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For Immediate Release:

New Name for Local Healthcare Company

(Asheville) – The Board of Trustees of Asheville-based Crescent Preferred Provider Organization announced earlier this week that effective immediately, the company will change its name to Crescent Health Solutions.

Crescent was founded in 1999 as a provider-sponsored preferred provider organization (PPO), to service the healthcare provider network needs of some of the region’s largest employers. Since that time, the company has expanded and added service lines.

“The provider network is still a vital part of our business, but the name Crescent PPO no longer accurately reflects the scope of services we offer,” commented company CEO, Myrna Harris. “Since we added claims administration, health management, pharmacy benefit management, data analytics, and health risk assessments, we have become a fully-integrated solutions provider. We needed a name that reflects what we have to offer.”

Since the Crescent name is already well-known and respected in Western North Carolina, the decision was made to retain that part of the name, along with the company’s familiar crescent-shaped logo.

“The new name is just the first of several exciting announcements we will be making in the near future,” added Harris, who hinted at new partnerships and more expanded services for Crescent Health Solutions.

Crescent is the region’s largest healthcare provider network. The company provides network access and locally-based health plan administration and management services, including claims processing, disease management, case management, and pharmacy benefit management for clients across Western North Carolina. Through a partnership with regional insurer WellPath, a Coventry Health Company, Crescent also provides healthcare services to small businesses and individuals.

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