



Cross Country Healthcare Unites Education Brands, DirectEd and Mediscan, Introducing Cross Country Education

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BOCA RATON, Fla.--(BUSINESS WIRE)--Jan. 13, 2020-- Cross Country Healthcare, Inc., (Nasdaq:CCRN), a leading provider of healthcare workforce solutions and staffing services nationwide, has united its educational staffing brands – DirectEd Educational Services and Mediscan – under the new Cross Country Education brand.

"We are creating an integrated structure that best represents our holistic approach to providing innovative technology and high-quality workforce solutions that meet the unique and complex needs of our clients," said Kevin Clark, president & CEO of Cross Country Healthcare. "This latest brand alignment allows us to combine the brand strength of Cross Country Healthcare with the rich history of DirectEd Educational Services and Mediscan to reinforce our organization's best-in-class total talent management solutions while fully representing our size and scope of services." The rebranding – which includes a new name, corporate identity, logo, and website – will reflect Cross Country Education's commitment as an educator-led, student-driven, solutions-oriented trailblazer within the industry.

"Cross Country Education will combine all of the unique resources service offerings of DirectEd and traditional staffing services. This division will also be expanding services into teletherapy, recruiter process outsourcing (RPO) and broadening our reach into the national school talent network. Ultimately, Cross Country Education will serve as a total talent solution for school clients and job seekers," said Mihal Spiegel, Cross Country Education Executive Director. "Having one universal brand will allow us to blend our resources, best practices, knowledge, and abilities so that we can offer more robust solutions to our clients."

Founded in 1995, Mediscan rapidly grew to become the premier employer of highly qualified school-based and healthcare professionals, hand-selected to provide specialized services at healthcare facilities and school systems throughout the nation. In 2014, Mediscan acquired DirectEd, founded in 2007 to provide substitute teachers who specialized in meeting the needs of charter schools in Los Angeles, California. By 2011, DirectEd had added a special education agency to meet the significant staffing challenges faced by charter schools in the area of Special Education.

In October 2015, Mediscan was acquired by Cross Country Healthcare, a renowned national leader of primary healthcare staffing and workforce solutions that assists more than 3,000 healthcare facilities in the United States and Caribbean.

Today, the Cross Country Education team continues to expand both its corporate and field staff to keep up with the demand for its specialized educational services, offering a full suite of solutions to fulfill educational school staffing needs. Cross Country Education hires special education providers, substitute teachers, healthcare staff, and educational support professionals. Further, the Cross Country Education team provides customized consultative services for a variety of school settings and supports educators and providers throughout their careers with access to comprehensive coaching, collaboration, and development.

About Cross Country Healthcare

Cross Country Healthcare is a national leader in providing innovative healthcare workforce solutions and staffing services. Our solutions leverage our more than 35 years of expertise and insight to assist clients in solving complex labor-related challenges while maintaining high quality outcomes. We are dedicated to recruiting and placing highly qualified healthcare professionals in virtually every specialty and area of expertise. Our diverse client base includes both clinical and nonclinical settings, servicing acute care hospitals, physician practice groups, outpatient and ambulatory-care centers, nursing facilities, both public schools and charter schools, rehabilitation and sports medicine clinics, government facilities, and homecare. Through our national staffing teams and network of 69 office locations, we are able to place clinicians on travel and per diem assignments, local short-term contracts and permanent positions. We are a market leader in providing flexible workforce management solutions, which include managed services programs (MSP), internal resource pool consulting and development, electronic medical record (EMR) transition staffing, recruitment process outsourcing, predictive modeling and other outsourcing and consultative services. In addition, we provide both retained and contingent placement services for healthcare executives, physicians, and other healthcare professionals.

Copies of this and other news releases as well as additional information about Cross Country Healthcare can be obtained online at www.crosscountryhealthcare.com. Shareholders and prospective investors can also register to automatically receive the Company's press releases, SEC filings and other notices by e-mail.



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