Healthcare is Advancing with TCI Software Services
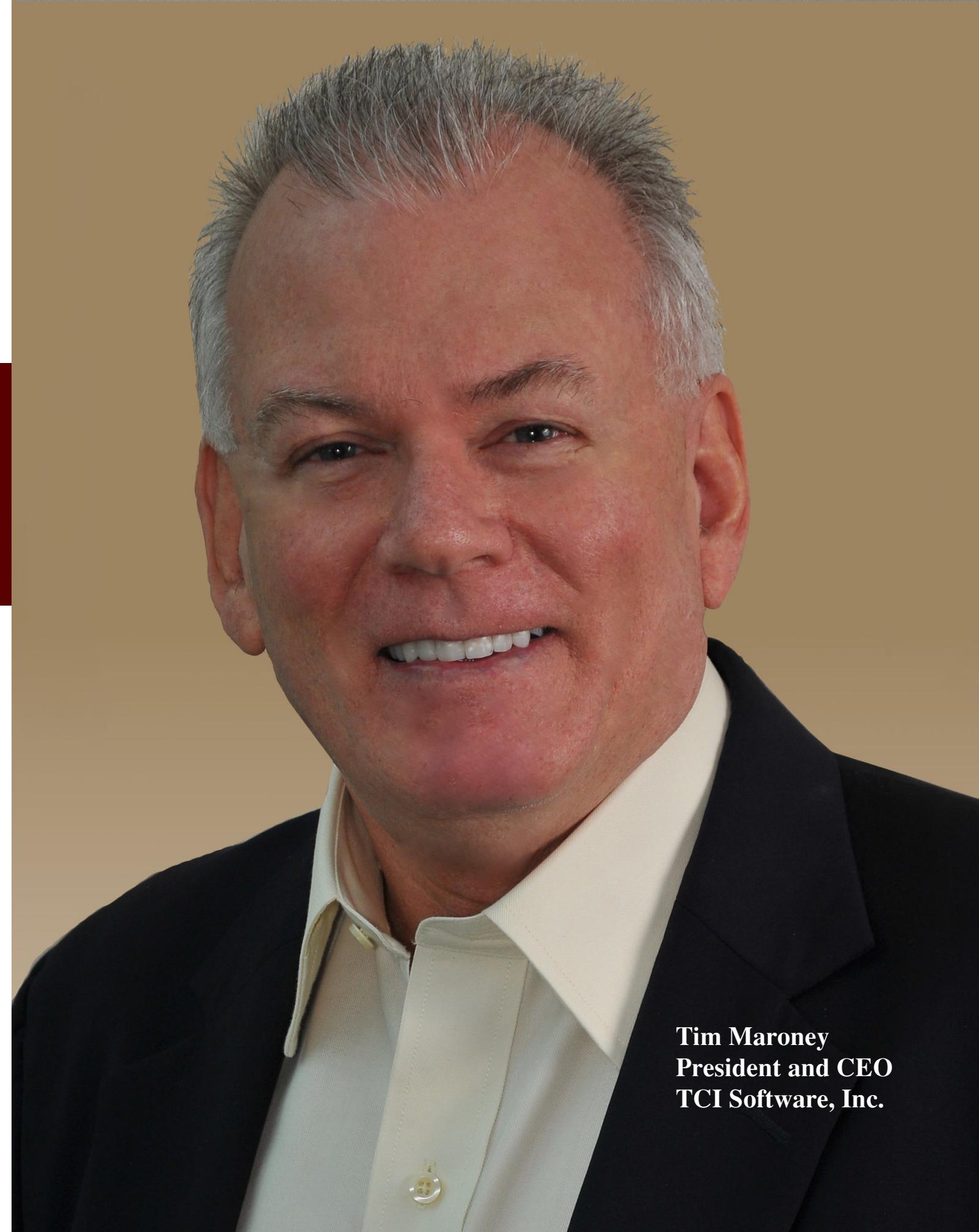
Healthcare is an evolving industry that requires perpetual adaption of new techniques and innovative technology. The leaders of this industry work hard to improve healthcare services for the betterment of people. One such expert of the industry who brought about a transformation is Tim Maroney president and CEO of TCI Software Inc. Tim founded TCI Software, Inc. in 2013. He is a nationally recognized, award-winning marketer with an impressive track record for launching and managing innovative solutions at critical times in the lifecycles of major healthcare and consumer products. Since 2002 he has been at the forefront of healthcare innovations, introducing major brand name pharmaceutical products and medical devices.

Tim's years of experience in the industry give him a prodigious knowledge about the products and services healthcare providers are looking for and need. He invented the Rounds® software platform and built-in ROI Calculator™ which sits at the core of all TCI Software products. Launched in 2018, the software is already deployed in clinics in 15 states.

Tim also played an important role in the planning and launch of Humira, the 'blockbuster' rheumatoid arthritis (RA) drug introduced by Abbott Laboratories in 2003. (Blockbuster is defined as any drug that achieves $1B in sales in its first year on the market). Tim's digital advertising team introduced the first "unbranded" product web site in the pharma industry called ra.com. As a result of this innovative strategy, 180,000 of the 1.2 million RA sufferers in the U.S. "opted in" to receive RA information on ra.com. At an annual treatment cost of $25,000 per patient, these 180,000 prospects represented a $4.5 billion opportunity for Abbott.

Tim also supervised similar digital marketing programs for the introductions for AstraZeneca's Nexium, Shire Pharmaceutical's Fosrenol and Novartis' Focalin XR. He also served as marketing vice president for medical devices company Intercure where he oversaw the rollout RESPeRATE, the first FDA cleared, non-drug treatment for hypertension.

Apart from the healthcare industry Tim also worked with other leading companies like Toyota. He worked alongside legendary Nintendo CEO Minuro Arakawa to set product launch dates and sales records for action

Tim Maroney
President and CEO
TCI Software, Inc.