

Axis Medicare Advisors Partners with AmeriLife to Accelerate Growth

AMERILIFE

Axis president and CEO James Sarno to join leadership of AmeriLife's Health Distribution as vice president of Medicare Supplement and Specialty Health



NEWS RELEASE BY AMERILIFE

CLEARWATER, Fla. | March 21, 2023 09:00 AM Eastern Daylight Time

AmeriLife Group, LLC ("AmeriLife"), a national leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions, announced today that it has partnered with Louisville, Ky.-based **Axis Medicare Advisors**, one of the nation's top designers and distributors of market-leading Medicare Supplement and ancillary health products for Aetna. Per the agreement, terms of the deal were not disclosed.

"Our business was built on 'trust,' and today, I'm excited to announce that we, too, have found a trusted partner in AmeriLife to propel Axis forward," said James "Jamie" Sarno, president and CEO of Axis Medicare Advisors. "Our team is excited to join this industry leader. We look forward to tapping into AmeriLife's incredible leadership and resources to continue delivering excellence for Axis agents and their clients."

Founded in 1991, Axis has grown from a small outfit into a leading Medicare solutions shop known for its deep Medicare Supplement and ancillary health product portfolio, best-in-class customer service, and expert knowledge of the evolving and complex Medicare space. Now, Axis will have full access to AmeriLife's best-in-class technology, tools and resources and leading distribution platform, positioning it for significant growth and long-term success.

Relatedly, Sarno will join AmeriLife as vice president of Medicare Supplement and Specialty Health and will report to AmeriLife's Chief Distribution Officer of Health, Scotty Elliott, effective April 3. Sarno brings over 35 years of experience in the Medicare Supplement market to AmeriLife, and as a national advisor for Aetna, he has supported the design of proprietary products that remain core to AmeriLife's holistic health offering. With Sarno's departure, Ronnie Lapinsky will assume day-to-day operational oversight of Axis.

"Ronnie has been a loyal friend and valuable asset at Axis for more than 21 years," added Sarno. "There's no one better suited to continue Axis's legacy of protecting seniors and helping them with

the ever-changing landscape of Medicare.”

“We’re thrilled to welcome Axis Medicare Advisors to AmeriLife’s Health family and, at the same time, Jamie to our growing Health leadership bench,” said Elliott. “Both represent the continued, incredible run of growth for our Health distribution. We can’t wait to work with Jamie to elevate our Medicare Supplement and health specialty strategy while also helping Ronnie and his team at Axis expand and grow their business to new heights.”

###

About AmeriLife

AmeriLife’s strength is its mission: to provide insurance and retirement solutions to help people live longer, healthier lives. In doing so, AmeriLife has become recognized as the leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees across the United States. For more than 50 years, AmeriLife has partnered with top insurance carriers to provide value and quality to customers served through a distribution network of over 300,000 insurance agents and advisors and 120 marketing organizations and insurance agency locations nationwide. For more information, visit [AmeriLife.com](https://www.amerilife.com), and follow AmeriLife on [Facebook](#) and [LinkedIn](#).

About Axis Medicare Advisors

Founded in 1991 and based in Louisville, Ky., Axis Medicare Advisors is a leading Medicare and specialty health insurance agency serving seniors nationwide. Axis’s team of professionals offers unparalleled customer support, expert advice and a portfolio of health solutions from some of the biggest insurance carriers in the market. For more information, visit [AxisMedicareAdvisors.com](https://www.axismedicareadvisors.com).

Contact Details

Media

Jeff Maldonado

+1 321-297-1112

jmaldonado@amerilife.com

Partnership Inquiries

Patrick Nichols

+1 727-726-0726

pnichols@amerilife.com

Company Website

<https://amerilife.com/>

Tags

JAMES SARNO

SCOTTY ELLIOTT

AMERILIFE

AXIS MEDICARE ADVISORS

MEDICARE SUPPLEMENT

SPECIALTY HEALTH INSURANCE

HEALTH INSURANCE

MEDICARE

RONNIE LAPINSKY

INSURANCE DISTRIBUTION

INSURANCE MARKETING

FMO

IMO

AETNA