



# TCI Software, Inc.

## Press Release

FOR IMMEDIATE RELEASE

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### **TCI Software Wins Multiple Service Industry Marketing Honors**

Southern Pines, NC - March 3, 2022 – TCI Software, Inc., a healthcare software company, received four awards in the 19th Annual Service Industry Advertising Awards (SIAA) competition - the only advertising awards that specifically recognize creative achievements in the SaaS product industry.

A national panel of judges reviewed 1,700 entries from 500 companies. The panel announced 151 gold, 97 silver and 54 merit awards. Each entry was judged for execution, creativity, quality, consumer appeal and overall break through advertising content, according to the SIAA press release.

TCI Software received a Gold Award for the redesign of its website in 2021, a silver Award for its corporate brochure, and Merit Awards for its integrated marketing campaign and a 5-minute training video.

“We’re proud to be among the winners in the Service Industry Advertising Awards for a second time and appreciate the judges’ acknowledgement of our messaging creativity in service advertising,” said Bill Kamp, marketing director for TCI Software. TCI Software was also the winner of multiple SIAA awards in 2019.

TCI Software introduced version 3.0 of its Rounds® healthcare software in 2021. The software is used by clinic administrators to capture patient satisfaction and quality of care feedback and includes a built-in ROI calculator that computes the cost savings healthcare providers realize from improved patient outcomes.

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