

January 7, 2019



# Assure Holdings Appoints Paul Webster as Vice President of Strategy

DENVER, Jan. 07, 2019 (GLOBE NEWSWIRE) -- Assure Holdings Corp. (the “**Company**” or “**Assure**”) (TSXV: IOM; OTCPK: ARHH), a provider of intraoperative neuromonitoring services, has appointed Paul Webster as its vice president of strategy, effective January 7, 2019.

Webster has two decades of managerial and strategic leadership experience in the healthcare industry. Most recently he served as vice president of policy and health economics for Air Methods Corp. (formerly Nasdaq: AIRM), one of the largest air medical service companies in the world. While there, he was responsible for engaging with legislators, regulators and payers to articulate the economics of providing emergency air medical transportation.

He also served in a variety of management positions that included responsibilities such as negotiating in-network contracts with health insurance companies, cost trend analysis and the analytics around out-of-network billing as well as integrating acquisitions. Before Air Methods, Webster served in accounting roles at Arthur Andersen, LLP and Compliance Systems, Inc.

“Paul’s strong and extensive background leading the development of policies for out-of-network billing, managing insurer relationships and the regulatory environment at a relevant medical service company like Air Methods will be instrumental to Assure,” said John A. Farlinger, Assure’s executive chairman and interim CEO. “As we move forward into 2019, we will continue rapidly expanding the company’s footprint into new verticals and markets, and we look forward to Paul’s experience to play an integral role in the execution of this strategy.”

On his appointment, Webster commented: “Having led various strategic expansion initiatives for a unique healthcare service provider like Air Methods, I understand how to navigate the complexities that can arise with rapid expansion. A key focus for me will be on dealing with the unique challenges of out-of-network billing and improving the cash flow from providing out-of-network billing services. Given Assure’s impressive growth and large opportunity for continued expansion, I believe I bring a unique skill set to ensure their unique platform can be accessed in even more new markets across the United States.”

Webster holds a Bachelor of Science degree in Accounting from Metropolitan State University of Denver and a Bachelor of Arts degree in Sociology from Hope College. His appointment remains subject to review and approval by the TSX Venture Exchange.

## 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. While Assure focuses primarily on supporting spinal and vascular surgeries, plans are in place to support other classes of medicine that rely on the standard of care that intraoperative neuromonitoring provides. For more information, visit the company's website at [www.assureneuromonitoring.com](http://www.assureneuromonitoring.com).

## **Forward-Looking Statements**

This news release contains certain statements that may constitute forward-looking information under applicable securities laws. All statements, other than those of historical fact, which address activities, events, outcomes, results, developments, performance or achievements that Assure anticipates or expects may or will occur in the future (in whole or in part) should be considered forward-looking information. Such information may involve, but is not limited to, comments with respect to strategies, expectations, planned operations and future actions of the Company. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or variations (including negative variations) of such words and phrases, or statements formed in the future tense or indicating that certain actions, events or results "may", "could", "would", "might" or "will" (or other variations of the forgoing) be taken, occur, be achieved, or come to pass. Forward-looking information is based on currently available competitive, financial and economic data and operating plans, strategies or beliefs as of the date of this news release, but involve known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, performance or achievements of Assure to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such factors may be based on information currently available to Assure, including information obtained from third-party industry analysts and other third-party sources, and are based on management's current expectations or beliefs regarding future growth, results of operations, future capital (including the amount, nature and sources of funding thereof) and expenditures. Any and all forward-looking information contained in this press release is expressly qualified by this cautionary statement.

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