



IMMEDIATE RELEASE

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Conner Strong & Buckelew Launches New Interactive HealthyLearn™ Hub for Clients

MARLTON, NJ (March 21, 2016) — Conner Strong & Buckelew, a leading insurance, risk management and employee benefits brokerage and consulting firm, has partnered with the American Institute for Preventive Medicine to bring the HealthyLearn™ web portal to its employee benefits clients nationwide. This interactive portal will be available at no additional cost as part of the firm's proprietary BeneFit Health & Wellness platform of services. The program replaces and provides significant upgrades to the previously released Healthier at Home™.

"At the core of a healthy business is a healthy workforce," said Joseph DiBella, Executive Vice President of Conner Strong & Buckelew. "Having healthy employees not only contributes to increased productivity and a positive work culture, but also healthcare cost containment for our clients. HealthyLearn is a very robust platform and we're proud to give our clients access to comprehensive resources that can improve their employees' health."

HealthyLearn is a mobile-compatible, web-based program that includes over a thousand wellness and medical topics and interactive features such as health trackers and videos, symptom checkers, self-care and stress management guides, and a medical encyclopedia. The site is easily navigable and content can be quickly downloaded and printed, enabling employees to confidently make healthcare decisions and have informed conversations with their doctors. HealthyLearn™ is now available at www.healthylearn.com/connerstrong. You can embed this link in your employee intranet or HRIS sites. Using this URL, the site can be accessed from any browser.

The American Institute for Preventive Medicine is a national leader in physician-driven wellness content for employers, and serves as a strategic partner for Conner Strong & Buckelew in providing credible health resources to clients.

About Conner Strong & Buckelew

Conner Strong & Buckelew is among America's largest insurance, 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. Founded in 1959 with offices in New York, New Jersey, Pennsylvania, Delaware and Florida, Conner Strong & Buckelew has a team of nearly 350 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.