

Smart Data Solutions Unveils Refreshed Brand to Reflect Innovation, and Leadership in AI-Powered Healthcare Automation

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-- [Smart Data Solutions](#) (SDS), a leader in healthcare process automation and interoperability, today announced the unveiling of its refreshed brand

identity; a bold, modern expression that mirrors the company's evolution, growth, and commitment to transforming healthcare operations through AI-powered efficiency.



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This brand refresh represents who we've become and where we're headed - a technology-driven partner helping healthcare organizations achieve operational excellence through intelligent automation.”

April Gill, CCO Smart Data Solutions

For more than two decades, SDS has helped healthcare organizations streamline complex workflows, reduce administrative costs, and improve accuracy across the healthcare ecosystem. As the company continues to scale its AI-native platform, the new brand reflects both its heritage of innovation and its forward momentum as a trusted technology partner.

“Our brand has always reflected who we are - bold, innovative, and driven by purpose,” said [April Gill](#), CCO of Smart Data Solutions. “But as our technology, capabilities, and impact have evolved, so has our story. This brand refresh represents who we've become and where we're headed - a technology-driven partner helping healthcare organizations achieve operational excellence

through intelligent automation.”

The new brand identity embodies clarity, confidence, and connection, the values that define SDS's approach to innovation and client partnership.

The updated identity reflects SDS's continued focus on three key pillars:

- Technology Leadership: Demonstrating commitment to AI, automation, and intelligent

workflows that simplify complexity and deliver measurable outcomes.

- Innovation and Adaptability: Capturing a culture designed to evolve with clients and industry demands.
- Trust and Partnership: Communicating reliability, integrity, and an enduring obsession with client success across every interaction.



The refreshed Smart Data Solutions brand will be reflected across all touchpoints, including its website, digital platforms, client communications, and global offices.

For more information visit www.sdata.us or contact Smart Data Solutions at marketing@sdata.us

About Smart Data Solutions

At Smart Data Solutions (SDS), we help healthcare organizations digitally transform front, middle, and back-office operations through advanced automation and interoperability. With our AI-native platform powering products like Digital Mailroom, [Clearinghouse](#), Claims Operations, Document Intelligence for Medical Records, Provider Contracts, Prior Authorization and Provider Data Automation, we are helping payers and providers move beyond legacy processes and reshape how care is delivered. Backed by deep industry expertise, our focus is on building a simpler, faster, and more connected healthcare ecosystem. Today, more than 500 clients and partners including health plans, TPAs, and providers trust us to drive smarter operations and better outcomes.

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