

Keep Safe Care Expands into Dallas, Names Mychel Jones Territory Developer

Caregiver-first home care company expands its efficient operating model with higher caregiver wages and lower caregiver turnover to Dallas

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EINPresswire.com/ -- [Keep Safe Care](#), a rapidly expanding private-duty home care company built around a caregiver-first model, today announced the appointment of Mychel Jones as Territory Developer for the [Dallas](#) market.

The Dallas expansion represents the company's continued growth beyond Austin and San Antonio and marks the next phase of Keep Safe Care's broader Texas expansion strategy. The company plans to establish its Dallas

operations initially, expand into Fort Worth in the November 2026 timeframe, and continue evaluating Houston as another major Texas market towards the end of the year.

“

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Mychel Jones

Keep Safe Care's model is built around a simple principle: take better care of caregivers so they can take better care of our clients. 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 toward caregiver wages while using

technology and a highly efficient operating structure to reduce administrative overhead.

The result is a model designed to offer caregivers more competitive wages while providing



Keep Safe Care Logo Face

families with more dependable, consistent, and reliable care. “Dallas is an important step in the continued growth of Keep Safe Care,” said Jeffrey Fry, CEO of Keep Safe Care Corporation. “We are not simply expanding geographically; we are continuing to expand a better way of delivering private-duty care—one built on operational efficiency and a caregiver-first approach.”



Dallas Skyline at Night

Mychel Jones to Lead Dallas Development

As Territory Developer, Mr. Jones will oversee the development of Keep Safe Care’s presence throughout the greater Dallas region. His responsibilities will include caregiver recruitment, community outreach, healthcare partnerships, referral development with home health agencies and hospice, and continued growth servicing the local communities’ in-home care needs.

Mr. Jones began his career by attending Southern Illinois University specializing on healthcare. His path took an unexpected turn when he was drafted to play professional soccer in Major League Soccer. For eight years, Mr. Jones played professional soccer and traveled throughout the world. His dedication to healthcare, however, remained a constant part of his professional interests.

Following his soccer career, he became a business owner and developing experience across physical therapy, medical administration, and clinical operations. This entrepreneurial background gave him a broad understanding of both the healthcare and business environments. Today, Jones is returning to a more hands-on role in healthcare, seeking opportunities to help improve the lives of the people and communities around him.

“I have always wanted my career to make a meaningful difference in healthcare,” Mr. Jones states. “Keep Safe Care’s caregiver-first mission gives me the opportunity to help build an organization that supports caregivers, serves families, and strengthens the communities in which it operates.”

Continuing the Caregiver-First Revolution

Keep Safe Care was founded around the belief that many of the chronic problems facing the in-home care industry—including caregiver shortages, turnover, call-outs, and inconsistent care—are connected to the economics of the traditional agency model which includes relatively low salaries for caregivers.

Rather than accepting those problems as inevitable, Keep Safe Care reengineered the operating model by dramatically lowering overhead and startup costs with its development a proprietary Private-Duty-in-a-Box® technology and operating platform. By improving efficiency dramatically,

Keep Safe Care is able to devote a greater percentage of revenue directly to the people providing care.

The company's caregiver-first approach is summarized by its guiding principle: "We take care of our caregivers, so they can take better care of you."

"Efficiency is not separate from our caregiver-first mission," Mr. Fry states. "Being an engineer, I understand how efficiency is what allows us to pay caregivers more, support them better, reduce unnecessary overhead, and create a more reliable experience for clients and families."

Building Healthcare Partnerships Across Dallas

A major focus of Mychel Jones' role will be developing relationships with home health and hospice agencies, hospital discharge teams, social workers, senior communities, physicians, and other healthcare 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.

You can reach the Dallas office at (214) 659-1210 or at dfwtx@keepsafecare.

From Dallas to Fort Worth, Houston, and Florida

The Dallas expansion is part of Keep Safe Care's broader Texas and national growth strategy, focused on building locally led operations supported by centralized technology. Following the Dallas expansion, the company expects to continue developing additional major markets, including Fort Worth and Houston in Texas and Miami, Orlando, and Tampa in Florida.

Keep Safe Care's long-term strategy is to establish strong local leadership in each market while using centralized technology and efficient systems to support consistent, dependable care.

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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