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Announcing the Launch of Advantasure

Healthcare solutions company's new brand and tagline reflect domain expertise, collaborative approach and ability to simplify and improve complex operations.

Glen Allen, VA., January 31, 2018 – In the spring of 2018, Tessellate integrated with a sister company to form a stronger, more competitive organization, with the ability to leverage complimentary products and services and deep industry expertise. Recently, the company unveiled its new brand, **Advantasure**, with the tagline: **Fueling Accelerated Performance**.

The new name and tagline accurately reflect the company's unique suite of technology products and business process services that improve the performance of health plans and provider organizations in the delivery of government healthcare programs.

"Our healthcare clients want, and deserve, an experienced partner to help them achieve maximum results," said Jamie Wells, president of Advantasure. "In this highly competitive landscape, health plans and providers must adapt and change quickly. Advantasure offers innovative ways to lower administrative costs, improve risk score accuracy, and increase member satisfaction. It's what sets us apart."



The Advantasure name exemplifies confidence, competitiveness and performance. With Advantasure, clients can be "sure" they have an "advantage" in their market.

"Advantasure is a dynamic name for a robust brand," Wells said. "Although we began as two organizations, today we are a single company with an expert team focused on client goals and member outcomes."

As part of the rebranding, the Advantasure team also launched a new website at Advantasure.com.

The company completed its rebranding efforts in late December at its five locations throughout the United States.

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About Advantasure

Advantasure is a healthcare technology and business process services company that improves the performance of health plans and provider organizations in the delivery of government healthcare programs. Through a comprehensive portfolio of products and services, Advantasure enables clients to lower administrative costs, increase reimbursement accuracy and improve the quality of care for their members. Headquartered in Glen Allen, Virginia, Advantasure has offices in five states (Sunrise, FL; Southfield, MI; Southborough, MA, Las Vegas, NV and Glen Allen, VA) and more than 800 employees. The company maintains a culture of inclusion, authenticity and innovation, and attracts top professionals in the healthcare and technology industries. For more information, visit [Advantasure.com](https://www.advantasure.com).