

A DECADE OF INNOVATION AND GROWTH IN SOFTWARE SOLUTIONS FOR LONG-TERM CARE PHARMACIES AND BEYOND

The Beginning: A Fortuitous Partnership

Optu Consulting originated from the collaboration between Chris Maness, then CIO of a long-term care (LTC) pharmacy in Nashville, and Matt Dixon, a software developer from a consulting company. Matt's firm provided software solutions to Chris' pharmacy, laying the groundwork for their partnership. Impressed by Matt's work, Chris envisioned a deeper collaboration.

After 3.5 years of working together, Matt made a pivotal decision to leave his position at the software company to start his own business. Chris' pharmacy became one of Matt's first clients, and their strong working relationship continued. A casual lunch meeting evolved into the founding of Optu Consulting in 2015.



Building the Foundation: Early Growth and First Contracts

Upon launching Optu Consulting, the combination of Chris' pharmacy operations expertise and Matt's software development skills contributed to early success. They secured key contracts that facilitated steady growth. Within a year and half, Optu expanded sufficiently to hire its first employee, marking the beginning of the company's growth trajectory.

As Optu strengthened its presence in the pharmacy sector, they attracted notable clients in the LTC pharmacy space. Their innovative solutions, especially in dashboards and reporting, helped them stand out.

Expanding Expertise: Beyond LTC Pharmacies

While Optu Consulting has built a reputation as experts in LTC pharmacy solutions, their expertise extends far beyond that sector. Over the past decade, the company has successfully partnered with clients in industries like finance, supply chain, healthcare, and manufacturing. Their ability to deliver custom software solutions, optimize workflows, and enhance data management has made them a sought-after partner across these diverse fields.



Chris Maness
Co-Founder



Matt Dixon
Co-Founder

Whether developing automation systems for supply chain logistics, creating tailored reporting solutions for financial institutions, or optimizing processes for healthcare organizations, Optu has proven its versatility in addressing complex challenges across industries. This diverse experience strengthens Optu's capabilities, offering innovative solutions to clients with varied operational needs.

Growth and Major Milestones

In 2018, Optu secured a significant client in the LTC pharmacy industry. This milestone was crucial, as this large, multi-pharmacy operation required Optu's expertise to manage complex workflows and data across multiple locations. Their ability to meet the challenges of an organization of this scale further reinforced the trust they had built with industry leaders and propelled their growth.

Optu's partnerships with other LTC pharmacies showcased their ability to manage complex data needs across various locations, ensuring smooth operations and efficient reporting. These collaborations were instrumental in the company's expansion and solidified Optu's reputation as a leading provider of software solutions for LTC pharmacies.

A Team of Experts: Senior-Level Developers with Diverse Skills

Over the years, Optu Consulting has built a robust team of senior-level developers with expertise spanning a wide range of software and technologies. This 100% US-based team brings deep technical knowledge and extensive experience to every project, allowing Optu to develop tailored solutions for complex business challenges. A key strength lies in the complementary expertise of the company's founders, Chris and Matt. Chris' in-depth understanding of long-term care pharmacy operations, combined with Matt's solid background in software development and consulting, created a strong foundation for the company. This synergy, alongside the technical capabilities of their development team, has driven Optu's ability to deliver innovative solutions across various industries.



A Debt-Free Company with a Strong Future

One of Optu's proudest accomplishments is maintaining a debt-free status throughout its 10-year journey. Chris and Matt's deliberate approach to growth has allowed them to scale the business steadily while remaining true to their core values of loyalty and trustworthiness. These values are reflected in the company's name—'Optu,' derived from a Latin word meaning the best, loyal and trustworthy, inspired by a Latin class Matt's daughter had in 2015.

Today, Optu Consulting continues to focus on helping long-term care pharmacies and other clients across various industries optimize their processes, building on a decade of trust, innovation, and efficiency.

Looking Ahead: The Next Chapter

As Optu celebrates 10 years of innovation, growth, and collaboration, the company looks toward the future with optimism. The ever-evolving landscape of technology presents new challenges, and Optu Consulting is prepared to meet them with cutting-edge software solutions, process automation, and a steadfast commitment to helping clients across industries succeed.

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