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Press Release

Broadspire@HomeSM Cuts Medical Costs and Speeds Recovery

ATLANTA (June 7, 2011) — Broadspire, a Crawford Company and leading third party administrator (TPA) and medical management services provider, recently developed a home health network to help patients get the medical support they need, avoid protracted hospital stays and save thousands of dollars in healthcare costs.

According to the U.S. Department of Health & Human Services, about one-third of healthcare spending in the United States goes toward hospital care. Broadspire@Home works to control that cost. By contracting with home health providers, Broadspire@Home supplies clients with negotiated prices, helps ensure that vendors meet Broadspire's standards of care and sets spending at the proper level for in-home care.

"Broadspire@Home is an example of how our integrated process can reduce costs and help injured employees at the same time," said Danielle Lisenbey, chief operating officer, medical services for Broadspire. "By using in-home care, injured employees are placed on a path back to productivity."

Broadspire clinical experts oversee, coordinate and facilitate all care. They can draw upon a variety of healthcare professionals, including registered nurses, licensed practical nurses, home health aids, physical and occupational therapists and live-in care professionals, that are part of Broadspire's network.

Costs are established by the price of in-home care, not by a facility, and the difference can be staggering. The average cost of an acute hospital stay is \$7,500 to \$17,300 a day¹ and the average cost of a private nursing home is \$138-\$637 a day². By comparison, the average cost of a home health aid is \$67 a day².

¹ Source: U.S. Department of Health & Human Services

² Source: MetLife Market Survey of Nursing Homes and Assisted Living Costs

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In addition to significant cost savings, recovering at home allows an employee to gain an added level of comfort and avoid hospital-based illnesses, such as staph infections. Case managers and nurses can intervene earlier if complications occur. Caregivers also can help establish a mindset for recovery and return to work.

Cases may overlap with other areas of Broadspire's BOLDSM Network, such as transportation, translation, physical and vocational therapy, durable medical equipment, pharmacy utilization and more. With such depth of services, the BOLD Network allows for the maximum savings in all areas of care.

About Broadspire

Broadspire (www.choosebroadspire.com), a leading international third party administrator, provides risk management solutions designed to help clients improve their financial results. Broadspire offers casualty claim and medical management services to assist large organizations in achieving their unique goals, increasing employee productivity and reducing the cost of risk through professional expertise, technology and data analytics. As a Crawford Company, Broadspire is based in Atlanta, Ga., with 85 locations throughout the United States. Services are offered by Crawford & Company under the Broadspire brand in Europe (www.Broadspire.eu), including the United Kingdom (www.BroadspireTPA.co.uk).

About Crawford

Based in Atlanta, Ga., Crawford & Company (www.crawfordandcompany.com) is the world's largest independent provider of claims management solutions to the risk management and insurance industry as well as self-insured entities, with an expansive global network serving clients in more than 70 countries. The Crawford System of Claims SolutionsSM offers comprehensive, integrated claims services, business process outsourcing and consulting services for major product lines including property and casualty claims management, workers compensation claims and medical management, and legal settlement administration. The Company's shares are traded on the NYSE under the symbols CRDA and CRDB.



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