



## Cross Country Healthcare Marks 40 Years, Accelerates Next Generation of Workforce Intelligence and Orchestration

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Company Expands Embedded AI and Predictive Analytics Across End-to-End Contingent Workforce Operations

BOCA RATON, Fla.--(BUSINESS WIRE)--Apr. 28, 2026-- Cross Country Healthcare, Inc. (Nasdaq: CCRN), a technology-driven healthcare workforce solutions company, today marks its 40th anniversary with an accelerated investment in workforce intelligence, expanding the use of embedded AI and predictive analytics across end-to-end contingent workforce operations.

Built on four decades of healthcare labor data and real-world delivery, Cross Country is combining workforce management, AI, and predictive analytics to help health systems move from fragmented data to faster decisions, lower costs, and more precise workforce execution.

The milestone reflects the company's continued evolution from a staffing provider to a technology-enabled workforce partner. At the center of that transformation is Intellify®, Cross Country's proprietary workforce intelligence platform, which connects data across labor categories and service lines to deliver real-time visibility, forecasting, and optimization.

As Intellify expands, Cross Country is extending its capabilities into adjacent, high-growth markets, including locums, home-based care, and education, broadening the reach of its workforce intelligence model.

"For 40 years, operational discipline and innovation have been in our DNA," said Kevin Clark, Chief Executive Officer of Cross Country Healthcare. "That foundation now powers a more intelligent workforce infrastructure, one that enables organizations to design, predict, and optimize labor strategy with a level of precision that simply was not possible before. We are no longer reacting to complexity, we are getting ahead of it."

Cross Country's approach is grounded in decades of execution across complex clinical environments shaped by compliance, regulation, and frontline care delivery, where workforce decisions directly impact patient outcomes. This real-world foundation differentiates the company's AI capabilities from technology-first entrants.

"Anyone can build a dashboard," Clark added. "Building intelligence that performs at scale, in regulated environments where getting it wrong has real consequences, that is a different discipline. That is what 40 years earns you."

The company is advancing Intellify beyond traditional VMS capabilities, bringing together contingent labor, locums, compliance, scheduling, and analytics into a single platform designed to both manage and optimize the entire workforce ecosystem.

With locums capabilities already live, Intellify provides health systems with enterprise-wide visibility into physician coverage, utilization patterns, supplier performance, and total spend, bringing transparency and control to a historically fragmented category. Enhanced with AI, the platform enables benchmarking, cost modeling, trend identification, and faster, data-driven decision-making.

Cross Country's proprietary technology portfolio also includes Xperience™, its mobile platform that enables healthcare professionals to discover opportunities and manage their careers digitally, driving stronger engagement and retention across its talent network.

"Workforce is one of the most consequential challenges in healthcare today," Clark said. "The organizations that lead the next decade will not be the ones with the most staff on call, they will be the ones with the clearest insight into what they need, and the ability to act on it immediately. That is the platform we are building, and we intend to lead this category."

To learn more about Intellify®, visit [www.intellify.com](http://www.intellify.com).

About Cross Country Healthcare

Cross Country Healthcare, Inc. (Nasdaq: CCRN) is a technology-driven healthcare workforce solutions company delivering an AI-powered digital platform and advisory services backed by 40 years of healthcare labor expertise. Through Intellify®, its cloud-based workforce intelligence platform, Cross Country turns fragmented workforce data into faster decisions, lower costs, and smarter operations. Purpose-built for healthcare and designed to integrate with core hospital systems, Intellify unifies contingent labor, compliance, scheduling, and analytics into one secure platform so health systems can see their workforce clearly and act on it immediately.

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