



BROADSPIRE®

a Crawford Company

THE BROADSPIRE REVIEW

In This Issue | January 2010

- ▶ IN THE NEWS
- ▶ UP TO DATE
- ▶ PRODUCT SPOTLIGHT
- ▶ ASK DR. JAKE
- ▶ EXECUTIVE MESSAGE
- ▶ UPCOMING EVENTS

*I*N THE NEWS

Technically Speaking

Enhancing technology has been a major initiative for Broadspire in 2009 and will continue to be a top priority in 2010. Staying ahead of industry innovations is very important for our business and our customers. This year, we have invested significant capital to improve our technology platforms which will allow us to be more efficient, effective and relevant to our customers. This dedication to advanced technology has earned us a spot in *InformationWeek's* top 500 companies.

We are continually refining RiskTechSM powered by RiskMaster, our RMIS systems and e-TriageSM. We also have made significant investments in systems to stay up to date with compliance changes like Medicare Reporting.

RiskTech – This year, every office in the country will use *RiskTech* to bring clients more capabilities and precision. *RiskTech* improves the claim process through enhanced reserve worksheets with the ability to help the adjuster anticipate expenses. Attachments are included as a part of the electronic claim file. A more robust ISO technic also provides deeper search abilities. Next year, the system will include additional improvements. A new area being explored is the use of digital statements.

RMIS – We continue to leverage our Oracle platform to allow clients greater scalability and flexibility. The platform also allows for increased data flow opportunities and new tools that enhance accuracy, integrity and security of data. Risk Sciences Group released an OSHA Module that allows clients to track work segments and other required data needed for OSHA reporting. In 2010, Broadspire will deliver a pure web version of its RMIS solution harnessing the abilities of new features with the convenience of the internet.

e-Triage – In 2009, we rewrote our proprietary, claim management e-Triage program to deliver improved design capabilities and performance. The .NET Microsoft architecture allows claim professionals and clients to go online and easily interface directly with the system. It also provides more customizability for each client.

An Emphasis On Analytics

The effective use of knowledge is power. Data driven decisions are paramount to impacting the cost of risk for our clients and for Broadspire. The importance of creating a more insightful analysis is the reason for a new Senior Vice President, Director of Analytics position.

Kerwin Williams will work with the analytical experts in our strategic outcomes unit to compare information with client information and externally against national benchmarks. It's a way to identify strengths and cost drivers. The goal is to improve outcomes by providing you with meaningful ideas and recommendations.

This department is charged with evolving both client and internal analytics in the occupational and non-occupational arenas. The information will influence project design, improve operational efficiencies and help develop forward-looking strategies. While providing our clients with Benchmarking Reports, Book of Business Report Cards and Client Stewardship Reports is not new for Broadspire, Kerwin will continue to improve upon our current models to develop new and enlightening metrics. He will report to Annette Sanchez, Broadspire's Chief Marketing Officer. "Kerwin has a deep understanding of our clients' needs," Sanchez said. "With his vision, knowledge and skill, he will position our clients at the forefront of analytical intelligence."

Broadspire Goes To Europe

Following our successful launch in the UK in June, Broadspire expanded into the rest of Europe with a launch at the FERMA Conference in Prague.

The Broadspire brand is expanding in 24 European countries where Crawford & Company is already an established player, namely: Belgium, Bulgaria, Denmark, Finland, France, Germany, Greece, Italy, Luxemburg, Netherlands, Norway, Poland, Spain, Sweden, Switzerland and through TPA associates in Austria, Czech Republic, Hungary, Ireland, Portugal, Romania, Slovakia, Slovenia and Turkey. The actual re-branding of Crawford's existing European claims management operations in each country will take place gradually over the next year.

Broadspire's wide range of European claims administration solutions include:

- Employers' liability, public liability and product liability
- Auto, property and uninsured loss recovery
- Construction and engineering, business interruption and marine and transportation
- Travel, credit card, warranty and personal effects
- Personal injury and rehabilitation

The European team shares Broadspire's company-wide commitment to delivering a high quality, consistent service and is dedicated to making sure we are recognized as the premier international TPA.

Crawford & Company Joins The Information Elite

Crawford has ranked in the top 100 in the 2009 *InformationWeek*500, which identifies and honors the most innovative users of information technology in the United States. In our first attempt at earning a place on the list, we ranked 99, or in the top 20 percent, out of the 500 companies that were included.

This recognition is a significant honor for Crawford and our ICT department and shows how our recent increased emphasis on global information technology strategy has benefited the Company and our clients. Crawford's global claims management solution, which we featured in our award application, links claims systems, advanced mobile technology, dashboard technology and business intelligence tools that transform raw data into actionable information.

