



**FOR IMMEDIATE RELEASE**

**March 11, 2014**

**Certive Solutions Inc. (CSE: CBP) Announces Strategic Relationship Partner**

Scottsdale, Arizona - The Board of Directors of Certive Solutions Inc. (the "Company") is pleased to announce a strategic alliance with Titan Health Care Management Solutions ("Titan Health") of Tucson Arizona. The partnership is comprehensive in scope given Titan Health's deep domain experience and knowledge of the intricacies associated with revenue life cycle management in the U.S. Hospital market. The combination of this expertise and connectivity combined with the Company's workflow software solutions specifically designed for hospital revenue recovery, will be a significant enabler to scaling new business opportunities identified by both partners.

Titan Health specializes in partnering with hospitals to enhance their revenue cycle management success. Titan Health provides a wide range of services, including zero balance audit and recovery, denial management, early out / insurance A/R collections, third party liability collections, and billing and collection support services. Titan Health has developed expertise and unique processes that enhance revenue and assist hospital financial services staff, recovering over US\$10 million annually for its hospital partners. Titan Health has established credibility as a valuable resource to hospitals and works diligently to identify and recover previously unidentified sources of revenue without impacting the hospital's already overburdened administrative staff. With over 40 employees engaged in the revenue cycle process at Titan Health's Arizona offices, and over 25 hospitals currently under contract, Titan Health is a valuable resource to its hospital partners. Titan Health was proud to celebrate its 12<sup>th</sup> year of operations in February.

The alliance is significant for both companies insofar as revenue lifecycle recovery is becoming an ever more critical survival strategy for U.S. hospitals. Outsourcing to responsible and trusted third parties is the most viable option for hospitals seeking to generate additional cash flow with no inherent costs other than those associated with collection. Demonstration of scaling capability is the key to securing significant market share. Certive's workflow solutions provide all of the necessary tools to facilitate the scaling process.

Thomas Hoehner, CEO of Titan Health commented that "the partnership with Certive will significantly enhance our internal capacities and efficiencies with the result that our collection and audit timeframes will be reduced, our recovery rates will increase, and our ability to service a very large population of national hospital systems will be immediately effective. The increased scalability and performance efficiency will set the foundation for an aggressive stage of growth in the immediate future. We at Titan Health look forward to a long and prosperous affiliation with Certive."

Van Potter, CEO of the Company noted that "for our Company, Titan delivers access to our target markets, an existing base of customers from which we can both leverage additional revenues, and a deep rich understanding of the highly complex and ever changing U.S. hospital marketplace. We are very optimistic of the potential in this alliance."

**ON BEHALF OF THE BOARD OF DIRECTORS OF CERTIVE SOLUTIONS INC.**

Van Potter, President, CEO, Director

**About Certive Solutions Inc.**

Certive Solutions Inc. (Scottsdale, Arizona) provides cloud revenue cycle management solutions to U.S. hospitals, delivered collaboratively, utilizing proprietary workflow document management and analytics technologies tailored to healthcare business processes. Certive is currently focused on the denied claim segment of revenue cycle management. Certive's solutions enhance the efficiency and effectiveness of denied claims recovery in a revenue sharing relationship that improves hospital net operating results.

For more information please contact Brian Cameron, Chief Financial Officer of Certive Solutions Inc. at 480-922-5327 or by e-mail at [bcameron@certive.com](mailto:bcameron@certive.com).

*The forward-looking information contained in this press release is made as of the date of this press release and except as required by applicable law, the company does not undertake any obligation to update publicly or to revise any of the included forward-looking information, whether as a result of new information, future events or otherwise. By its very nature, such forward-looking information requires the company to make assumptions that may not materialize or that may not be accurate. This forward-looking information is subject to known and unknown risks and uncertainties and other factors, which may cause actual results, levels of activity and achievements to differ materially from those expressed or implied by such information. Neither the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.*