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AMS New Brand Identity Reflects Intelligent Analytics Focus

Lynnfield, MA – Advanced Medical Strategies (AMS), a healthcare IT company that provides clinical insights and financial analysis of the costliest and most complex medical diagnoses, announced today the launch of a new brand identity. The updated brand reflects AMS’s shift from a catastrophic claim consultancy to an AI-driven analytics platform built specifically to analyze, identify and report on the 5% of members driving 50% of total healthcare spend.

The rebranding includes a top-to-bottom redesign of the company’s website, logo, graphics, communications and correspondence. AMS’s new brand assets include a simplified logo, along with a new website and other visual communications that utilize clean, bold graphics to convey complex solutions in an understandable way. The design update directly mirrors the clarity in which the company presents analyzed claims data and succinct physician commentaries pertaining to specialty drugs and complex diagnoses.

The new visual identity includes a new tagline, “Intelligent Analytics”, to emphasize not just the identification of costly claims and members, but the verifiable predictive analytics and automated algorithms that clients depend on to guide their enterprise-wide business initiatives.

“While our name remains the same, our logo and website have changed significantly to better represent who AMS is and what we bring to market for our clients. The previous logo just didn’t evolve along with our business model, innovative platform and who we are now as an organization. We needed a brand that was progressive and reflected our innovation, energy and focus,” commented Peter Borans, Founder & CEO at AMS.

About AMS

Founded in 2003, AMS (Advanced Medical Strategies) is a healthcare IT company focused on providing clients with intelligent clinical insights and financial analytics to identify analyze and report on the 5% of members responsible for 50% total medical spend. Our AI-powered Predict Platform combines clinical insights and financial analysis of the costliest and most complex medical diagnoses our clients rely on to guide enterprise-wide initiatives. We believe that “Knowledge is Power”. Visit us at www.mdstrat.com for more information.

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