

Edgar Filing: MEDIX RESOURCES INC - Form 8-K

MEDIX RESOURCES INC  
Form 8-K  
June 04, 2002

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934**

Date of Report: May 30, 2002

**Medix Resources, Inc.**

(Exact name of registrant as specified in its charter)

<b>Colorado</b> (State or other jurisdiction of incorporation)	<b>0-24768</b> (Commission File Number)	<b>84-1123311</b> (IRS Employer Identification No.)
420 Lexington Avenue, Suite 1830 , New York, NY (Address of principal executive offices)		10170 (Zip Code)

Registrant's telephone number, including area code: (212) 697-2509

Item 5. Other Events. Press release dated May 30, 2002, announcing Medix launches Georgia market initiatives.

Exhibits

99.1 Copy of Press Release

SIGNATURES

*Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.*

MEDIX RESOURCES, INC.

Date: May 30, 2002

By: /s/ Patricia A. Minicucci  
Executive Vice President

Exhibit 99.1

**Medix.resources, inc.**  
*Connecting the world of healthcare*

News Release

CONTACT:

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### **MEDIX LAUNCHES GEORGIA MARKET INITIATIVES**

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NEW YORK, May 30, 2002 - Medix Resources, Inc. (AMEX: MXR) today announced the formal launch of market activities in the state of Georgia. The Georgia launch marks the inaugural regional market for Medix. Under the leadership of Southeast Market CEO Brian Ellacott, Medix has initiated core market development activities including physician deployment and local health plan and PBM account management. In addition, the regional operation will have responsibility for local new account sales to secure locally based health plan, PBM and lab sponsor agreements. Concurrent with the initiative is a targeted communications campaign to key Georgia physician practices that includes direct mail marketing, in-person presentations and phone solicitation.

John R. Prufeta, President and CEO of Medix commented, "This inaugural market initiative in Georgia marks a significant point in the history of our organization. Medix has assembled a core set of technologies that has gained the acceptance of key PBM's and health plans, the sum which provided our Georgia market team with a strong platform for growth. Our objective is clear - we will organize our corporate and regional resources to aggressively deploy Cymedix(R) technologies to enable participating physicians to reduce costly medical errors, as well as simplify the administration of healthcare".

"Medix believes that success in the healthcare connectivity field is established by providing technologies that encourage both initial physician office adoption and provides a sufficient return that ensures the technology is used over the long-term. We have established a dedicated regional operation in Georgia that fosters a locally concentrated, relentless focus on physician adoption, sponsor account growth and new sponsor sales", said Patricia Minicucci, Medix Corporate Executive Vice President of Operations.

Brian Ellacott, Southeast Market CEO added, "My immediate goal is to fully leverage and expand upon the early investment Medix has made in reaching out to the key participants in the Georgia healthcare community. I look forward to leading the charge to build our physician and sponsor relationships in the Georgia marketplace".

#### **About Medix Resources, Inc.**

Medix Resources, Inc., through its wholly owned subsidiary Cymedix Lynx Corporation, is the developer and provider of the Cymedix(R)suite of fully secure, Internet based transaction software products, that enable communication of high value added healthcare information among physician offices, hospitals, health management organizations and health insurance companies. Additional information about Medix Resources and its products and services can be found by visiting its Web sites, [WWW.MEDIXRESOURCES.COM](http://WWW.MEDIXRESOURCES.COM) and [WWW.CYMEDIX.COM](http://WWW.CYMEDIX.COM), or by calling (800) 326-8773.

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*Information in this press release contains forward-looking statements that involve risks and uncertainties that might adversely affect Medix's operating results in the future to a material degree. Such risks and uncertainties include, without limitation, the ability of Medix to raise capital to finance the development of its software products, the effectiveness and the marketability of those products, the ability of the Company to protect its proprietary information, and the establishment of an efficient corporate operating structure as the Company grows. These and other risks and uncertainties are presented in detail in the Company's Form 10-K for 2001, which*

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*was filed with the Securities and Exchange Commission on March 30, 2002 and the Company's 10Q for the First Quarter of 2002, which was filed with the Securities and Exchange Commission on May 15, 2002. This information is available from the SEC or the Company.*