designed to direct a substantially greater portion of the client's hourly rate to the caregiver. Through The 2/3 Rule, the company pays at least two-thirds of the hourly client rate to caregiver wages, while using technology and a highly efficient operating structure to reduce administrative overhead.

The model offers caregivers more competitive wages while providing families with more dependable, consistent and

“San Antonio is an ideal market for Keep Safe Care because of its growing senior population,

strong healthcare community and tremendous need for dependable in-home support,” said Jeffrey Fry, CEO of Keep Safe Care Corporation. “But entering a market is not simply about putting a pin on a map. It is about putting the right person in the community to build relationships with families, caregivers, home health agencies, hospices, hospitals and other healthcare partners. Karl is exactly that person.”



San Antonio Sykline

A Personal Commitment to Senior Advocacy

Mr. Nicholas brings more than 15 years of leadership experience in enterprise sales, revenue operations, healthcare technology and information technology. His career has included managing complex territories, developing high-performing diverse teams and building scalable operations where accountability, communication and execution are critical.

His decision to enter home care, however, is rooted in something much more personal. Mr. Nicholas grew up watching his mother dedicate her professional life to serving older adults as a geriatric social worker. That experience instilled in him a lasting commitment to senior advocacy and particularly to protecting vulnerable older adults who may not have the resources or ability to advocate for themselves.

“I saw firsthand the difference that compassionate, dependable people can make in the lives of older adults and their families,” Nicholas said. “Home care is ultimately about trust. Families need to know that when someone walks through their door, that person is dependable, supported, professional and genuinely invested in the person they are caring for. That is what attracted me to Keep Safe Care.”

Nicholas believes his experience managing complex business operations translates directly to building a high-quality home care organization. “Technology and systems matter, but ultimately this business is about people,” Nicholas added. “If we create an environment where caregivers are respected, compensated fairly and supported professionally, we can attract and retain better caregivers, reduce call-out and turnover, and ultimately deliver better care. What attracted me to Keep Safe Care is the mission of wanting to “fix” the caregiver situation of low pay with a better model. I want to be a part to this caregiver first revolution Jeffrey has started.”

Building Healthcare Partnerships Across San Antonio

A major focus of Nicholas’ role will be developing relationships throughout San Antonio’s healthcare community, particularly with home health and hospice agencies, hospital discharge

teams, social workers, senior communities and other professionals involved in helping older adults remain safely at home.

Keep Safe Care views these organizations not simply as referral sources, but as care partners.

The company's goal is to complement clinical home health and hospice services by addressing the non-clinical needs that frequently determine whether a patient can successfully remain at home—including personal care, companionship, transportation, meal preparation, medication reminders and other activities of daily living.

A Different Economic Model for Home Care

Keep Safe Care was founded around the belief that many of the chronic problems facing the home care industry—including caregiver shortages, turnover, call-outs and inconsistent care—are connected to the economics of the traditional agency model. Rather than accepting those problems as inevitable, Keep Safe Care reengineered the operating model.

By dramatically lowering overhead and startup costs, and using its proprietary Private-Duty-in-a-Box® technology and operating platform, Keep Safe Care is able to devote a greater percentage of revenue directly to the people providing care. This fits with the company's philosophy of "We take care of our caregivers, so they can take better care of you."

Keep Safe Care's San Antonio expansion is part of the company's broader Texas and national growth strategy, which is focused on building locally led operations supported by centralized technology, recruiting, training, compliance and administrative systems.

Karl Nicholas will oversee the development of the San Antonio territory, including caregiver recruitment, community outreach, healthcare partnerships and the continued expansion of Keep Safe Care's presence throughout the metropolitan area. A lifelong Texas resident, he brings to Keep Safe Care the same focus on accountability, operational discipline and relationship building that has defined his professional career.

You can reach the San Antonio office at (210) 920-8950.

About Keep Safe Care Corporation

Keep Safe Care has redefined the way private-duty agencies deliver personal care services and manage caregivers. Through the reengineering of the traditional operating model and the development of a highly efficient, integrated software platform, the company has demonstrated its ability to address the persistent challenges of caregiver truancy and turnover that have long impacted the industry. By improving operational efficiencies, Keep Safe Care's unique approach has the potential to increase caregivers' standard wages by 30% to 50%, while reducing operating costs by 40% to 55% compared to traditional private-duty franchise models.

For more information, visit www.keepsafecare.com, email press@keepsafecare.com, or call (844) 492-2273.

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