

MEDIA/PUBLISHING

Hearst to acquire personal care software solutions provider

January 4, 2022



Hearst Health is expanding its software solutions capabilities. Image credit: Hearst Health

By LUXURY DAILY NEWS SERVICE

Media company Hearst has agreed to acquire personal care documentation software solutions provider CellTrak as it grows its healthcare business.

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Terms of the deal have not been disclosed and the transaction is expected to close in the first quarter of 2022. CellTrak will become a wholly-owned subsidiary of Homecare Homebase, with CellTrak CEO Dan Wacker continuing as general manager of the company.

"In-home care services have grown significantly the past 10 years as it is the preferred venue for people to receive care, and Homecare Homebase has been the leading platform providing vital workflow solutions in the home health and hospice categories," said Gregory Dorn, president of HearstHealth, in a statement.

"Extending their capabilities to personal care is the right next step for caregiving in the home."

In-home personal care

Founded in 2006, CellTrak serves global personal care services providers in support of their field staff workflow needs.

CellTrak solutions can help increase staff productivity, improve compliance, reduce costs and improve caregiver communication.

Personal care services are provided to people in their home to assist them with activities of daily living, such as bathing, dressing and eating, as well as other tasks that are necessary for independent living, such as grocery shopping and managing medications.



Hearst's Homecare Homebase aims to provide support for at-home personal care. Image credit: Homecare Homebase

CellTrak and Homecare Homebase share common customer relationships, and in early 2021 announced plans to create the first integrated enterprise solution for all types of home-based care, with a focus on care continuity across a patient's health journey.

Hearst Health aims to deliver vital information into the hands of everyone who touches a person's health journey. The Hearst Health network includes First Databank, Zynx Health, MCG, Homecare Homebase and MHK.

Hearst also holds a minority interest in the precision medicine and oncology analytics company M2Gen.

On the lifestyle side of the company, Hearst recently announced the launch of a new integrated ecommerce marketplace, The Tower, which will be carried out by Ken Downing, the newly appointed chief brand officer of Hearst Luxury Collection.

The Tower is made up of four individual stores under one platform and shared technology from Hearst Luxury Collection's ELLE, Esquire, Harper's Bazaar and Town & Country. Mr. Downing will oversee the vision, creation and marketing strategy of the new digital retail shopping destination ([see story](#)).

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