

Connectyx announces a retail sales agreement with Kroger Stores.

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Drives hold health records - Sales start at Kroger soon

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A flash drive that will store all of a patient's personal health records, from allergies to insurance to past surgeries, will go on sale at 103 Kroger stores in Greater Cincinnati and Northern Kentucky next week.

Called MedFlash, the product will cost \$29.95 and is about an inch long, small enough to be carried on a key chain or around a patient's neck. The records can be downloaded through any computer.

It will be on the pharmacy counter in Kroger stores and is the first electronic personal health record device the Cincinnati-based supermarket operator will sell, spokeswoman Rachael Betzler said.

"This is the direction the medical community is going, to take everything electronic," she said. "It makes it really easy for the customer."

With only a small minority of doctors' offices converted to digitized medical records, giving every patient a portable personal record that they own is the next frontier. Fewer than 5 million Americans have such a record now, and technology companies are rushing in to fill the void.

Google, for example, said in February it would test a system with the Cleveland Clinic that would establish a secure Google profile of a patient's medical history.

MedFlash, sold by a Florida company called Connectyx Technologies Inc., was introduced in January and is available in about 750 stores nationwide, said Al Forcella, chief operating officer.

He said it combines the flash drive with a Web portal that a patient can access even without the drive. He said while there is little doubt that personal health records will take hold among most Americans, the market is still developing.

"We're happy to be at the forefront of this surge," Forcella said.

Connectyx Technologies Corp is a publically held company that provides business and consumer intelligent software, which provides technical excellence, innovation, and performance.



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SOURCE: Connectyx Technologies Holdings Corp.