



FOR IMMEDIATE RELEASE

July 28, 2016

## **Certive Solutions Inc. Announces Michael Groeger Joins as Vice President of Sales**

**Scottsdale Arizona** - Certive Solutions Inc. (OTCQB: CTVEF CSE: CBP) - ("Certive" or the "Company"), is pleased to announce that effective July 18, 2016, Michael Groeger joined the Company as Vice President of Sales. Mr. Groeger will be responsible for the development and implementation of all Certive's sales activities including establishing a results driven sales culture directed towards new and existing client facing relationships and C-suite executives in hospitals.

It is management's belief that the time is right to make this investment and bring in to the Company a seasoned healthcare sales executive to drive growth.

With over 30 years of healthcare distribution experience, Mr. Groeger comes to Certive from United Healthcare having spent the last eight years as the National Director of Private Equity Distribution of Commercial Products. His role at United Healthcare was designed to leverage private equity ownership into the healthcare purchasing process of their portfolio companies. Mr. Groeger designed and built innovative healthcare purchasing models, established a coordinated account management infrastructure, and acted as sales and relationship lead for all of United Healthcare private equity relationships. Mr. Groeger graduated from The University of Wisconsin.

Van Potter, CEO, and Brian Cameron, CFO, welcome Mike to the team and recognize the significant skills and capabilities he brings to Certive.

**For more information, please visit our website at [www.certive.com](http://www.certive.com), or contact Certive directly at 480-922-5327.**

Brian Cameron  
Chief Financial Officer  
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### **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 highly skilled and experienced management team, combined with proprietary workflow and analytics, audit and identify, and bill and collect, 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.

## FORWARD-LOOKING AND OTHER STATEMENTS

This press release contains forward-looking statements. These statements relate to future events or future performance and reflect our expectations and assumptions regarding our growth, results of operations, performance and business prospects and opportunities. Such forward-looking statements reflect our current beliefs and are based on information currently available to us. In some cases, forward-looking statements can be identified by terminology such as “may”, “would”, “could”, “will”, “should”, “expect”, “plan”, “intend”, “anticipate”, “believe”, “estimate”, “predict”, “potential”, “continue” or the negative of these terms or other similar expressions concerning matters that are not historical facts.

A number of factors could cause actual events, performance or results, including those in respect of the foregoing items, to differ materially from the events, performance and results discussed in the forward looking statements.

Factors that could cause actual events, performance or results to differ materially from those set forth in the forward-looking statements include, but are not limited to:

- the effect of continuing operating losses on our ability to obtain, on satisfactory terms, or at all, the capital required to remain a going concern;
- the ability to obtain sufficient and suitable financing to support operations, development and commercialization of our services;
- the risks associated with the development of our technology;
- the risks associated with the increase in operating costs from additional development costs and increased staff;
- the timing and nature of feedback from customers; and
- our ability to successfully compete in our targeted markets.

Although the forward-looking statements contained in this press release are based on what we consider to be reasonable assumptions based on information currently available to us, there can be no assurance that actual events, performance or results will be consistent with these forward-looking statements, and our assumptions may prove to be incorrect. These forward-looking statements are made as of the date of this press release. Forward-looking statements made in this press release are made as of the date of the original document and have not been updated by us except as expressly provided for in this press release. As required by securities legislation applicable to reporting issuers, it is our policy to update, from time to time, forward-looking information in our periodic management discussions and analyses and provide updates on our activities to the public through the filing and dissemination of news releases and material change reports.