

OneDigital Announces Acquisition of Vxtra Partners

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ATLANTA, GA – July 18, 2023 - OneDigital, the nation’s leading insurance brokerage, financial services, and HR consulting firm, has acquired Vxtra Partners, a wholly owned subsidiary of Vxtra Health Plan, Inc. located in Atlanta, GA.

In 2009 Vxtra Partners created the first nationwide multi-state, special purpose health benefits captive designed specifically for large, privately held medical practices. Leveraging the power of aggregation and collaboration, Vxtra Partners has built a disruptive state-of-the-art technology platform solution to administer the enrollment, eligibility, medical claims, pharmacy claims, labs and targeted care management processes. With a 30-year history of developing and implementing creative opportunities for the medical community, the additional reach and resources of OneDigital will create new opportunities to add significant value to Vxtra’s current clients and future prospects. Vxtra Partners’ management team and experienced advisors will continue to serve its valued clients with the same level of trusted care and expertise.

“ We are thrilled to welcome the talented professionals from Vxtra Partners to the OneDigital family. This acquisition not only strengthens our position in the market but also reinforces our commitment to delivering exceptional value to our customers. Moreover, the acquisition of Vxtra Partners significantly deepens our specialization in the healthcare industry vertical. Together, we will continue to innovate, support our clients' evolving needs, and drive positive change in the health and benefits, insurance, HR, retirement and financial services space.

— [Mark McLean, Senior Managing Principal, OneDigital](#)

“Having worked with the senior leadership team at OneDigital for 3+ years, I believe the acquisition of our advisory business by OneDigital will enhance and accelerate our vision and mission. From day one, I have championed the concept of ‘physicians as employers’ as a go-to-market strategy that could be leveraged and change the conversation with other employers. With OneDigital serving as a trusted advisor for over 75,000 employers, 500+ of which are physician practices, I am highly confident this relationship will be transformational,” said Larry Hightower, Co-Founder & CEO at Vxtra Health Plan, Inc.

With this acquisition, Vxtra Partners will merge with the Carolinas division of OneDigital, led by Senior Managing Principal Mark McLean. The Carolinas market is part of the Southeast region and consists of 90 employees across 8 offices in North and South Carolina.

About OneDigital

OneDigital’s team of fierce advocates helps businesses and individuals achieve their aspirations of health, success and financial security. Our insurance, financial services and HR platform provides personalized, tech-enabled solutions for a contemporary work-life experience. Nationally recognized for our culture of caring, OneDigital’s teams enable employers and individuals to do their best work and live their best lives. More than 75,000 employers and millions of individuals rely on our teams for counsel and access to fully integrated worksite products and services and the retirement and wealth management advice provided through OneDigital Investment Advisors. Founded in 2000 and headquartered in Atlanta, OneDigital maintains offices in most major markets across the nation. For more information, visit onedigital.com.

About Vxtra Partners

Founded in 2005 by Larry Hightower, Vxtra Partners is an employee benefits advisory firm focusing on physician-led collaboration. Combining “purpose-driven” leadership with innovative, conflict-free solutions has created better clinical, financial, and experiential outcomes for approximately 100 medical practices across the United States. Vxtra’s leadership team is committed to continue seeking and developing innovative solutions for improving value to physicians and their medical practices, solutions that translate into new-found value for other employers as well.


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