InformationWeek's annual 500 listing, now in its 21st year, tracks and ranks the technology, strategies, investments and administrative practices of America's best-known companies. Top winners named by *InformationWeek* included Conway, National Semiconductor, Kimberly-Clark, Hilton Hotels and Unum.

 P TO DATE

Changes In Reintroducing Our Returning Veterans

Broadspire's Veterans Reintegration program helps firms and organizations meet the ever changing guidelines mandated by the federal government. We work within your corporate culture to welcome veterans back into the employee community and make the necessary accommodations related to the physical and psychological affects of active wartime duty. We also keep you abreast of regulatory changes that may impact employers.

On October 28th, President Obama signed into law the National Defense Authorization Act (NDAA) for fiscal year 2010. The law is important for many reasons. It changes the Family and Medical Leave Act (FMLA) provisions President Bush signed into law in 2008. The FMLA modifications expand the criteria for emergency leave and military caregiver leave for employees.

Exigency Leave now provides for short-notice deployment for military events and related activities, child care and school activities, financial and legal matters, counseling, post-deployment activities and additional activities as agreed upon by the employer and the employee. Previously limited to the National Guard and Military Reservists, the new law allows leave for family members of all full-time soldiers, marines, airmen and sailors. The law removed the phrase “contingency operations” to widen eligibility to any member of the armed forces called up for active duty.

Military Caregiver Leave now allows employees to take 26 weeks of FMLA leave in a 12-month period to care for an active duty or veteran family member. Previously, this only applied to active members of the Armed Forces. Family members can use this leave any time for up to 5 years after the veteran leaves military service. Congress also extended the law to include those who had injuries or illnesses that existed before active duty but were aggravated while in the line of duty.

Since the new law went into effect with the President’s signature, companies not in compliance are currently in violation. The President also signed an executive order in November requiring every government agency to promote veterans’ employment opportunities. These agencies had 120 days to create a veteran employment plan.

Broadspire’s Veterans Reintegration program helps ensure adherence to every federal guideline by providing the proper support for returning soldiers and presenting them with the opportunities they were fighting to protect. From reconfiguring work stations for amputees, to teaching employees about invisible wounds of war such as post traumatic stress disorders (PTSD) and traumatic brain injuries (TBI), Broadspire helps companies do what’s right as a business, as an employer and as a good corporate citizen. We help you serve our heroes as they have so honorably served all of us.

For more information please contact us at Broadspire_info@choosebroadspire.com or call 404-300-1602.

PRODUCT SPOTLIGHT

Broadspire’s Chronic Pain Management

In 2006, The Center for Disease Control and Prevention (CDC) released its 30th annual report on the health status of America, “Health, United States, 2006” which found that the overall health of the nation seemed to be improving or holding steady, but highlighted one particular condition as needing further attention: pain.

Pain is a common and troubling condition around the world. In a 2005 European study, it was estimated that 20% of the world’s population deals with some form of chronic pain. In Europe, chronic pain accounts for over 30 billion euros in lost productivity. In 2002, an American study found common pain conditions caused 13% of workers to experience a loss of productivity over a two week period. The estimated cost to corporate America was \$61.2 billion dollars that year. In fact, pain has been such a prominent health care issue that the 106th

U.S. Congress passed Title VI, Sec. 1603, of H.R. 3244, declaring the period between January 1, 2001 and December 31, 2010 the “Decade of Pain Control and Research.”

Broadspire Creates Solutions

Conventional treatment of chronic pain is time-consuming and often very expensive, particularly for those claims that continue without resolution over the course of several years. For this reason, Broadspire has mobilized its clinical resources to create the Chronic Pain Program.

Our internal medical staff employs evidence-based medical findings to create a plan of action for those individuals with inadequately managed chronic pain and allow them to achieve optimum results. Our medical management department works in a consultative role to formulate recommendations for doctors, clinics and hospitals to accomplish our objectives:

- Safe, rational and effective management of the chronic pain population
- Maximized functionality and return to work
- Management of medical costs
- Focused and designated processes/people to reduce internal duplication of effort
- Document measurable results and ROI metrics

The Chronic Pain Program

The Chronic Pain Program uses a defined and rigorous process. After an initial eligibility assessment, a highly skilled and experienced medical team of specialty physicians and nurses reviews the medical and psychosocial aspects of each case. The team establishes a list set of customized strategies in the form of recommendations to ultimately achieve the goals and objectives for each case. The team then monitors the impact of interventions during subsequent meetings and follows the case through to timely resolution.

