

## **University of Florida & Connectyx Form Research Project**

PALM CITY, FL -- /PRNewswire-FirstCall/ February 15, 2010 -- Connectyx Technologies Holdings Group Inc. (Pink Sheets: CTYX.PK) is pleased to announce that it is sponsoring a research project with the University of Florida. The purpose of this research is to document the effectiveness of using an electronic Personal Health Record (ePHR) in a medically underserved population. Dr. Jim Taylor, PharmD., a clinical associate professor in the College of Pharmacy, is the principal investigator for UF. The project may further the instructional and research objectives of UF. Both Connectyx and the university may derive benefits through inventions, improvements and/or discoveries.

“We believe that the research will document a measurable improvement in a patient's compliance, overall health and clinical outcomes in multiple aspects of health care. From the patients' understanding of physicians' instructions to improved continuity of care between interacting physicians, there should be clear benefits for those patients equipped with MedFlash®,” said Ronn Schuman, CEO of Connectyx.

“We are looking forward to working with Connectyx and offering MedFlash to our patients. We are assessing whether the services will improve medication compliance and continuity of care for our patients and are excited about this opportunity. We are always looking for unique ways to help improve patient care,” Taylor said.

### **About the Research Project:**

MedFlash® electronic Personal Health Record (ePHR) devices will be given to select patients at the UF

Shands Eastside Community Practice. The patient's personal health information will be initially entered and periodically updated by practice staff members. Patients are also able to update the stored information provided they have access to a computer and Internet access. The MedFlash devices will only be given to patients who consent to participate in this IRB-approved project and who consent (prior to data transfer) to have their personal health records stored on the Connectyx Web site and the USB device. Patients will be encouraged to utilize the electronic personal health records as they visit other health-care facilities in an effort to improve continuity of care. The principal investigators will track outcome markers such as medication compliance, patient satisfaction and use of the personal health records.

### **About the University of Florida:**

The University of Florida is one of the nation's largest public universities. A member of the Association of American Universities, UF receives more than \$550 million annually in sponsored research funding. Through its research and other activities, UF contributes more than \$6 billion a year to Florida's economy and is responsible for generating more than 77,000 jobs statewide. [www.ufl.edu](http://www.ufl.edu). University of Florida Research; Working for Florida.

## **About Connectyx Technologies Holdings Group Inc.**

Connectyx provides unique products for the healthcare market including, MedFlash, the electronic Personal Health Manager (PHM). Compatible with Google Health and 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 (soon to be released) smart phone applications. 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.

MedFlash members have the ability to arrive at their Doctors offices with their paperwork pre-printed and ready to go. Prescriptions, Insurance information and advance directives are available at a moment's notice through the MedFlash PHM for the physician's reference. Those are just a few of the time saving and risk mitigation features the MedFlash PHM provides. 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)

### **Safe Harbor Act:**

This release 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.

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