



## **Precedent Spine Health Names Brian McCollum as President and Chief Executive Officer**

### **Experienced Executive to Lead Growth Strategy**

*For Immediate Release*

Nashville, TN, February 27, 2014 — Precedent Spine Health, a healthcare company focused on delivering improved intraoperative monitoring services with a focus on safety and quality, announced the appointment of Brian McCollum as President and Chief Executive Officer, effective immediately. Mr. McCollum brings over 12 years of operational and financial healthcare leadership to Precedent Spine Health.

“Precedent Spine Health is fortunate to have an industry veteran like Brian join this company at such an exciting time. His strong healthcare industry experience as both a chief financial officer and a global business unit president make him well suited to lead us during this growth phase”, stated Glen Marconcini, Chairman of the Precedent Health Group. “Additionally, his experience in the spine industry will allow him to position the company to partner with clinicians, hospitals and local marketing partners, who are all extremely valuable to our company.”

Mr. McCollum most recently served as President of the Spine Global Business Unit at Orthofix International NV (NASDAQ: OFIX) where he had full profit and loss accountability of its largest business unit. Mr. McCollum was responsible for expanding distribution globally, fostering new business partnerships, and overseeing the business development strategy in spine.

Mr. McCollum further served as Chief Financial Officer of Orthofix International NV where he played an instrumental role in reorganizing the company to leverage and focus its resources by business unit, which resulted in significant operating margin expansion. Additionally, Mr. McCollum led the carve-out divestiture of one of the business units, which along with improved cash flow from the operating margin expansion led to complete deleveraging of the company's debt position. “I am thrilled to lead the team at Precedent Spine Health during a time when the spine industry needs to embrace strong safety and quality initiatives. We have an opportunity to add value during the intraoperative monitoring service by providing a comprehensive solution that improves the experience for patients and physicians”, stated Mr. McCollum. “Additionally, we

will focus on expanding our geographical footprint while assessing additional service offerings within the operating room.”

**About Precedent Spine Health**

Precedent Spine Health specializes in Intraoperative Neurophysiological Monitoring (IONM). The company has partnered with surgeons and hospitals across the country to provide patients with optimal care during complex surgeries involving the neural structures. IONM is designed to warn the surgeon of any issues within the nervous system before they lead to permanent neurological injury. The use of IONM can reduce hospital stay time, allow a faster recovery, and reduce the potential for corrective procedures.

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