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Lawley Introduces Proactive and Aggressive Wellness Initiative to Improve the Health of Local Employees

BUFFALO, N.Y., May 2007 - In what is sure to be welcome news for employers and human resource managers, leaders of Lawley Service Insurance and Lawley Benefits Group are joining worksite health services company Marathon Health™ in a strategic partnership. Lawley is offering an aggressive, proactive wellness initiative featuring a unique intervention program, which will result in improved health for the Western New York workforce and reduced healthcare costs for companies.

The official introduction of Lawley's wellness initiative took place at the Marathon Breakfast program on May 2, at the Mansion on Delaware in Buffalo. The invitation-only launch meeting was attended by representatives of several large local companies.

"Our goal is to help employers improve the quality and reduce the costs of healthcare, worker's compensation and disability by giving employees the tools they need to take greater responsibility for their own health and healthcare," said Brian Murphy, Partner, Lawley Benefits Group. "Lawley's wellness initiative is the first step in helping employees become more educated and engaged healthcare consumers, all at a guaranteed return on investment for employers."

Here in Western New York, there is a significant incidence of health risks and severe health problems, such as hypertension, obesity, stroke, heart disease and diabetes. In fact, chronic diseases account for more than 75% of all healthcare costs. More often than not, the illness may be preventable. Providing the right methods, tools, and support can enable employees to take a more active role in improving their own health, thus reducing healthcare costs.

Lawley's wellness initiative provides interventions that cover the entire continuum of care in one place to serve the needs of the entire employee population. The comprehensive intervention program is spearheaded by the presence of a full-time clinician in the workplace, and features technology and services that allow each employee to effectively achieve their own personal goals for improved health. By reducing the number of employees who are at risk of becoming chronically ill and managing the conditions of those who are, an organization's overall consumption of healthcare resources can be reduced.

The wellness initiative provides:

- A proprietary return on investment model that analyzes actual medical claims data to isolate the costs related to preventable conditions and health problems
- Onsite nursing to deliver personalized health coaching, advocacy and interventions
- The full range of integrated services, from health risk assessments and risk reduction to disease and care management
- Technology that includes a web-based eHealth Portal, a comprehensive Problem-Oriented Personal Health Record and clinical decision support tools
- A guaranteed return on investment

(more)

"With the increasing complexity in healthcare, this is exciting news for Western New York employers," said Michael Lawley, Partner, Lawley Service Insurance Group of Companies. "Lawley can now provide a comprehensive, long-term wellness initiative like no other in the area that will improve the health of employees and provide a defined return on investment for employers."

Marathon Health is a worksite health services company. Their mission is to help employers improve the quality and reduce the cost of health care. The foundation of Marathon Health services is based on giving employees the tools and support they need to take greater responsibility for their own health and healthcare.

Lawley Benefits Group, LLC specializes in employee benefits consulting with a specialty in reducing employer healthcare liability. Founded in 2000 in Buffalo, N.Y., the firm is part of one of the most dynamic insurance organizations in the Northeast, the Lawley Service Insurance Group of Companies. *Business Insurance* magazine consistently ranks the organization among the "Top 100 Insurance Brokers" in the U.S.

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