

NEWS, MERGERS & ACQUISITIONS

OneDigital Adds Mid-Atlantic Benefit Solutions and Integrated Benefit Concepts to Portfolio

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ATLANTA, GA – January 21, 2022 – OneDigital, the nation’s leading insurance brokerage, financial services, and HR consulting firm, has acquired Mid Atlantic Benefit Solutions (MABS) and Integrated Benefit Concepts (IBC).

Serving over 400 combined clients, MABS and IBC have successfully provided top-tier employee benefits and retirement advisory services to the Virginia Beach area for almost three decades. The addition of MABS and IBC marks the fourth acquisition for 2022, marking a strong growth trajectory for OneDigital in 2022.

“ The greater Tidewater market is someplace we've wanted to be for a long time, and we are thrilled that MABS and IBC have joined our OneDigital family. Barbara, Michelle, Jim, Joey, and their team have earned an outstanding reputation for prioritizing the client experience, employee care, and service which reflects who we are and our approach to doing business. Together, we will deliver a more comprehensive health and welfare benefits plan consulting and brokerage for employers and their employees with a holistic focus on health, wealth, HR services, and total wellbeing services.

— [Kevin Reid, Virginia Managing Principal, OneDigital](#)

"With the constantly changing landscape in the benefits world, we needed a business partner to help expand our services to our clients by offering enhanced compliance tools, HR consulting and relevant benefits technology," said Integrated Benefit Concepts, President Jim Sunderland. "With OneDigital’s ability to stay ahead of market

trends, understand healthcare regulations, and create ideas for products and services, this partnership was the best decision for our customers and future customers.”



"We're proud of the successes we have accomplished as Mid Atlantic Benefit Solutions and our personal-touch approach in how we support our clients. OneDigital shares the same outlook with their clients. We are very excited to join forces with OneDigital as it will allow us to expand the services we offer while continuing as the same team, but now with more muscle behind us."

— Barbara Rogers, Partner - Mid Atlantic Benefit Solutions

Michelle Sunderland, Jim Sunderland, Barbara Rogers and Joey DelliSanti will continue to lead the Virginia Beach office and serve their current and future clients as part of the OneDigital team.

As an industry leader, OneDigital seeks entrepreneurial organizations to expand its comprehensive advisory services and market-leading solutions. The firm's niche for strategic partnerships is backed by its significant growth and successful expansion into new service verticals, fueling its investments in technology solutions and other resources that deliver efficiencies for broker partners and their customers.

About OneDigital

OneDigital delivers strategic advisory consulting and technology-forward solutions to more than 85,000 employers across the nation. As employee health care, wellness, and workplace benefits continue to converge, businesses of all sizes have relied on OneDigital's exceptional advisory teams for counsel in employee benefits, wellbeing, human resources, pharmacy consulting, property and casualty solutions, as well as the retirement and wealth management services provided through OneDigital Investment Advisors. OneDigital's commitment to technology and innovation enables its 3,000 advisors to deliver the most modern and intuitive customer experience anywhere in the industry.

OneDigital has been named as a Best Place to Work in Insurance by Business Insurance. For more information, visit onedigital.com.

About Mid Atlantic Benefit Solutions

Mid Atlantic Benefit Solutions, led by Michelle Sunderland, Barbara Rogers, and Joey Dellisanti, is a full-service licensed insurance agency based in Virginia Beach, VA which offers a full-range of employer benefits plus retirement planning.

About Integrated Benefit Concepts


Integrated Benefit Concepts, led by Jim Sunderland, is a full-service licensed insurance agency based in Virginia Beach, VA which offers its clients a full-range of employer benefits.


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