

# PALM BEACH CAPITAL



PALM BEACH, FL

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## Palm Beach Capital Announces Sale Of TMS Health

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Affiliated Computer Services, Inc. (ACS), A Xerox Company, providers of customer care services to the pharmaceutical, biotech and healthcare industries, acquired TMS Health from private equity firm Palm Beach Capital.

Founded in 1992 and located in Boca Raton, Florida, TMS Health ("TMS") is a leading provider of relationship marketing solutions for the pharmaceutical industry. Specifically, TMS provides cost-effective marketing reach for pharmaceutical clients by delivering customized marketing programs that educate and communicate with healthcare professionals and healthcare consumers. The company's programs utilize the telephone as a primary communications vehicle with direct mail, interactive voice response, the Internet and e-mail employed as complementary media, all combined to increase marketing results and customer value for its clients. TMS Health processes inbound calls from consumers who obtain toll-free numbers through pharmaceutical marketing media and also initiates outbound calls on behalf of its pharmaceutical clients to doctors, pharmacists and other healthcare professionals.

Through TMS Health, ACS will improve communication between pharmaceutical companies, physicians, consumers and pharmacists. By providing customer education, product sales and marketing, and clinical trial solutions, ACS builds on the IT and business process outsourcing (BPO) services it already delivers to the healthcare and pharmaceutical industries.

"ACS is helping pharmaceutical companies make every customer interaction count -- in a market that spends up to \$12 billion per year on marketing to its stakeholders," said Connie Harvey, group president, ACS Healthcare Payer and Insurance. "TMS brings strong communication capabilities to the deal. Together, we will save clients money and help them more effectively reach constituents."

"By tapping into new BPO and IT services, and leveraging Xerox's investments in technology, innovation and in document management, we will help clients communicate more frequently and effectively with the stakeholders who depend on up-to-date information to make real-time healthcare decisions," said Guy Amato, CEO, TMS Health.

Amato will remain with ACS, as will the more than 600 TMS Health employees. ACS will add TMS' customers, which include seven of the top 10 pharmaceutical companies, to its list of healthcare clients and maintain all existing offices, with plans to expand in Indianapolis.

## About ACS / Xerox

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Through ACS, which Xerox acquired in February 2010, Xerox offers extensive business process outsourcing and IT outsourcing services, including data processing, HR benefits management, finance support, and customer relationship management services for commercial and government organizations worldwide. The 130,000 people of Xerox serve clients in more than 160 countries.

## About Palm Beach Capital

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Founded in 2001, Palm Beach Capital is a private equity investment firm which specializes in making investments in and building early and middle-stage private companies. With offices in both Palm Beach and Tampa, Florida, the firm focuses on high growth investment opportunities with enterprise values ranging from \$10 million to \$150 million. Since its inception, Palm Beach Capital has made investments in over 20 companies and has approximately \$250 million in total assets under management. For more information, please visit the firm's website at [www.pbcap.com](http://www.pbcap.com).

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