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Alliances: AIMS, Partners Advantage, Phillips Benefits, LifeCare

American Insurance Marketing Services, Inc. is forming an alliance that should help it expand the scope of the services it offers to associations. AIMS, Montgomery, Ala., which does business as AIMS Benefit Solutions, is teaming up with MedLink Inc., Louisville, Ky.

AIMS Benefit Solutions, a company once known mainly as a long term care insurance distributor, will provide marketing support for agents affiliated with MedLink who sell LTC insurance, and MedLink will provide marketing support for agents affiliated with AIMS Benefit Solutions who sell life insurance.

MedLink also has helped AIMS Benefit Solution create a website for life brokerage products. The alliance is part of an AIMS Benefit Solutions strategy to offer support for multiple product lines, rather than focusing exclusively on LTC insurance, according to Stev Dozier, the firm's president.

In other insurance industry alliance news:

- Partners Advantage Insurance Services L.L.C., Colton, Calif., has formed an alliance with The Revolution FMO L.L.C., Canoga Park, Calif.

Partners Advantage is a life, annuity and non-major medical health products wholesaler.

The Revolution is a field marketing organization that supports high-end annuity products.

Agents affiliated with Partners Advantage will get access to The Revolution support services, and agents affiliated with Partners Advantage will get access to Partners Advantage annuity carriers and other Partners Advantage carriers, the companies say.

- Phillips Benefits Advisors L.L.C., Fort Wayne, Ind., has become a member of the Benefit Advisors Network, Cleveland.

Phillips Benefits was incorporated in 2004 under the leadership of Chad Burch. is an offshoot of a firm founded in Fort Wayne in 1949.

- Life Management Advisor L.L.C., Conshohocken, Pa., which does business as LifeCare Gateway, has agreed to market health care advocacy services from Health Advocate Inc., Plymouth Meeting, Pa.

LifeCare Gateway sells elder care support services to financial advisors.

Health Advocate helps clients negotiate with health care and health insurance providers and clear up problems.

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