



## AIMS Benefit Solutions Expands and Strengthens Life, Annuity, and Disability Offerings Through MedLink Alliance

MONTGOMERY, Ala., March 9 /PRNewswire/ -- AIMS Benefit Solutions (<http://aimsbenefits.com>) has joined forces with MedLink, a national insurance broker, in order to better support annuity, life, health, and disability insurance agents through specialized staff and technology.

AIMS Benefit Solutions has been offering agents its newly expanded offerings since January 2010. Under the new relationship, AIMS provides marketing support for MedLink's LTCi agents while MedLink does the same for life offerings from AIMS agents.

"This new venture is part of our overall strategy of transitioning from a sole focus on LTCi products to offering multiple product lines," said Steve Dozier, president of AIMS Benefit Solutions. "We are teaming with top companies that hold the most competitive products in the life, annuity, and disability markets. Since MedLink's structure and personnel are very similar to our own, we are able to support each other's agent services seamlessly."

MedLink has also helped AIMS create a new Web site for life brokerage products at <http://www.lifeandhealthonline.net/aims>. "We always aim to provide unsurpassed service to insurance agents, and our new Web site will allow them to run proposals, review underwriting guidelines, download forms, send physician inquiries and request proposals from our staff," said Dozier.

In October 2009, as it began to expand its portfolio, AIMS changed its name to AIMS Benefit Solutions to signify the expansion into other markets. However, amid its ongoing transformation, the company has preserved its business model, processes and tools - licensing, training, support, material development and provision of innovative products - designed to facilitate agents' selling process from start to finish.

### About MedLink

Founded in 1991, MedLink is a national "wholesale" insurance brokerage agency offering brokers a comprehensive portfolio of products and services, including employee benefits, individual life, long term care, disability, 401(k) plans, annuities, state-of-the-art technology and group enrollment services. MedLink currently works with a proprietary network of more than 3,000 independent brokers. Over 10,000 brokers have access to the agency's products and services through its regional and national partners. For more information, call 1-866-683-1847.

### About AIMS Benefit Solutions

As part of its mission to be the "One Call, One Source, One Solution" for agents, AIMS Benefit Solutions now offers a variety of products such as long term care insurance, life insurance, traditional worksite products, Medicare supplement policies and Affinity Discount Card services.

In addition to national marketing, AIMS has been a Marketing Services Administrator for multiple carriers for more than 20 years, allowing agents to focus on what they do best rather than administration. The company's turn-key marketing support also includes the CASH-First LTCi program from United of Omaha, a LTCi product that provides cash on the first day of qualified need with no elimination period.

AIMS Benefits Solutions is located at 101 TechnaCenter Drive, Montgomery, AL. For additional information, please contact AIMS at 1-800-325-9876 or [info@aimsbenefits.com](mailto:info@aimsbenefits.com).

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Contact:

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AIMS Benefit Solutions

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800-325-9876

>

[steve@aimsbenefits.com](mailto:steve@aimsbenefits.com)

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