From corporate complexity to caregiver clarity

A Place At Home transformed caregiver hiring and onboarding with Viventium and Apploi, streamlining processes while enhancing quality and compliance in home care services.

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CHALLENGE

A Place At Home needed to simplify hiring, onboarding, and payroll across a fast-growing home care operation without losing control over quality or compliance.

SOLUTION

The organization unified recruiting and onboarding workflows through Viventium and Apploi, creating a streamlined, end-to-end caregiver experience from application to payroll.

A Place At Home is a home care provider dedicated to helping seniors age safely and comfortably at home while supporting families navigating complex care decisions. As the organization expanded, its leadership focused on maintaining a high standard of care while building systems that could scale without adding unnecessary administrative burden.

For Omar Kassim, Owner of A Place At Home, the mission quickly became personal. After a long career in corporate retail leadership, he stepped into home care with a different perspective on success, one centered on people rather than process volume.

Balancing growth with quality and control

As A Place At Home began building its agency operations, Omar found that managing caregiver recruitment and onboarding required more structure than traditional hiring models he had known in corporate environments.

There was early tension between maintaining high standards and keeping up with the pace of hiring. Coming from decades in corporate America, Omar initially struggled with the variability of caregiver applicant quality and the need to adjust expectations in a very different labor market.

“I am a big proponent of quality over quantity,” Omar said. “But we won’t be able to source the applicants or care professionals that we need if we don’t adjust how we think about hiring.”

At the same time, administrative complexity was slowing down his ability to stay focused on families and caregivers. Manual onboarding, fragmented systems, and payroll coordination all created friction at moments where speed and responsiveness mattered most. They needed a solution that brought workforce management into one experience.

Finding a centralized experience with Viventium and Apploi

When evaluating technology partners, Omar initially came in with skepticism about home care-specific platforms. After exploring multiple options, he was introduced to a more integrated approach that combined recruiting and onboarding workflows.

Apploi stood out for its simplicity in posting roles, managing applicant flow, and automating communication with candidates. The ease of use and visibility throughout the hiring process was an added bonus.

“I like the simplicity of being able to post a job, and publish and unpublish,” Omar shared. “And then seeing your applicant flow as they populate and communicate within Apploi directly with applicants.”

For onboarding and HR operations, Viventium offered a centralized experience that replaced multiple disconnected steps with a single workflow. The ability to manage documentation, track progress, and complete onboarding digitally aligned closely with their goal of reducing administrative friction.

– Omar Kassim, Owner, A Place At Home

One hub from applicant to active caregiver

Once implemented, the combined Apploi and Viventium workflow helped A Place At Home consolidate hiring and onboarding into a more cohesive system. Candidates moved from application

to onboarding paperwork to active caregiver status with fewer handoffs and less manual coordination. Everything was in one place rather than scattered across multiple tools and processes.

“The onboarding piece was really impressive,” he said. “To be able to send an applicant all of the pre-employment paperwork right from one hub is amazing.”

That “one hub” approach extended across onboarding documents, compliance requirements, and employee data management. From W-4s and I-9s to policy acknowledgements and required uploads, the system allowed A Place At Home to standardize onboarding while still maintaining oversight at key decision points.

The integrated workflow also improved visibility. Leadership and administrative staff could track onboarding progress in real time, identifying where candidates were in the process and addressing delays before they impacted start dates.

Ultimately, the platform helped eliminate unnecessary steps in the hiring process and allowed the team to focus more time on direct engagement with caregivers and families.

“We just get right to it,” Omar said, describing the streamlined process from application through onboarding and into active scheduling.

Supporting the human side of home care

Beyond efficiency, the shift to integrated systems changed how A Place At Home thought about scaling. Instead of adding more administrative layers to manage growth, the organization focused on tightening workflows and standardizing processes.

Technology only worked because it supported, rather than replaced, the human side of home care. “The simplicity and ease of use of both platforms has given us the time we need to be spending on other parts of this business,” said Omar.

By reducing time spent on administrative tasks, his team gained more capacity for caregiver engagement, client support, and family communication.

– Omar Kassim, Owner, A Place At Home

More than a software decision

For A Place At Home, implementing Apploi and Viventium went beyond just a software decision. It was a structural shift toward simplicity, consistency, and operational clarity in a high-touch, people-first industry.

“If you’re not using [Viventium + Apploi] today, pick up the phone and call,” Omar said. “It makes life easier.”

Results

- Streamlined caregiver hiring and onboarding into a unified, end-to-end workflow
- Reduced burden by consolidating documentation, compliance, and payroll
- Improved visibility and speed across onboarding stages, enabling faster caregiver placement