



## **Cross Country Expands AI-Powered Workforce Intelligence for Health Systems Through Exclusive Optimé Solution**

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*Exclusive agreement strengthens Intellify® with advanced forecasting and optimization capabilities to help health systems improve staffing precision, operational efficiency and labor cost performance*

BOCA RATON, Fla.--(BUSINESS WIRE)--May 14, 2026-- Cross Country Healthcare, Inc. (Nasdaq: CCRN), a technology-driven healthcare workforce solutions company, today announced an exclusive 36-month partnership to bring the Optimé workforce strategy and planning solution into Intellify®, Cross Country's workforce intelligence platform.

Optimé adds advanced forecasting, analytics and workforce optimization capabilities to Intellify, helping health systems better align workforce supply with patient demand, improve resource utilization, reduce labor cost per unit of service and spend less time making manual staffing decisions.

At a time when labor remains one of healthcare's largest and most volatile costs, Optimé strengthens Cross Country's strategy to combine workforce expertise, technology and intelligence into a more predictive and differentiated workforce offering for the healthcare market.

"Health systems do not need more dashboards. They need better decisions, better visibility and better operational control," said Kevin Clark, Co-Founder and Chief Executive Officer of Cross Country. "Optimé strengthens our ability to help clients manage labor more intelligently and more proactively, and it expands the value we are building through Intellify and across the enterprise."

"Intelligence only matters if it changes how decisions are made and improves outcomes," said Darrick Sogabe, Chief Product Officer of Cross Country. "That is the standard we are building with Intellify. Optimé adds advanced forecasting and optimization capabilities that make our platform stronger, more actionable and more valuable for health systems trying to manage workforce complexity with greater precision and control."

The Optimé solution is designed to integrate across major EHR, HR, payroll and time-and-attendance systems, including Epic, Kronos and Lawson. Its capabilities complement Cross Country's growing workforce intelligence strategy by adding a more advanced optimization layer to the company's technology-enabled approach.

"Health systems are under constant pressure to align staffing with patient demand more accurately and more efficiently," said Shoaib Abbasi, Founder and Chairman of Strategic Systems International. "Through this partnership, the Optimé solution can reach more organizations through a partner that understands the operational complexity of healthcare labor and shares our belief that better decisions start with better intelligence."

The exclusive agreement marks another step in Cross Country's evolution from workforce solutions provider to technology-enabled workforce partner. As the company continues to expand Intellify, the Optimé solution strengthens its ability to help health systems move from fragmented workforce management to a more predictive, integrated and performance-driven labor strategy.

### **About Cross Country Healthcare**

Cross Country Healthcare, Inc. (Nasdaq: CCRN) is a technology-driven healthcare workforce solutions company, delivering an AI-powered digital platform and advisory services backed by 40 years of healthcare labor expertise to help health systems optimize and sustain their entire labor ecosystem.

Through Intellify®, its cloud-based workforce and vendor management platform designed to integrate with core hospital systems, Cross Country helps improve transparency across the labor ecosystem.

Intellify® unifies workforce management across service lines, including non-clinical, nursing, allied health and locums, into a single, centralized view of internal and contingent labor. Powered by real-time analytics and AI-driven insights, the platform helps leaders forecast demand, optimize labor utilization, streamline workflows and improve cost efficiency while supporting high-quality care delivery.

### **About Strategic Systems International USA Ltd.**

Strategic Systems International (SSI) is a global technology company specializing in enterprise solution development, AI systems, and digital transformation. With solutions like Optimé, SSI builds intelligent platforms that combine advanced analytics, machine learning, and optimization to help organizations improve decision-making, operational efficiency, and long-term performance.

Optimé is a specialized advanced analytics solution focused on end-to-end workforce optimization for health systems. Launched in 2010 and drawing on three decades of healthcare workforce technology expertise, Optimé consists of a cloud-based suite including SmartANALYTICS, SmartSTRATEGY, SmartSCHEDULE, SmartSTAFF, and SmartPRODUCTIVITY, to help hospitals align staffing with patient demand in real time. The company serves acute care, procedural, specialty, and other care settings with integrations across leading healthcare enterprise systems.

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#### **Media Contacts**

##### **Cross Country/Intellify®**

Karen Varga-Sinka

[Kvargasinka@crosscountry.com](mailto:Kvargasinka@crosscountry.com)

##### **Strategic Systems International/Optimé**

Danish Elahi Khan

[Dkhan@ssidecisions.com](mailto:Dkhan@ssidecisions.com)

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