BROCK Acquires DigitalBGA Health Division, Expanding Its Health Insurance Distribution Platform

BROCK acquires DigitalBGA's health division while forming a partnership to expand life insurance technology and distribution.



Acquisition creates expanded opportunities across health and life insurance distribution.

CHATTANOOGA, TN, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- BROCK, a national insurance distribution and technology organization, today announced the acquisition of the health insurance division of DigitalBGA, further expanding BROCK's presence and capabilities across the health insurance distribution market.

The transaction brings DigitalBGA's health insurance business under the BROCK platform, where agents and agencies will gain access to BROCK's established health insurance infrastructure, technology, carrier relationships, training, operational support, and distribution resources.

> Rather than both companies trying to be everything to everyone, this allows each of us to lean harder into our strengths while creating new opportunities for agents and their clients."
>
> *Justin Brock, Founder & CEO, BROCK*

The acquisition reflects a strategic decision by both organizations to concentrate more deeply on the markets in which each has developed its strongest capabilities.

DigitalBGA will continue its focus on life insurance, including the development and distribution of its technology-enabled term life insurance solutions, while BROCK continues expanding its health insurance distribution platform.

As part of the broader relationship, BROCK and DigitalBGA have also agreed to work together on the distribution and expansion of DigitalBGA's next-generation term life insurance products and technology.

"This is exactly the type of transaction we want to continue pursuing as BROCK grows," said Justin Brock, Founder and CEO of BROCK. "There are great companies throughout our industry that have built valuable businesses, but as organizations mature, it becomes increasingly important to decide where you want to be exceptional. Health insurance distribution is one of the areas where BROCK has developed tremendous scale, infrastructure, and expertise. DigitalBGA has done the same thing on the life insurance side."

BROCK has continued investing heavily in technology and operational infrastructure designed specifically for insurance agents and agencies. Those investments support a broader organization that provides compliance resources, marketing support, training, sales development, carrier access, and agency growth resources to its distribution partners.

"Our goal has never been simply to recruit more agents," Brock said. "We want to build an organization that makes insurance agencies better operators. We have spent years building that foundation in health insurance, and acquisitions like this allow us to extend those capabilities to more agencies."

For DigitalBGA, the transaction creates additional focus around what the company sees as a significant opportunity to modernize the life insurance distribution experience.

"DigitalBGA has always been about building a better way for agents to sell life insurance," said Jeff Root, Founder of DigitalBGA. "As we looked at where we wanted to invest our time, technology, and resources going forward, it became clear that our biggest opportunity was to focus even more aggressively on life insurance."

Root continued, "BROCK has built an impressive organization in health insurance. They have the scale, technology, people, and infrastructure to support this business at a level that would require us to continue investing outside of our primary focus. Justin and I saw an opportunity to create something that was good for our agents, good for both companies, and ultimately allowed each organization to spend more time doing what it does best."

The companies believe the relationship will create additional opportunities beyond the initial transaction by combining BROCK's extensive health insurance distribution network with DigitalBGA's life insurance technology and product strategy.

The acquisition is part of BROCK's broader strategy to expand through a combination of organic growth, technology investment, strategic partnerships, and selective acquisitions of insurance distribution businesses that can benefit from BROCK's operating platform.

About BROCK

BROCK is an insurance distribution, technology, and agency development organization serving

independent insurance agents and agencies across the United States. The company provides carrier access, technology, training, marketing, operational support, and business development resources, with significant expertise in Medicare and the broader health insurance market.

About DigitalBGA

DigitalBGA is a technology-driven life insurance distribution company focused on simplifying and modernizing the process of selling life insurance. The company develops technology, distribution solutions, and agent resources designed to make life insurance easier to quote, sell, and deliver.

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