

Alliant Insurance Services Acquires Direct-to-Consumer ACA Agency Assured Health Group

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Acquisition continues Alliant's expansion within the under-65 individual health insurance market

IRVINE, CA — [Alliant Insurance Services](#) has acquired [Assured Health Group \(AHG\)](#), one of the nation's fastest-growing agencies selling Affordable Care Act (ACA) under-65 individual health insurance plans directly to consumers. AHG will be part of Alliant Consumer Group, which houses the company's growing portfolio of consumer-facing operations.

"AHG has built a highly effective customer experience with a broad array of options and a high level of customer support," said Greg Zimmer, Chief Executive Officer of Alliant. "The company's targeted expertise, experienced team, and service-oriented approach will play a critical role in Alliant's continued growth within the ACA market."

Founded in 2020 and led by brothers Scott and John Offutt, West Palm Beach, Florida-based AHG specializes in helping customers find an effective ACA insurance plan, comparing carriers to pinpoint the best price and coverage options.

"AHG is a growth-oriented company that has helped an increasing number of customers navigate the changing ACA market," said Rick

Ulmer, Senior Managing Director, Alliant Consumer Group. “What they have accomplished in four years is truly remarkable. They are a strong cultural and strategic fit for our consumer-facing operations as we continue to expand our presence nationwide.”

Year over year, the company’s employee head count and number of customers enrolled into marketplace plans has more than doubled.

“Partnering with Alliant provides a strategic outlet into new markets, expanded products and services, and leading-edge technology,” said Scott Offutt. “Our companies’ shared vision for sustained growth creates a high level of synergy and collaboration.”

“Alliant has a very strong reputation in the health insurance space and has a long track record of success in highly competitive markets,” said John Offutt. “This partnership provides the unique opportunity for us to offer an even higher level of service and engagement to our growing roster of clients and partners.”

This agreement comes during a period of rapid growth in the ACA marketplace. More than 21 million people signed up for health plans through health insurance marketplaces for 2024, marking the third consecutive year enrollment has set a record.

The entire AHG team will join Alliant. Terms of the agreement were not disclosed.