



Conner Strong & Buckelew Launches BeneCare, a New Healthcare Advocacy Service Powered by Guardian Nurses

Under New Program, Nurses Will Help Employees of Firm's Benefits Clients Navigate Complex Medical Cases and Healthcare Issues

MARLTON, NJ, (January 26, 2017) – Conner Strong & Buckelew, a leading insurance, risk management and employee benefits brokerage and consulting firm, has launched BeneCare a service powered by Guardian Nurses Healthcare Advocates in which nurses serve as guides, coaches and advocates for plan members who are struggling with multiple, complex healthcare issues. As the latest addition to the firm's comprehensive platform of services, BeneCare will fill the void between health plans and providers by helping plan members better navigate their medical benefits and the healthcare systems.

"It's all about designing unique products and services that positively impact quality and contain costs," said Joseph DiBella, Executive Vice President of Conner Strong & Buckelew. "BeneCare is unique in that the program caters specifically to plan members with complex medical conditions who have high claim costs and often struggle to navigate the healthcare system. It's a win-win. The patients get the care, guidance and compassionate support they need and the employers get peace of mind knowing these high cost cases are being properly managed."

Conner Strong & Buckelew customers will now have access to preferred terms and pricing for the services available through BeneCare, including nurses to guide patients, make appointments, accompany to doctor visits, identify providers, research and explain things, and help family members understand complex healthcare issues and treatment options.

"Guardian Nurses is pleased to partner with Conner Strong & Buckelew to bring our nurse advocacy program to more individuals throughout the country," said Betty Long, RN, MHA, President and Chief Executive Officer of Guardian Nurses. "Our nurse advocates pride themselves on understanding how the healthcare system works and are committed to making it work for the individuals they serve. We look forward to supporting Conner Strong & Buckelew's customers in driving change through our comprehensive healthcare advocacy solutions."

About Conner Strong & Buckelew

Conner Strong & Buckelew is among America's largest insurance brokerage, risk management and employee benefits brokerage and consulting firms. The firm is an industry leader in providing high-risk businesses with comprehensive solutions to prevent losses, manage claims, and drive bottom line growth. Its employee benefits practice focuses on providing best-in-class benefits administration, health and wellness programs and strategic advisory services. Founded in 1959

with offices in New York, New Jersey, Pennsylvania, Massachusetts, Delaware and Florida, Conner Strong & Buckelew has a team of nearly 400 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 Guardian Nurses

Guardian Nurses Healthcare Advocates was founded in 2003 by Betty Long, RN, MHA, who believed that patients and their family members needed support, education, and guidance during their interactions with the healthcare system. Through contracts throughout the United States with private individuals, fraternal organizations, employers, and insurance benefit brokers, the organization has established a reputation for extraordinary personal service, expert clinical support, and steadfast integrity. Guardian Nurses' advocacy work has been featured on The Dr. Oz Show and National Public Radio's Marketplace and Marketplace Money shows and various national print publications.

For more information, visit www.GuardianNurses.com or call 215-836-0260.



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