

OneDigital Acquires First Choice Benefits, Inc.

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OneDigital Expands Employee Benefits Business in North Carolina

ATLANTA, GA – July 12, 2021 – OneDigital, the nation's leading strategic advisory firm focused on consulting with businesses of all sizes on how to redefine the world of work, reshape retirement and investment outcomes, and unlock health and holistic wellbeing for their people, today announced it has acquired First Choice Benefits, Inc.

Founded in 1994 and based in New Bern, NC, First Choice Benefits provides tailored benefit solutions for groups and individuals ranging from health insurance and voluntary benefit plans to life insurance, disability income and long-term care insurance. Upon closing the acquisition, First Choice Benefits' more than 80 clients will transition to OneDigital and have access to the firm's repository of streamlined workforce solutions. The firm's four internal team members will join OneDigital in adjacent roles with collaborative support from local OneDigital partners.

“*Having a client-focused partner like First Choice Benefits with great knowledge and insight of the marketplace is a true value to OneDigital's Mid-Atlantic region. I look forward to working alongside Kenny and his team to drive customer value, retention and growth for existing (and future) customers and our teams.*

— *Mark McLean, Senior Managing Principal, OneDigital's Mid-Atlantic Region*

"OneDigital provides all of the benefits of a large insurance brokerage while maintaining the advantages of a local firm," said Kenny Morris, CEO of First Choice Benefits. "We are excited to join forces with OneDigital to work with existing clients and 'new' clients to provide the best benefit programs available to clients in North Carolina."

As businesses across the nation look to redefine and adapt to a changed work environment, First Choice Benefits is even more equipped to help clients navigate the evolving labor force. OneDigital's broad range of health, wealth and HR solutions ensures employers have a well-developed strategy that meets the needs of their organization and its employees.

OneDigital continues to partner with firms across the country that support its holistic approach to employee wellbeing. The firm is currently offering services and solutions in more than 100 offices and has 2,400+ business strategists supporting the needs of over 85,000 employers across the nation.

About OneDigital

OneDigital is the nation's leading health, retirement/wealth, and HR advisory firm focused on empowering business growth for employers of all sizes and has consistently led as a workplace ally for over 20 years. OneDigital's unique ability to converge health, wealth and human resources into a hub of services and business guidance has empowered companies to create workplaces that attract and retain talent while fueling innovation and company growth. As employee health care, wellness and workplace benefits continue to shift, companies of all sizes have relied on OneDigital's exceptional advisory teams for counsel and its adjacent services, including employee benefits, holistic HR services, employee wellbeing and pharmacy consulting, as well as the retirement and wealth management services provided through OneDigital Investment Advisors. Headquartered in Atlanta, OneDigital's more than 100 offices and 2,400+ business strategists serve the needs of over 85,000 employers across the nation.

OneDigital has been named to the [Inc. 5000 List of America's fastest-growing companies](#) every year since 2007, one of only 11 companies to do so and is currently listed as 18th on Business Insurance's list of 100 Largest U.S. Brokers.

About First Choice Benefits, Inc.


First Choice Benefits was formed in 1994 with a focus on the employee benefit needs of employers throughout North Carolina. The firm's goal is to provide products tailored to meet the needs of each individual client. We believe each client is unique and has different benefit needs and goals for their respective employees. First Choice Benefits delivers life, health, dental and disability benefits for groups and individuals throughout North Carolina. For more information, visit www.firstchoicebenefits.com.


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