

Alliant Insurance Services Acquires Health Market Solutions, LLC in Fast-Growing ACA Market

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Partnership continues Alliant's commitment to under-65 individual health insurance plans

IRVINE, CA — [Alliant Insurance Services](#) has acquired [Health Market Solutions, LLC \(HMS\)](#), a health insurance agency experiencing rapid growth in direct-to-consumer sales of Affordable Care Act (ACA) under-65 individual health insurance plans. HMS will be part of Alliant Consumer Group, which houses the company's growing portfolio of consumer-facing operations.

"HMS has combined service and innovation to achieve significant growth in a short time span," said Greg Zimmer, Chief Executive Officer of Alliant. "Partnering with Health Market Solutions provides an opportunity for Alliant to further expand our reach in the ACA market, while also investing in top-tier talent and technologies that will solidify our strength in the marketplace."

Tampa, Florida-based HMS focuses on direct-to-consumer ACA plans, combining advanced data science and human expertise to help consumers make the best decision for their healthcare. Since its founding in 2022, the company has grown to service thousands of customers across more than 20 states.

“The arrival of the HMS team brings additional innovation and market intelligence to our group as we continue to expand our footprint in the ACA market,” said Rick Ulmer, Senior Managing Director, Alliant Consumer Group. “HMS offers a potent combination of exceptional growth, high-level service, and strong strategic relationships.”

“Alliant’s vast experience and longevity in the insurance industry, combined with its entrepreneurial culture and results-driven leadership, played a significant role in our decision to join forces,” said HMS President Josun W. Straatsma. “This strategic partnership will immediately provide innovative new tools and resources that will allow us to grow and scale even faster in the ACA market.”

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 HMS team will join Alliant. Terms of the agreement were not disclosed.