



**FOR IMMEDIATE RELEASE**

**Media Contact**

Alex Dalgliesh

(215) 564-3200 x116

adalgliesh@gobraithwaite.com

**Conner Strong & Buckelew Launches New Independent Affiliate, AIM**

*Industry Leader Deepens its Benefits Administration, Compliance and Wellness Services*

**MARLTON, NJ**, (July 23, 2012) – Conner Strong & Buckelew, a leading insurance, risk management and employee benefits brokerage and consulting firm, today announced the launch of AIM, a specialty organization focused on delivering unique health and wellness, audit, and compliance related services for employers and plan sponsors. Formed as an independent affiliate of Conner Strong & Buckelew, AIM leverages the resources and expertise of its parent company while maintaining the autonomy to exclusively focus on these unique areas which employers and sponsors often struggle to manage. AIM primarily works with large public and private businesses, multi-employer plans, labor groups, nonprofits and public entities with complex benefit needs.

“With AIM, it was simply a matter of responding to a clear, client demand,” said Michael Tiagwad, President and Chief Executive Officer, Conner Strong & Buckelew. “Customers have been clamoring for us to create a specialty group that would focus exclusively on the most sophisticated, innovative health and welfare benefit solutions available. AIM enables us to help them provide that solution.”

AIM focuses its efforts around three core areas: organizing health and welfare benefits, ensuring compliance standards are met and engaging employees. The firm’s experienced team of professionals is among the industry’s leaders in benefits.

“At the end of the day, every entity wants the same thing from their health and benefit plans: to improve the health and wealth of their organization, without paying more,” said Joseph DiBella, Managing Director and Executive Vice President at AIM. “With healthcare costs on a steady incline, it has become increasingly important to implement a strategic and effective program that enables organizations to gain control of their benefits. Aspects of benefits that were once seen as afterthoughts – benefits administration, compliance and wellness – are today seen as critical components and key drivers of success.”



Among its services, AIM specializes in:

- Benefits eligibility and enrollment systems
- Client billing and third-party administrative services
- Customized health and wellness solutions, including personalized coaching
- Member advocacy/ benefit resolution call center for employees and plan members
- Compliance services for health and benefit plans
- Claim and eligibility auditing services and advisory

AIM joins the family of Conner Strong & Buckelew companies, including:

- **J.A. Montgomery Risk Control** - specializes in designing and conducting complete safety and risk control programs for public entities and businesses across all industries. With one of the most seasoned teams of risk control professionals, our programs have been proven to deliver safer environments and positively impact our clients' bottom lines.
- **PERMA Risk Management Services** - Provides alternative risk solutions (including self-insured risk pools and captive insurance company arrangements) to organizations in the public and private business sectors. The professionals at PERMA have a deep understanding of every aspect of alternative risk solutions -- from markets and regulatory requirements to captive management services, underwriting, and loss control. PERMA is a leader and innovator in the financing and management of risk. The firm has a proven track record in providing its clients with loss control techniques and the proactive delivery of essential coverages, enabling them to stabilize the cost of risk over time.

For more information about AIM, please visit [www.aim-benefits.com](http://www.aim-benefits.com).

###