



CRESCENT PPO
1200 Ridgefield Blvd, Suite 215
Asheville, NC 28806
Tel: (828) 670-9145
Fax: (828) 670-9155

Media Announcement – December 9, 2009

Media Contact: Keith Challenger, VP Marketing Tel (828) 670-9145 (ext 114)
keith.challenger@crestppo.com

For Immediate Release:

Regional Healthcare Company Buys Claims Administrator

(Asheville) – Dr. Henry Meineke (Chairman) and the governing board of Crescent PPO announced that Crescent has acquired certain assets of Appalachian Benefit Administrators, a medical claims administration company based in Maggie Valley, NC, that manages large self-funded group health plans.

Asheville-based Crescent is a healthcare provider network and health management company that provides health-related services to major employers in Western North Carolina.

“Crescent’s strategic growth plans have been built around providing greater value to clients by offering them a wider selection of fully integrated services,” commented Crescent CEO Myrna Harris. “We have worked with Appalachian Benefit Administrators for several years, and it was clear to us that their focus on servicing some of the same clients made them a perfect match for us.”

Harris pointed out that the idea behind the acquisition is to give Crescent the tools to develop new clients in specific markets. “We already have long-standing relationships with other claims administrators, and our intention is to continue supporting and building that business. We hope to be able to develop new clients and revisit some opportunities that have eluded us in the past, but where existing clients are happy with their current administration services, it makes no sense for us to interfere with those relationships.”

Appalachian Benefit Administrators was founded in 2000 by its current owner, Georgia Sasscer and has four employees. Sasscer will continue to run day to day operations of the claims administration business and will become part of Crescent’s management team. “Under Crescent’s ownership, we will have access to more resources and technology, so we look forward to becoming even better at what we already do well,” commented Sasscer.

Plans are already underway to relocate the claims administration services to Crescent’s offices in Ridgefield Business Center, retaining the existing staff and technology. “Our current clients will not experience any interruption of services during the move and in the



CRESCENT PPO
1200 Ridgefield Blvd, Suite 215
Asheville, NC 28806
Tel: (828) 670-9145
Fax: (828) 670-9155

future they can expect to see even better services and technology improvements,” added Sasscer.

Crescent is a healthcare provider network and health management services company serving the needs of businesses in the 16 western counties of North Carolina from their base in Asheville.

-- end --