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Assure Appoints Brian McDonald as Vice President of Business Operations

DENVER, Feb. 17, 2022 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the “**Company**” or “**Assure**”) (NASDAQ: IONM), a provider of intraoperative neuromonitoring services (“**IONM**”), announced that Brian McDonald was appointed vice president of business operations.

As Assure’s vice president of business operations, Mr. McDonald will be responsible for the development and execution of corporate strategy initiatives to drive growth and improve business performance. He will work closely with the executive leadership team to identify, analyze and resolve business challenges and capitalize on new growth opportunities, including mergers and acquisitions. In addition, Mr. McDonald will lead efforts to cohesively scale Assure’s finance, operations and sales cross functionally.

“This is a critically important role in our company. Brian’s track record of defining and executing strategies based on deep financial and operational analyses has resulted in significantly increasing revenue and profitability in previous roles,” said John A. Farlinger, Assure’s executive chairman and CEO. “We believe his commitment to executing with excellence will efficiently advance our operational delivery initiatives and enable us to capitalize on our accelerating new growth opportunities.”

On his appointment, Mr. McDonald commented, “It’s gratifying to be a part of a forward-thinking, agile organization during this time of rapid growth amidst the backdrop of unprecedented change in the healthcare industry. I’m excited about the opportunity we have to accelerate expansion into adjacent remote neurology markets and further differentiate Assure as a leader in the IONM industry. In addition, our ongoing digital transformation offers numerous opportunities to enhance and improve Assure’s revenue cycle management function.”

Mr. McDonald’s background includes growth strategy development and execution, M&A, accounting and financial management, risk management, and performance measurement. Prior to joining Assure, Mr. McDonald’s experience included serving as chief financial officer and treasurer at Health Fidelity, where he also played a key role in the successful sale of the business to Edifecs. In addition, Mr. McDonald was executive vice president and chief operating officer at Health Language prior to and following its acquisition by Wolters Kluwer Health and chief financial officer at Cyber Solutions. Mr. McDonald graduated from the University of Wyoming with a degree in accounting and is a certified public accountant.

About Assure Holdings

Assure Holdings Corp. is a Colorado-based company that works with neurosurgeons and orthopedic spine surgeons to provide a turnkey suite of services that support intraoperative neuromonitoring activities during invasive surgeries. Assure employs its own staff of

technologists and uses its own state-of-the-art monitoring equipment, handles 100% of intraoperative neuromonitoring scheduling and setup, and bills for all technical services provided. Assure Neuromonitoring is recognized as providing the highest level of patient care in the industry and has earned the Joint Commission's Gold Seal of Approval®. For more information, visit the company's website at www.assureneuromonitoring.com.

Forward-Looking Statements

This news release may contain "forward-looking statements" within the meaning of applicable securities laws, including, but not limited to comments with respect to: expectations with respect to the Company's growth and development. Forward-looking statements may generally be identified by the use of the words "anticipates," "expects," "intends," "plans," "should," "could," "would," "may," "will," "believes," "estimates," "potential," "target," or "continue" and variations or similar expressions. These statements are based upon the current expectations and beliefs of management and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include, but are not limited to: the uncertainty surrounding the spread of COVID-19 and the impact it will have on the Company's operations and business, its remote neurology business, and economic activity in general; and risks and uncertainties discussed in our most recent annual and quarterly reports filed with the United States Securities and Exchange Commission, including our annual report on Form 10-K filed on March 30, 2021, and available on the Company's EDGAR profile at www.sec.gov, which risks and uncertainties are incorporated herein by reference. Except as required by law, Assure does not intend, and undertakes no obligation, to update any forward-looking statements to reflect, in particular, new information or future events.

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