

AMS Introduces Integrity HealthOps Group as Unified Brand Identity

AMS formalizes its healthcare ecosystem under a single market-facing brand



Ahmedabad, Gujarat May 6, 2026 ([Issuewire.com](https://www.issuewire.com)) - AMS today announced the launch of Integrity HealthOps Group, its new unified brand identity for all marketing and public-facing communications.

The brand represents AMS and its four healthcare-focused entities: Integrity Healthcare Solutions (IHS), Medical Billing Services (MBS), Integrity Practice Solutions (IPS), and Healthmote. Each entity operates independently, while Integrity HealthOps Group serves as the collective enterprise brand that unifies them under a single market-facing identity.

The launch features updated branding, a new logo, and a refreshed website reflecting AMS's strengthened market presence. As AMS expanded its portfolio across revenue cycle management, medical billing, virtual healthcare staffing, and remote patient monitoring, a unified brand became essential to clearly communicate that breadth to employees, clients, partners, and industry stakeholders.

This rebranding marks a significant milestone in AMS's evolution as a healthcare operations company. The Integrity HealthOps Group identity clarifies how AMS presents itself externally, so every client, partner, and stakeholder engagement is supported by a consistent, credible brand. It reinforces AMS's long-standing commitment to operational excellence, innovation, and client service across the healthcare ecosystem.

About AMS

AMS, the parent company of Integrity Healthcare Solutions, Medical Billing Services, Integrity Practice Solutions, and Healthmote, delivers healthcare operations and support services across the United States. Integrity HealthOps Group serves as AMS's official marketing arm. All services are delivered through AMS and its affiliated companies.

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