



## **IMMEDIATE RELEASE**

Media Contact  
ALEX DALGLIESH  
215-564-3200 x116  
adalgliesh@gobraithwaite.com

# **Conner Strong & Buckelew Named One of Region's Healthiest Employers by Philadelphia Business Journal**

*Leading Insurance Brokerage and Consulting Firm  
Named Highest Scoring Winner in 100-499 Employee Category*

**MARLTON, NJ**, (June 16, 2014) – Conner Strong & Buckelew, a leading insurance, risk management and employee benefits brokerage and consulting firm, announced that it has been named the region's healthiest employer in the category of 100 to 499 employees by the Philadelphia Business Journal in the publication's ranking of the 2014 Healthiest Employers of Greater Philadelphia. The firm's innovative wellness culture, incentive programs and widespread employee participation in key wellness initiatives set Conner Strong & Buckelew apart from a strong group of applicants and 14 finalists in its category.

"As much of our business revolves around employee benefits, we strongly believe in the invaluable role health and wellness programs play in both building a healthy workforce and helping a company's bottom line," said George Norcross, Executive Chairman of Conner Strong & Buckelew. "Ingrained in our culture is the philosophy that every employee deserves the opportunity to live a happy, healthy life – no matter where they are in their personal health journey – and we feel, as an employer, that it's our job to help them get there."

Conner Strong & Buckelew boasts a robust health and wellness program, which is comprised of more than a dozen annual services and incentives, provided to employees at no cost. Components of the program range from nutritionist visits to personal wellness coaching to gym reimbursement and weight management tools.

"We counsel our clients day-in-and-day-out about the correlation between healthy employees and greater productivity, less absenteeism and greater engagement, and, as a company, we truly practice what we preach," said Joseph DiBella, Executive Vice President, Employee Benefits of Conner Strong & Buckelew. "Through a variety of initiatives designed specifically to engage employees interested in different aspects of health and wellness, we've implemented a wide-reaching program that has helped enhance our culture of wellness and our work products."

Specifically, in 2013, Conner Strong & Buckelew offered employees four keystone initiatives, including:

1. *BenePoints*, an engagement platform where employees earn incentive credits to be applied to medical/prescription plan contributions after participating in wellness activities, such as

biometric screenings and health assessments. Nine in 10 employees participated in the program.

2. *Race to Hollywood* Program, a team exercise and fitness competition which called for groups of employees to virtually “walk from Philadelphia to Hollywood” by logging their daily physical activity. Employees were energized through interactive maps and motivational team tools, and the winning team logged more than 12 million steps.
3. *Live Well and Stay Well* Campaign, in which Conner Strong & Buckelew provided ongoing tools and resources to employees, ranging from daily wellness tips to the firm’s annual health fair and on-site flu shots.
4. *Annual Health Fair*, where more than 50% of employees participated in wellness activities ranging from Zumba classes to chair massages to free pedometer giveaways.

Conner Strong & Buckelew, along with this year’s other distinguished winners, was honored at a special awards event on Thursday, June 5, at Thomas Jefferson University. More information can be found [here](#).

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#### **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 York, 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](http://www.connerstrong.com) or follow us on LinkedIn at [www.linkedin.com/company/conner-strong-&-buckelew](https://www.linkedin.com/company/conner-strong-&-buckelew).