



VISION, HISTORY & ETHICS

Vision Statement

Be an industry leader, delivering creative, balanced and ethical educational and consulting solutions that help employee benefits and private healthcare stakeholders enhance their industry knowledge, the quality of service they deliver to their customers, and their ability to solve challenges for the organization they represent.

Historical Summary

Ms. Balch, President and founder of Connex Health, has been working in the employee benefits and workplace health field since the early 1980s, in sales, marketing, technical and consulting positions. She launched her first educational event series in the early 1990s, the Benefits Breakfast Club, developed for plan advisors and insurer representatives, which continues to be the flagship education program for Connex today.

Since founding Connex Health in Fall 2000, Denise has developed several educational programs under the Connex banner to meet the needs of the employee benefit and private healthcare industry. In addition to continuing education sessions through The Benefits Breakfast Club, Connex delivers the Benefits and Private Healthcare Associate program (online), which includes several BPHA at lunch in person sessions. All programs provide CE credits for those who are life licensed in Ontario and several other provinces.

Denise is supported by an IT manager and several advisory boards made up of industry experts. Session preparation, marketing and delivery is funded through participant registration fees and sponsorship from multiple organizations. Attendance is open to anyone and sponsorship is open to any organization.

Well known for bringing a unique perspective and common-sense, collaborative approach to her many consulting projects, her extensive network of benefits and private healthcare stakeholders know that her outreach to them is genuine and ethical.

Prior to 2013, under her guidance, the team of employee health experts at Connex worked with medium and large plan sponsors to evaluate their employee and organizational health and develop and evaluate wellness and organizational culture strategies in concert with their employee benefits philosophy. From 2000 to 2013 Denise also spearheaded several ground-breaking real-world collaborative workplace health studies with large employers and the pharmaceutical sector, the results of which were published in employee benefits and health industry magazines in Canada and the U.S.

Since 2015 Denise has focussed her consulting efforts exclusively on working with the pharmaceutical sector and healthcare associations. She has worked independently and collaboratively with other consulting firms to conduct marketplace studies, develop white papers, and communication and marketing strategies, developing common-sense solutions to complex problems. She has also developed and delivered many focus groups and workshops whose target audience has included plan advisors, plan sponsors and payers.

Code of Ethics

Connex Health is committed to the following:

1. Providing ethical, balanced education to employee benefits and private healthcare stakeholders on issues relevant to best practices, industry developments and trends
2. Securing presenters who are experts in their field with extensive experience on their chosen subject matter
3. Monitoring insurance regulations, licensing requirements and any changes in the law to ensure we are compliant for the purposes of continuing education credits
4. Keeping commitments to attendees to provide quality programming that delivers value for money
5. Keeping commitments to our sponsors to deliver topical programming with presenters who are experts in their field, and recognizing sponsors for their contributions to our success
6. Being respectful of our presenters, attendees, members of our advisory boards and our sponsors
7. Delivering ethical consulting advice based on industry knowledge and experience
8. Delivering results and solutions that provides value to clients
9. Treating our vendors fairly and with respect.



Denise Balch
President, Connex Health