



FOR IMMEDIATE RELEASE

MARCH 26, 2018

## **Certive Solutions Inc. Announces Association with Precision Health Systems and Technology LLC and Hires Timothy Tolchin as Chief Growth Officer**

**Scottsdale, Arizona and Vancouver British Columbia** - Certive Solutions Inc. (OTCQB:CTVEF CSE:CBP) through its wholly-owned subsidiary, Certive Health Inc., (formerly Certive Technologies Arizona Inc.) (collectively, "Certive" or the "Company"), announces that the Company has entered into an association with Precision Health Technology Solutions, LLC (PHTS) to expand the Company's provider offerings. As part of this engagement, the Company announces PHTS' Founder and President, Timothy Tolchin will become the Company's Chief Growth Officer. Mr. Tolchin is an industry veteran and is highly regarded within the Healthcare industry. Mr. Tolchin has assisted hospitals, physicians and other healthcare providers understand, identify and recover unauthorized discounts taken by payers. Mr. Tolchin has also worked extensively with the American Hospital Association and American Medical Association legal departments and their outside counsels to help member hospitals and physicians better understand these practices and legal measures to protect their financial interests.

PHTS offers clinical documentation improvement services assisting hospitals improve documentation of patient medical records and avoid insurance claim denials.

Mr. Tolchin's experience in revenue cycle at other notable industry players, has led to new offerings for the Company, including managed care contractual underpayment auditing and recovery, Silent PPO audit and recovery, and revenue cycle assessments, coding assessments and performance improvement consulting. The new service offerings have attracted interest from large and small hospitals throughout the country especially when combined with Certive's Omega Technology Solutions Lost Charge Recovery solution. Mr. Tolchin believes that hospitals continue to struggle with challenges from a lack of interoperability among the many new technology applications they have implemented.

Van Potter, President and CEO of Certive Health commented that "Mr. Tolchin has a diversified background in all aspects of revenue cycle and revenue integrity. Successful navigation of our industry demands respected long-term relationships. Mr. Tolchin's career in U.S. Healthcare has endowed him with the type of relationships that have and will continue to be very important as Certive Health matures in the coming months and years."

Certive has distinct advantages in that it entered this space by acquiring IP and superior operations built and operated over a 20-year period. Through continuous improvement programs and investment in machine learning, analytics, natural language processing and business processes, the Company possesses both the capabilities and capacity for larger customers. In particular, identification and correction of claim errors on a real-time basis, is a significant competitive advantage over other providers in this category, given the impact of reduced accounts receivable collections cycles from two to seven days depending upon the

nature of the claim being processed. For our customers, this will translate into greater internal rates of return on cash.

The Company rebranded its Arizona subsidiary as Certive Health Inc. to clarify for customers and investors its focus on this market. For more information, please visit our website at [www.certive.com](http://www.certive.com), or contact Certive directly at 480-922-5327.

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### **About Certive Solutions Inc.**

Certive Solutions Inc. (Scottsdale, Arizona) provides revenue cycle management solutions to the U.S. healthcare market through its wholly owned U.S. operating subsidiary, Certive Health Inc. (Certive Health). Certive Health'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 Health'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 Health 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, financial performance, results of operations, business development activities 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 the Company's ability to obtain, on satisfactory terms, or at all, the capital required to remain a going concern;
- the ability of the Company to attract new customers and to realize its business objectives;
- the ability of the Company to retain its customers and to maintain existing contractual obligations, and to realize revenues from existing contracts;
- the ability of the Company to reduce costs and improve scalability of its operations;
- 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 ability of the Company to execute appropriate strategic growth initiatives including acquisitions;
- 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.