

MERGERS & ACQUISITIONS, NEWS

OneDigital Welcomes Watko Benefit Group, Strengthening Benefits Presence in the Central Region

AUTHOR [OneDigital Newsroom](#) **DATE** 4.24.2025 **READ TIME** 2 minutes

ATLANTA, GA – April 24, 2025 – [OneDigital](#), a leading insurance brokerage, financial services, and HR consulting firm, has acquired [Watko Benefit Group](#) (Watko), a respected employee benefits firm based in Overland Park, Kansas. This strategic acquisition strengthens OneDigital's presence in the Kansas City metro area and underscores the firm's continued investment in expanding its comprehensive capabilities throughout the Central region.

Founded in 2003 by Principal Greg Watkins, Watko Benefit Group is a full-service employee benefits firm known for delivering customized solutions to clients ranging from 10 to over 3,000 employees. Watko's employee benefits offerings include group insurance, voluntary benefits, and executive benefits. With more than 50 years of combined experience, the six-person Watko team will continue to support its clients with expertise in healthcare plan design and funding, enhanced voluntary offerings, benefits administration and technology, and executive compensation strategies.

“Greg and his team are a fantastic addition to the OneDigital family. Watko's strong reputation and years of being a proven leader for their clients complements our existing business in Kansas and throughout the Central region. The synergies between our organizations will benefit our clients tremendously as we continue to advocate for their health, success, and financial security.

— [Todd Belden, Regional President, Central](#)



Watko is proud to have found an experienced national partner who shares our values of customer service, employee engagement and client-focused solutions. This partnership will enable us to continue delivering the personalized attention our clients expect while strengthening our ability to provide innovative, compliant, and cost-effective solutions. Together, we'll help clients navigate the complexities of today's employee benefits landscape with greater resources and expanded services.

— Greg Watkins, Principal Watko Benefit Group

The Watko team's proactive and collaborative approach of delivering successful outcomes to their clients will foster new capabilities in the Central region. This new partnership unlocks access to a broader suite of services for Watko's clients, including pharmacy consulting, HR consulting, wealth management, retirement plan services, and Medicare guidance.

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 100,000 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 Watko Benefit Group

Founded in 2003 by Principal Greg Watkins, Watko Benefit Group is a full-service provider specializing in employee benefits programs, with a focus on healthcare plan development and innovative vendor management. Headquartered in Overland Park, KS, with clients throughout the Midwest, Watko serves companies of all sizes and industries. They excel in a range of employee benefit plan consulting projects, helping employers manage their health care costs through self-funded programs, direct primary care clinics, pricing transparency, employee concierge services, benefits captive programs, and specialty centers of excellence and surgical networks. For more information visit, watkobenefit.com.

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