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**TCS Healthcare Technologies Announces Launch of New Website:  
*Schooner Strategies Assists in the Development of [www.tcshealthcare.com](http://www.tcshealthcare.com)***

**Auburn, CA and Annapolis, MD / PRWeb / October 31, 2014** – TCS Healthcare Technologies (TCS), a leading provider of software and clinical solutions for population health management, is pleased to announce the launch of its redesigned website. The new website, [www.tcshealthcare.com](http://www.tcshealthcare.com), boasts extensive content, including information on the **ACUITY** suite of products, care management solutions offered by TCS as well as an updated news and blog section.

“We’ve found that the most effective websites are those that provide timely information, frequent updates and a simple, efficient user experience,” notes Jeff Frater, RN, BSN, Director of Partner Development at TCS. “We think the redesigned site, along with our expanded social media efforts, will help us connect with our audience in a much more effective way.”

After a comprehensive evaluation and selection process, TCS chose Schooner Strategies, an Annapolis-based consulting firm that specializes in marketing communications, web design and research, to create the new site. “The Schooner web design team was more than willing to work with us on an extremely condensed timeline,” Frater says. “As they focus primarily on the healthcare industry, the Schooner team had an understanding of our target audience and was able to make suggestions based on their years of experience working with companies in the care management arena.”

According to Schooner Strategies President and CEO Garry Carneal, JD, MA, “TCS is recognized as one of the premier healthcare software companies in the United States. As the Schooner team moved through the website redesign process, we wanted to highlight the products and services TCS offers, and also feature the incredible employees that make up the TCS family and the wealth of information they bring

to the client experience.” In recent years, Schooner Strategies has helped about a dozen companies update and redesign their websites to improve their ability to get noticed in the marketplace.

“We have a passion for care management,” says TCS Founder and CEO Rob Pock. “We wanted the redesigned website to highlight the clinical and technical expertise that really differentiates TCS from our competitors. I am excited that our updated website showcases the array of software and IT-based tools that we offer—along with highlighting our consulting capabilities.”

To learn more about TCS and its suite of care management software products and services, please visit [www.tcshealthcare.com](http://www.tcshealthcare.com) or contact Jeff Frater at (530) 314-7073 or [jfrater@tcshealthcare.com](mailto:jfrater@tcshealthcare.com).

To learn more about Schooner Strategies’ suite of marketing communications and web services, please contact Jessica Larkin at (410) 863-7301 or [jlarkin@schoonerstrategies.com](mailto:jlarkin@schoonerstrategies.com).

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### **About TCS Healthcare Technologies**

TCS Healthcare Technologies (TCS) is a leading provider of software and clinical solutions that support and improve care management strategies for health plans, insurers, providers, third party administrators, medical management companies, and others. TCS is recognized as one of the premier healthcare software companies in the United States designing, offering, and hosting a number of products and services. For more information: [www.tcshealthcare.com](http://www.tcshealthcare.com); Twitter @TCSHealthcare.

### **About Schooner Strategies**

Founded in 2007, Schooner Strategies, dba Schooner Healthcare Services, is a national marketing communications, web design and research firm that utilizes the latest technology and engagement trends to position its clients as leaders in their industry or market. Serving as an extension of their staff, Schooner arms companies and organizations with the tools, resources and industry knowledge to maximize their exposure and keep them on course. With a solid track record for generating dynamic business growth for its clients, the Schooner team creates company brands and promotes real growth without the high costs of a public relations firm or a large internal sales force. Schooner works with clients to develop a rich and clear storyline with succinct message points that explain why a company and its products are a best-in-breed solution. Schooner provides the ideas, tactics and resources to conduct original research, gather vital industry-specific data and acquire important market intelligence and trend information. For more information: [www.schoonerstrategies.com](http://www.schoonerstrategies.com); Twitter @SchoonerStrat.