



FOR IMMEDIATE RELEASE

Press Release

Broadspire® CEO Lisenbey to Address Staffing Shortages at RIMS 2016

Chief Medical Officer to Discuss Opioid Monitoring

ATLANTA (April 11, 2016) – Danielle Lisenbey, president and CEO, Broadspire, and Dr. Jacob Lazarovic, senior vice president and chief medical officer, Broadspire, will present during the 2016 Risk Management Society (RIMS) Annual Conference & Exhibition at the San Diego Convention Center in San Diego. The conference takes place April 10–13, with both leaders presenting April 13.

Lisenbey’s 12:30 to 12:55 p.m. (Pacific Standard Time) presentation in the Thought Leader Theater, located in Hall D, is entitled, “Emerging Risk: Staffing Shortages in Our Industry.” Her report will share information about how in 2020, many of today’s management-level staff in the risk management industry will have retired, meaning recruiting and training a new pool of hires is a must. Lisenbey’s presentation will include ways to encourage students to explore careers in insurance through on-campus awareness campaigns, internship programs, recruiting and training.

Lazarovic’s 2 to 3 p.m. presentation in room 28E is called, “Intensive Opioid Monitoring and Management: An Early Intervention Model.” Lazarovic and co-presenter William Pezzutti, vice president of Corporate Risk Management, Adecco Group North America, will address implementing strategies related to opioid management, including the prevalence of use and misuse and adopting tactics to help patients’ biopsychosocial needs.

-MORE-

About Broadspire®

Broadspire®, a leading global third-party administrator, offers casualty claim, medical management, accident and health, and disability and leave management solutions, helping increase employee productivity and reducing the cost of risk through early intervention, professional expertise and data analytics. As a Crawford Company, Broadspire is based in Atlanta, Ga. Services are offered by Crawford & Company under the Broadspire brand in countries outside the U.S.

About Crawford®

Based in Atlanta, Ga., Crawford & Company® (www.crawfordandcompany.com) is one of the world's largest independent providers 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 Solution™ 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 CRD-A and CRD-B.

###

For more information, please contact:

Kara Grady, vice president for corporate communications

404.300.1901 (office)

404.825.4694 (cell)

Kara_Grady@us.crawco.com