



Wellness Council of Wisconsin Partner of Support Company Profile



Diversified MS Walk Team

Company: Diversified Insurance Services

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Products/Services: Diversified Insurance Services is one of the largest full-service insurance brokerage firms in Wisconsin, serving businesses throughout the region, providing employee benefits, business insurance, and risk management services. Diversified Insurance Services is also a member of UBA, an alliance of independent benefit advisory firms who leverage their combined industry perspective, experience, wisdom, and connections to better serve their clients.

Through their proactive approach to workplace safety, disease management, risk management and workplace wellness, Diversified enables their clients to realize the benefits of a healthier workforce. By working with employers to reduce their long term cost of risk, whether it is improved employee health or a safer workplace, Diversified helps their clients to better manage the cost of their employee benefits and business insurance. Partnering with employers to promote and implement workplace wellness programs, Diversified can also assist in increasing employee productivity, reducing absenteeism, and enhancing morale.

For its own associates, Diversified has kept a comprehensive wellness program in place for over 3 years. Under the guidance of a committee representing all areas of the company, Diversified provides Health Risk Assessments, Biometrics and Coaching to all employees. This year, active encouragement and support has led to strong associate participation in company-sponsored programs like Physical Activity Contests, Zumba classes, Walk Teams, Lunch and Learns, on site flu shots and the monthly Fiber Friday.

When it comes to serving the interests of its clients, Diversified believes it is not just about the insurance, but about reducing the long term cost of risk.

