

# **Connectyx Technologies Announces Immediate Access to Patient Health Records Through Blue Button®**

## **Blue Button Functionality Now Offered by MedFlash®**

STUART, FL--(Marketwire -10/11/11)- Connectyx Technologies Holdings Group, Inc. (OTCB: CTYX) ("Connectyx"), [www.connectyx.com](http://www.connectyx.com), manufacturer and distributor of the MedFlash®, a Personal Health and Wellness Management System (ePHM) designed for maintaining personal health records (PHR), announced today that the company has been approved by the Veterans administration to utilize the VA's enhanced Blue Button® initiative for downloading personal medical records. The MedFlash utility in conjunction with this rapidly expanding "Blue Button" utility will enable MedFlash subscribers who access their personal medical records through MedFlash to have more options which will make it possible for them to download, print, and share their information as part of their MedFlash membership. The downloadable data can be in a text file or as an enhanced PDF, which then can be shared as part of their MedFlash Personal Health Profile with first responders or health care professionals through the MedFlash "Blue Button®" link. Self-entered data elements currently available for download include:

- Allergies and Adverse Reactions (pharmaceutical allergies and physical allergies)
- Demographic Information
- Emergency Contact Information
- Family Health History (Self and Relatives)
- Health Care Providers
- Health Data (i.e. blood sugar, blood pressure, weight, etc.)
- Health Insurance
- Immunizations
- Medical Conditions and Personal Medical History
- Medications, Herbals, and Supplements
- Lab and Test Results
- Treatment Facilities
- Vitals and Readings

In August 2010, the President of the United States announced the Blue Button initiative which would offer patients one-click access to all of their personal healthcare data. The Department of Veterans Affairs (DVA) developed the program with the Centers for Medicare and Medicaid Services (CMS) and the Department of Defense (DOD) and the Markle Foundation's Consumer Engagement Workgroup. Recently, the Office of the National Coordinator for Health Information Technology conducted a conference announcing to health information technology vendors that they should "set data free" or, enabling patients to have secure and easy access to their personal health information through Blue Button.

Ronn Schuman, CEO of Connectyx Technologies, said, "By enabling MedFlash® subscribers to update, maintain and share their personal medical records through a user-friendly interface like the Blue Button®, patients can become empowered to become more proactive and engaged in

their own healthcare. This easier access enables consumers to accumulate personal electronic health information from multiple providers. The easier it is to understand how to maintain and access their own healthcare data, the more likely consumers will adopt the use of MedFlash®."

### **Availability of CTYX/MedFlash PowerPoint Presentation**

A PowerPoint Presentation is available to all interested investors and shareholders by sending an e-mail to [investorrelations@connectyx.com](mailto:investorrelations@connectyx.com)

### **About Connectyx**

Connectyx Technologies provides unique products for the healthcare market including MedFlash®, the electronic Personal Health Manager (ePHM). Compatible with Microsoft's Health Vault, the MedFlash® PHM is an easy to use Personal Health and Lifestyle Manager that is accessible using a powerful web portal suite. The MedFlash® PHM also features a 24/7/365 call center, a USB flash drive and our smartphone applications with Scan code capability. The MedFlash® PHM 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), [www.phrtoday.com](http://www.phrtoday.com) and [www.medflash.com](http://www.medflash.com)

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