

# On the FrontLine

*On the FrontLine* is a global thought leadership magazine published by Crawford & Company<sup>®</sup>, the world's largest publicly listed provider of claims management solutions. Read by corporate directors, risk managers, re/insurers, brokers, captive owners and other stakeholders, the publication shares the latest thinking across a wide range of risk topics, encompassing multiple industry sectors and geographies.

## Media Information



[www.crawfordandcompany.com/onthefrontline](http://www.crawfordandcompany.com/onthefrontline)

**Nancy Hamlet**

Vice President, Marketing & Communications

T: +1 404.300.1918

E: [Nancy\\_Hamlet@us.crawco.com](mailto:Nancy_Hamlet@us.crawco.com)

# On the FrontLine Mission statement

“Our mission is to help advance understanding of business risks and facilitate strategic decision-making through capitalizing on the expertise, global reach and unique data insight afforded by Crawford and its industry partners.”

**Nancy Hamlet**  
**Vice President**  
**Marketing & Communications**



[www.crawfordandcompany.com/onthefrontline](http://www.crawfordandcompany.com/onthefrontline)



## On the FrontLine: *What's in a name?*

As the world's largest publicly listed independent provider of claims management solutions, Crawford is *On the FrontLine* in witnessing the fallout from major global business hazards. Our expertise in handling complex claims and helping our clients get back on their feet gives us a unique insight into these risks, how they are evolving and how businesses can build greater resilience to better withstand them.

The world is becoming a smaller and riskier place where the impact from floods in Thailand ripples through global supply chains. Where the collapse of the U.S. subprime market causes a global financial catastrophe and economic stagnation in the West. Where global pandemics can spread rapidly across borders and continents and where acts of war are increasingly carried out online. Whether it is cyber

attack, natural catastrophe, financial crisis, industrial accident or any other hazard impacting businesses today, Crawford has the 360 degree view. *On the FrontLine* is relevant, taking the issues that keep the C-suite awake at night and offering a new angle, tapping into our internal intelligence and complemented with external insight from an impressive line-up of risk experts from around the world.

# On the FrontLine: Sample of previous features

## Circulation

*On the FrontLine* is read by corporate directors, global re/insurers, MGAs, Lloyd's syndicates, risk managers in multinational corporations, claims managers, re/insurance brokers and Crawford strategic partners.

The magazine has a global distribution with a focus on Lloyd's and London Market, Americas, UK & Europe and Asia Pacific.

## Cyber attack: Adjusting to the new normal

Sony, JP Morgan, Home Depot and Target are just some of the victims of high-profile cyber breaches in recent months. The average costs of such attacks is currently at \$3.5m per breach, according to Ponemon, a 15% rise year on year. In this special focus, *On The FrontLine* will explore the changing nature of the threat and consider how complex cyber claims are best dealt with proactively.



## Hurricane: Keeping track of Matthew

First on the Scene explains how the track that Hurricane Matthew took across the Caribbean and up the southeast U.S. coast put the full range of Crawford's U.S. capabilities to the test. Causing a swathe of devastation from the Bahamas up to North Carolina and Virginia, Matthew was an extremely challenging event to manage.



## Air crash: The growing volatility of aviation claims

In spite of an improving safety record overall, 2014 was the costliest year on record for Asian aviation claims. The losses of MH370, MH17, more recent AirAsia flight QZ8501 and damage caused by fighting at Tripoli Airport are expected to be in the order of \$1.8bn. *On The FrontLine* will consider why claims are becoming less frequent but more expensive and consider some of the unique loss adjusting aspects of an aviation crash site.



## Rehab: Getting a grip on escalating healthcare costs

This year in the U.S. annual healthcare spending is projected to reach \$4trn. Proactive medical management is one solution, helping companies control their medical expenses through preventative care, wellness programs and rehabilitation while continuing to offer access to excellent clinical services. Using up-to-date case study examples, *On The FrontLine* examines some of the central pillars of an effective medical management program.



## TPA: A global mindset

When HSBC made the decision to 'go global' on its TPA program, the firm turned to Broadspire to deliver. Driven by a desire to gain efficiencies and a group-wide understanding on where claims were originating from, the transition involved close collaboration between both parties to ensure the new approach was embedded at all levels across the organization.



## Liability: Guilty until proven innocent?

Environmental damage losses are growing in severity as unforgiving regulators take polluters to task, while increasingly stringent regulations are resulting in new exposures for organizations of all sizes and across a wide range of sectors. *On the FrontLine* looks at the direct impact of these developments on companies from an operational, financial and reputational perspective.



Specialty Markets  
Investigation  
Governance  
Claims Management  
Human Capital  
Environmental  
Cyber  
Claims  
Multinational Claims Program  
Reputational Risks  
Data Analytics  
Risk  
e-Claims  
Building & Construction  
Risk Indicators  
Medical  
Corporate Claims  
Claims Administration  
Recovery  
Regulation  
Data  
Contractors  
Financial Risks  
Large-Scale Complex Risks  
Credit Risk  
Fraud  
Supply Chain  
Major Loss  
Rehabilitation  
Absence Management  
Technology  
Run off  
Personal Accident / Travel  
Product Liability  
Engineering  
Aviation  
Auto  
Global Markets  
Mining  
Global Programs  
Healthcare  
Marine and Transportation