



FOR IMMEDIATE RELEASE

January 16, 2020

Certive Announces Preferred Partner

Scottsdale Arizona, and Vancouver British Columbia - Certive Solutions Inc. (OTCQB:CTVEF CSE:CBP) ("Certive" or the "Company"), is pleased to announce the following:

Partnership - Certive's Omega Division (Omega) has recently executed a contract to become a sole provider of Lost Charge Recovery services for a nationally recognized vendor of comprehensive revenue cycle solutions to hospitals and health systems. Omega's new partner has more than 30 years of health revenue cycle experience and clients in all 50 states. Lost Charge Recovery services provided by Omega add to the partner's portfolio of current service offerings by capturing and recovering charges that were not included in the original bill to the health insurance payers. Through this review, Omega also identifies root causes for corrective action and provides continuous process improvement to the hospitals.

Certive believes this relationship will significantly expand its market footprint and provide strong growth opportunity through offerings to the partner's current 150 hospital and health system client base. These clients range from large teaching hospitals and urban medical centers to rural critical access hospitals. This partner's existing sales team will collaborate with Omega to aggressively introduce this additional service offering to its current clients and the broader healthcare marketplace.

Additional Debt Conversion - Certive also announces additional debt conversions by lenders, including by one of the Company's officers & directors, who have elected to convert a total of US\$254,938 of the Company's convertible promissory notes into 4,616,005 Common Shares of the Company at prices of US\$0.05 and US\$0.06/share.

For more information regarding this announcement, please visit our website at <https://certivehealth.com/> or contact Certive directly at (480) 922-5327.

Scott Thomas
Investor Relations, Certive Solutions Inc.
sthomas@certive.com

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, identify, 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 STATEMENTS

Statements contained in this report that are not statements of historical fact are intended to be and are hereby identified as “forward-looking statements” for purposes of the safe harbor provided by the Reform Act. Generally, forward-looking statements include expressed expectations of future events and the assumptions on which the expressed expectations are based. All forward-looking statements are inherently uncertain as they are based on various expectations and assumptions concerning future events and they are subject to numerous known and unknown risks and uncertainties which could cause actual events or results to differ materially from those projected. Due to those uncertainties and risks, the investment community is urged not to place undue reliance on written or oral forward-looking statements of Certive Solutions Inc. The Company undertakes no obligation to update or revise this Safe Harbor Compliance Statement for Forward-Looking Statements (the “Safe Harbor Statement”) to reflect future developments. In addition, Certive undertakes no obligation to update or revise forward-looking statements to reflect changed assumptions, the occurrence of unanticipated events or changes to future operating results over time.