

## **Connectyx Technologies and 1-800-DOCTORS Team Up to Launch MedFlash® in the Physician and Pharmaceutical Industry**

STUART, FL--(Marketwire - 05/23/11) - Connectyx Technologies Holdings Group, Inc. (Pinksheets:[CTYX](#)) ("Connectyx"), [www.connectyx.com](http://www.connectyx.com), manufacturer and distributor of the MedFlash®, the nation's premier Personal Health and Wellness Management System (ePHM) for maintaining personal health records (PHR), announced today it has partnered with 1-800-DOCTORS to provide the most widely accepted commercial PHR to the physician community and the pharmaceutical industry. 1-800-DOCTORS is a free and confidential concierge service helping callers find the right physician. The service utilizes highly trained call counselors to find the right "match" with the caller's needs and insurances, and can even make the appointment at a mutually convenient time.

In addition to offering these concierge services, 1-800-DOCTORS will add the MedFlash product(s) to its suite of services to the healthcare industry, including representing MedFlash to their physician customers and the pharmaceutical industry.

This marketing partnership will have 1-800-DOCTORS introducing the MedFlash Personal Health and Wellness Manager (PHM) its clients, including physicians, patients and pharmaceutical companies. Connectyx will market the 1-800-DOCTORS service to our general membership as an additional healthcare member benefit to MedFlash subscribers.

Myron Holubiak, President of 1-800-DOCTORS and a former President of Roche Laboratories, Inc., said, "We are very pleased to represent the MedFlash PHM system to the physician and pharmaceutical industry. We believe that we can make a very important contribution to the adoption of PHRs and, more specifically, helping patients become more involved in the management of their personal medical conditions. The MedFlash PHM system is well suited to support the disease management of conditions such as diabetes, hypertension, and GI disease, among many others. From our perspective, the provision of a PHM that aids in chronic disease management through patient education and maintaining a history of medical interactions fits well within the PhRMA Code on Interactions with Healthcare Professionals, and is a step forward in developing an electronic record that is useful and motivational to the consumer."

Ronn Schuman, CEO of Connectyx, said, "Having 1-800-DOCTORS' service added to our membership program and their continued support on the marketing side helps to validate our vision of positioning the MedFlash PHM as a major service in this new unfolding market. Working with 1-800-DOCTORS is another example of an exciting new marketing opportunity in the healthcare industry, which will enable us to reach more consumers."

Corporate e-Mail Database

To be added to the corporate e-mail database for corporate press releases and industry updates, investors and shareholders are requested to send an e-mail to [investorrelations@connectyx.com](mailto:investorrelations@connectyx.com)

## **MedFlash® Features and Benefits**

The MedFlash® PHM Portal features a 24/7/365 call center, a USB flash drive and a smart phone application. The MedFlash® PHM provides additional member benefits and services including instant access to a subscriber's Emergency Medical Profile and Personal Health Record in the event of an accident or a medical emergency. First Responders such as police, emergency medical technicians (EMT's) and firefighters have access to time critical information for victims who may be comatose or unable to communicate pertinent medical history information. The MedFlash® PHM can be accessed on any computer, whether in an ambulance or an emergency room, securely and with complete privacy. Lifestyle and wellness features are delivered to members that have the potential to result in significant health benefits to members following the healthcare advice. With the increasing focus on cutting costs and risk mitigation by both employers and insurers, the MedFlash offers a low cost addition to the various initiatives necessary for maintaining and reducing costs of current healthcare delivery systems. For more information, see [www.medflash.com](http://www.medflash.com).

## **About Connectyx**

Connectyx provides unique products for the healthcare market including MedFlash®, the electronic Personal Health Manager (ePHM). Compatible with Google Health and Microsoft's Health Vault, the MedFlash® ePHM is an easy-to-use Personal Health and Lifestyle Manager that is accessible using a powerful web portal suite. The MedFlash® ePHM portal also features a 24/7/365 call center, a USB flash drive and a smart phone application.

The MedFlash® ePHM provides member benefits including instant access to your Emergency Medical Profile and Personal Health Record in the event of an accident or a medical emergency. Whether traveling, at work, or at home, First Responders have an invaluable advantage when they have access to this time critical information. Far more than just an emergency flash drive the MedFlash® PHM can be accessed on any computer, securely and with complete privacy. There are also lifestyle and wellness features that provide significant health benefits to members and risk mitigation for employers and insurers alike. Connectyx products are developed with the needs of patients, families, doctors and First Responders in mind. For more information, please visit our websites at: [www.connectyx.com](http://www.connectyx.com) and [www.medflash.com](http://www.medflash.com)

About 1-800-DOCTORS ([www.1800doctors.com](http://www.1800doctors.com))

1-800-DOCTORS is a healthcare technology company that provides communications management tools to connect health systems, physicians, consumers and other healthcare organizations. The company owns the most recalled number in healthcare that has become a household brand. 1-800-DOCTORS provides a free and confidential concierge service which helps callers find the right physician for their needs and preferences. All physicians working with 1-800-DOCTORS have been credentialed by top health systems, and are highly qualified practitioners possessing the experience and training necessary to provide top quality medical treatment.

**Safe Harbor Act:** This communication includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involves risks and uncertainties including, but

not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic business conditions, and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this communication.

## **Contact:**

Connectyx Technologies Holdings Group, Inc.  
Investor Relations  
772-600-2581  
[investorrelations@connectyx.com](mailto:investorrelations@connectyx.com)