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FOR IMMEDIATE RELEASE

**Lindsay Betzendahl Joins HealthDataViz as Partner, Strengthening Healthcare Data Visualization Expertise**

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HealthDataViz, a leading provider of data visualization design, development, and training services exclusively to healthcare and public health organizations, is delighted to announce the appointment of Lindsay Betzendahl as a partner. Lindsay brings over 20 years of experience in the healthcare field, including extensive expertise in direct care, quality management, and data analytics and visualization.

Having served as a Senior Consultant and Design Lead at HealthDataViz for four years, Lindsay has played a pivotal role in shaping the direction of numerous critical projects for the firm. Her exceptional contributions have established her as a valuable asset to the team and a respected thought leader within the industry.

Prior to joining HealthDataViz, Lindsay held the position of Director of Analytics and Innovation at Celeron Behavioral Health (formerly Beacon Health Option) where she implemented the transition from legacy BI visualizations to Tableau Software, a Salesforce Company. Her diverse background includes 12 years as a Licensed Marriage and Family Therapist, providing her with a unique perspective on healthcare data analysis and visualization.

Since learning Tableau in 2014, Lindsay has become a widely recognized in the Tableau community as a 5-time Tableau Visionary and 5-time Tableau Ambassador. She founded #ProjectHealthViz in 2018, a healthcare data visualization community initiative, and #MomsWhoViz in 2019, a supportive community of mothers in the data visualization field. Additionally, she has served as Co-Leader of the Virtual Healthcare Tableau User Group for the past 5 years and is the co-author of the book "Visualizing Health and Healthcare Data." Her visual designs have been featured in two additional data visualization books. Lindsay has shared her knowledge and skills in visualizing data as both a keynote and presenter at many conferences and webinars over the years.

Founded in 2013, HealthDataViz, LLC (HDV) is a Boston-based, nationally certified small woman-owned business specializing in data visualization design, development, and training for healthcare and public health organizations. The HDV team combines deep expertise in dashboard design and technical development with a thorough understanding of healthcare and public health topics. To date, they have successfully completed over 225 projects and delivered more than 150 training programs, equipping healthcare professionals with essential data analysis and visualization skills. For more information about HealthDataViz, visit [www.healthdataviz.com](http://www.healthdataviz.com).

Lindsay Betzendahl's appointment as a partner further reinforces HealthDataViz's commitment to delivering cutting-edge data visualization solutions that drive informed decision-making and improve outcomes in the healthcare and public health sectors.

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