



FOR IMMEDIATE RELEASE

January 21, 2016

Certive Solutions Inc. Introduces Day One Billing and Lost Charge Recovery To The State of Texas

Scottsdale, Arizona – (CSE:CBP, OTCQB:CTVEF) – Certive Solutions Inc. (“Certive” or the “Company”) introduces Day One Billing and Lost Charge Recovery to the State of Texas.

Day One Billing is an exciting new category within the suite of Certive business offerings, wherein the hospital outsources large volumes of low dollar accounts receivable to the Company in order to ensure that the accounts remain current and that maximum cash is collected on the accounts. Upfront editing ensures expedited delivery of hospital bills to the payer. In this manner, hospitals do not have to address staffing shortages or billing backlogs. Collection follow up results in faster billing to secondary and self-pay accounts and eliminates inefficiencies in the transfer of accounts between multiple vendors.

An important outcome for **Day One Billing** is increased patient satisfaction. Furthermore, it is much easier for a hospital facility to manage the performance of one vendor.

Increased cash flow, reduced aging of account receivable and improved efficiencies provide a solid business case for **Day One Billing**. Certive intends to launch Day One Billing in Texas in January 2016 with a selected group of hospitals.

Lost Charge Recovery will also be introduced into the Texas market in January 2016. **Lost Charge Recovery** is a highly scalable process that utilizes our proprietary software to compare the medical record to the detailed bill, thus identifying procedures or products utilized in a procedure that were otherwise not billed. Hospital formatted claims are analyzed against the medical records, to identify these missing charges or procedures. In addition, the process compares reimbursement to payer contractual obligations to assess compliance. The Company has the capacity to expand the category significantly and the necessary contacts in Texas to rapidly introduce the offering commencing in late January 2016.

Van Potter, CEO of Certive stated that “the introduction of these new categories of service offerings will provide the basis for a significantly accelerated presence in the Texas market. Given our strong associations in Texas, we believe that the opportunities there are very near term and will greatly assist our customers in Texas to achieve increased profitability.”

For more information, please visit our website at www.certive.com, or contact Certive directly at 480-922-5327.

Brian Cameron
Chief Financial Officer
bcameron@certive.com

Cautionary Statements

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. In particular, the forward-looking information in this press release includes information regarding satisfaction of conditions precedent and the completion of the acquisitions and Certive's proposed changes after the acquisitions to its business. Actual results may vary from the forward-looking information in this press release. Material risk factors that could cause actual results to differ materially from the forward-looking information include failure to receive required approvals to the acquisitions or, if approval is obtained, the directors of Certive or the acquired businesses electing not to proceed with the acquisitions; and the Company not realizing its business objectives after the acquisitions. The material factors or assumptions that were used to develop the forward-looking information in this press release include the parties being able to satisfy the conditions precedent to the acquisitions and the acquired businesses achieving their business objectives. The Company's views regarding possible events, conditions or financial performance may change. Currently, the Company does not have a written policy for updating forward-looking information and management refers to Part 4A and Part 4B of National Instrument 51-102 for guidance on disclosing forward-looking information. As required by applicable securities legislation, as a reporting issuer, it is the Company's policy to update forward-looking information in its period management discussions and analyses, as required from time to time. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

About Certive Solutions Inc.

Certive Solutions Inc. (Scottsdale, Arizona) provides revenue cycle management solutions to the U.S. healthcare market. Certive's claim audit and recovery services, billing services, and software solutions help providers work with payers to efficiently manage the reimbursement process and improve financial performance. Certive's proprietary workflow and analytics audits, identifies, bills, and collects underpayments in accordance with contractual obligations between the public or commercial insurance carrier and the designated provider. The healthcare market is changing. Certive works with clients to provide efficient and effective solutions aligned with reform initiatives to improve healthcare and reduce costs.