



Conner Strong & Buckelew Partners with American Institute of Preventive Medicine to Bring "Healthier at Home" Web Portal to Clients

Industry Leader Expands Offering with Addition of "Healthier at Home" to Help Individuals Reduce Healthcare Costs and Improve Quality of Life

MARLTON, NJ (September 20, 2013)—Conner Strong & Buckelew, a leading insurance, risk management and employee benefits brokerage and consulting firm, has partnered with the American Institute of Preventive Medicine to bring Healthier at Home to its employee benefit clients at no additional cost as part of the firm's proprietary BeneFit Health & Wellness platform of services. Conner Strong & Buckelew clients nation-wide can now offer their employees a comprehensive, interactive self-care web portal to help them make informed healthcare decisions.

"It all comes down to improving the health of our clients' businesses," said Joseph DiBella, Executive Vice President of Conner Strong & Buckelew. "By offering Healthier at Home we are adding yet another value-added service for our clients that will measurably improve the health of their workforce and ultimately the health of their bottom line. We are delighted to have the American Institute of Preventive Medicine as a strategic partner and to offer this exceptional product to our clients."

By partnering with the American Institute of Preventive Medicine, Conner Strong & Buckelew is helping clients help their employees make the right decisions about care for themselves and their families. Healthier at Home is a private website that encompasses over 300 health topics along with self-help tools, videos, clinical and other resources for consumers. Employees can be confident they are accessing credible information from an internationally recognized source that is backed by prominent physicians and health professionals.

About Conner Strong & Buckelew

Conner Strong & Buckelew is a leading insurance, risk management and employee benefits brokerage and consulting firm. Through proprietary approaches, the firm offers customized programs designed to align with organizational goals and drive bottom-line growth. Founded in 1959 with offices in New Jersey, Pennsylvania, Delaware and Florida, Conner Strong & Buckelew places approximately \$1 billion in premium volume and has a team of over 300 professionals, serving clients throughout the United States and abroad. For more information, visit www.connerstrong.com or follow us on LinkedIn at www.linkedin.com/company/conner-strong-&-buckelew.

About the American Institute of Preventive Medicine

Founded in 1983, the American Institute for Preventive Medicine is an award winning, internationally recognized authority on the development and implementation of health promotion, wellness, medical self-care, and disease management programs and publications.

Based in Farmington Hills, Michigan, the firm has helped over 13,000 organizations reduce health care costs and absenteeism, while helping over 15 million employees or members improve their health and well being. The company's products are designed to educate, motivate, and change behavior.

For more information, visit www.healthylife.com.



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