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Lawley Acquires Medicare, Health Insurance Specialist ROC

Buffalo, New York-based independent insurance brokerage Lawley reported its merger with ROC Insurance Services in Rochester effective September 1.

Founded in 2012, ROC Insurance Services is a Medicare and individual health insurance agency. ROC Insurance Services founders Rick and Lynda Grossmann and 13 employees will join Lawley, which has more than 600 associates nationwide.

This partnership adds Lawley’s 19th location and deepens Lawley’s roots in the Rochester region. Lawley has branch offices across New York, New Jersey, Connecticut, and Florida.

The merger comes as Medicare insurance enters its busiest season.

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