The key to the program is the expertise Broadspire clinical and claim professionals bring to each claim. A highly experienced staff performs the data analysis, oversight and management of the process. Our expert panel of specialized pain physicians (anesthesiologists, physiatrists, orthopedists, and psychologists or psychiatrists) provides guidance. Our contracted resources such as selected, accredited pain management facilities and urine drug monitoring labs help ensure that patients are compliant with prescribed regimens.

Our Chronic Pain Program has the power to make a sizable difference. With proven methods, resources, and expertise we can provide the support and control to help employees beat pain back and return to productivity.

 SK DR. JAKE



Answers From Dr. Jacob Lazarovic, Chief Medical Officer

With over 25 years of experience, our Chief Medical Officer, Dr. Jacob Lazarovic, is one of the most respected Physicians in the workers compensation medical community. We recently created AskDrJake@choosebroadspire.com as a way to answer any clinical questions our clients, brokers or community might have.

This quarter, we thought we'd share questions Dr. Jake answered during recent webinar presentations on H1N1. The presentation went over the facts about H1N1, some suggestions on creating a corporate pandemic plan and the resources Broadspire has for our clients. For the full presentation, visit <http://www.choosebroadspire.com/pdfs/H1N1.pdf>.

Q: Has the H1N1 vaccine been adequately tested?

DR. JAKE: While there are fears that it has been rushed to market, these fears are unfounded. The H1N1 vaccine received the same levels of rigorous testing as the regular flu vaccine and is manufactured using exactly the same processes. Data from the CDC to date shows that there is no significant reporting of adverse effects from the H1N1 flu vaccine. Had the testing been completed sooner, the H1N1 vaccine could have been included in the seasonal flu shot. People should not have any fear of receiving the H1N1 flu vaccine.

Q: Is there a guideline or requirement to give an employee a specific number of hours or days off from work after receiving the H1N1 flu vaccine?

DR. JAKE: The answer is no. Because you do not get the flu from the flu vaccine, there is no need to take time off from work after receiving the vaccine. That being said if a person does receive the nasal form of the flu vaccine, they need to avoid close contact with people who have severely compromised immune systems. The period should last for the next 7 days after receiving the vaccine.

Q: How do I know if an employee who gets H1N1 got it in the course of their employment, or if they can file a workers compensation claim?

DR. JAKE: The rules and laws of each state are different. In general, H1N1 should not be handled any differently than any other flu-like illness with respect to compensability. There would need to be specific work-related exposures that

exceed the risk of the general population with respect to contracting the illness. You should consult with your claim team manager or Account Executive to determine the best course of action.

Q: Is there a national state of emergency for H1N1 and how will it impact the delivery of the vaccine?

DR. JAKE: Subsequent to the Broadspire presentations, President Obama declared a national state of emergency regarding H1N1. This has enabled hospitals, county health departments, and other health care providers to speed up the delivery of the vaccine to priority populations. Supply is catching up to demand and most jurisdictions are moving from providing the vaccines only to high-priority populations to allowing general availability.

 EXECUTIVE MESSAGE

By Ken Martino, President And CEO

As you would expect, I have some words on the economy and the TPA marketplace, both of which are going through significant change.

The economy still remains fragile by all accounts. Even though the Federal Reserve Chairman and many others have said the recession is behind us, there are still significant issues facing us as a country; the most important of which, for our business, is the employment market. From our perspective, we saw a dramatic drop in Workers Compensation claim volumes at the end of the 4th Quarter of 2008 and then a leveling off through most of this year. The expectation is that hiring will be sporadic across regions of the country and industries for most of 2010.

What this means for the TPA marketplace is very aggressive competition. Everyone is fighting for new business, some acting with reckless abandon around pricing. With the pressure some customers are under to save costs, they sometimes look for short term administrative savings at the expense of quality service and reduced loss costs.

This causes the market to disconnect with reality —the cost of providing the service is no longer associated with the price that is being charged for that service and the value of the overall service. Our approach to addressing this issue is to develop a solid pricing methodology and value proposition powered by analytics that allows us to compete in the marketplace, yet still remain disciplined in our pricing and providing the quality and loss costs results customers are looking for in a TPA.

We have so many great things going on at Broadspire. It's exciting to see our progress and the passion exhibited by our employees everyday. As the economy does recover, we are well positioned to help our clients grow and improve their risk management profile. If you have any questions or concerns, please feel free to contact your Broadspire account executive or call me at 404-300-1003.

Regards,
Ken

 UPCOMING EVENTS

Broadspire will exhibit at the following conferences and trade shows:

44th Annual Heckerling Institute on Estate Planning
Orlando, Florida, January 25-29

For more information, contact:

David Cohen
David_Cohen@choosebroadspire.com
404-300-1605

Or Broadspire Services, Inc.
1001 Summit Parkway
Atlanta, GA 30319
marketing@choosebroadspire.com