



CRESCENT PPO
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Media Announcement – August 8, 2007

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For Immediate Release:

Local Healthcare Company Expands

(Asheville) – Crescent PPO, the region’s largest provider of healthcare network and health management services announced completion of the second stage in its growth plans today. The Asheville-based company moved from its original location in Canton back in 2004 after hurricanes Frances and Ivan left their offices flooded. Recovery included relocating the company and staff of ten at the time to the Ridgefield Business Center adjacent to Biltmore Square Mall.

“Our staff did a superb job of keeping our customers serviced, and running the business after the flood,” commented CEO, **Myrna Harvey**. “We were determined not to repeat the experience, so we looked for new offices on the second floor of a building on a hill,” she joked.

By November 2004, just two months after the devastation, Crescent PPO had relocated to a 2550 square foot suite in the Ridgefield building. By mid 2005, the company was ready to launch a new program of comprehensive health management services, which required the addition of several nurse case managers, plus other support and management staff. In May of this year, the company expanded into an adjacent office suite adding another 1700 square feet. By now, with more than 25 employees, Crescent this week completed yet another expansion, adding space vacated by Charles Schwab.

“This latest addition is important, not only because of our growth in staff numbers, but also because we handle protected health information for our clients,” said Harvey. “Patient confidentiality is extremely important so individual, lockable offices and storage areas were needed in order for us to be compliant with various regulations.”

Crescent is a not-for-profit company operating in the 16 western-most counties of North Carolina, so Asheville provides a central location within easy reach of their entire client base. The company is very active in the community, through membership in nine different Chambers of Commerce, and through their various community projects. One of the most popular is the “Spotlight on Health” public service announcements on local radio stations across the region. These one minute health-related messages are read by Crescent’s Medical Director, **Dr. Bob Peterson**, and a different message is broadcast each day, covering topics as diverse as “An introduction to cancer” and “Tattoo removal.” The company and its staff are also active supporters of local health



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underwriters, human resource management and communications and leadership organizations.

Crescent PPO will host an open-house on August 29th to showcase their new facility. It will include a ribbon-cutting ceremony by representatives from the Chambers of Commerce in Asheville, Hendersonville and Haywood at 4:00pm.

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