



*Pain & Function Solutions<sup>SM</sup>*

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## **RS MEDICAL ANNOUNCES NEW EXECUTIVE TEAM TO POSITION COMPANY FOR EXPANSION**

***[Leading pain and function solutions provider](#) grows executive leadership to leverage its direct distribution strength and operating efficiencies***

Vancouver, Wash. - (Sept. 1, 2010) – [International Rehabilitative Sciences, Inc., d/b/a RS Medical](#), announced today its newly structured executive team to guide the medical device maker and distributor.

John Konsin, RS Medical's new president and CEO, announced the eight appointments, calling the new executive team, "bold leadership for a growth era" at [RS Medical](#), a leading provider of physician-prescribed pain management and rehabilitation products and services for patient home use.

For the Vancouver, Washington-based company, he adds, "RS Medical is prepared for the predicted, continuing market growth in the applications of electrotherapy and non-invasive technologies that address pain and function needs. Our 2010 results demonstrate our capabilities to acquire new contracts, support one of the nation's largest direct physician sales and service teams, and launch a new direct-to-physician supply model in [RS Medical Direct.™](#) We are positioning RS Medical for new markets and new partners."

The announcement of the newly assembled executive team includes the acquisition of a new chief financial officer, the appointments of four new executives, and the promotions and refocused roles of three current members of RS Medical's senior leadership. The executives report directly to Konsin, and are effective immediately. The new executive appointments are:

- Sam Reinkensmeyer, chief financial officer and vice president of finance
- Patrick Cougill, J.D., vice president of legal, quality and regulatory affairs
- Rick Harper, vice president of sales
- Tom Pierce, vice president of human resources
- Dominic Tong, M.D., vice president of medical and clinical affairs
- Patricia White, vice president of marketing and business development
- Doug Brunner, vice president of operations
- Bob Harmon, director and general manager of RS Medical Direct™

**Sam Reinkensmeyer**, appointed to the position of **chief financial officer**, will be responsible for finance, accounting and treasury operations. He is formerly the CFO of Portland-based Down To Earth Designs, Inc. A certified public accountant and certified managerial accountant, he earned a master's of business administration degree in finance and international business from the University of Chicago Graduate School of Business, and a bachelor's degree in accounting from the University of Illinois.

**Patrick Cougill, J.D.**, has been promoted to the position of **vice president of legal, quality and regulatory affairs**. Previously serving in the position of house counsel at RS Medical, Cougill is responsible for all legal functions and services for RS Medical, serves as the company's compliance officer and manages the quality and regulatory departments. Cougill is a University of Oregon graduate and holds a law degree from the University of Denver.

**Rick Harper**, named **vice president of sales**, is responsible for the overall direction of RS Medical's sales, building key relationships with physicians, surgeons and medical centers in RS Medical's specialty areas of interventional pain management/anesthesia, physical medicine and rehabilitation, minimally invasive spine and orthopedics. Harper previously served as vice president of sales with Covidien (formerly Tyco Healthcare) in Colorado. He holds a bachelor's degree in university studies with a focus in marketing from the University of New Mexico.

**Tom Pierce** has accepted the position of **vice president of human resources** where he will oversee compensation and benefits, employee relations, performance management and the design and implementation of company training. Formerly serving in the position of vice president of finance and human resources at RS Medical, Pierce earned a degree in business administration and a master's of science degree at the University of North Dakota.

**Dominic Tong, M.D.**, appointed to **vice president of medical and clinical affairs**, will provide medical and clinical leadership in the development and support of RS Medical's product portfolio and pipeline. A veteran of the biopharmaceutical, medical device and diagnostic industry, Tong previously served in the position of chief medical officer at VPDiagnostics in Seattle. He received his doctorate in medicine from the College of Physicians & Surgeons at Columbia University. He completed his diagnostic radiology residency at Columbia and his fellowship at UCLA Medical Center.

**Patricia White**, selected for the position of **vice president of marketing and business development**, will be responsible for developing and executing RS Medical's marketing strategies as well as directing its business development to expand the company's product depth and market reach. Prior to her recent consultancy work in the medical device and healthcare IT markets, White was founder and CEO of Portland-based Inovise Medical, Inc. She holds a master's in business administration from the Wharton School at the University of Pennsylvania.

**Doug Brunner**, named **vice president of operations**, will plan, organize, direct and control RS Medical's IT operations and its supply chain. Brunner comes to RS Medical from Medtronic, Inc. in Minneapolis where he served as general manager and vice president of operations for the company's energy component center. Brunner holds a master's in business administration from San Jose State, a master's of science in electrical engineering from Santa Clara University and a mechanical engineering degree from Lehigh University.

**Bob Harmon**, promoted to **director and general manager of RS Medical Direct**™, will be responsible for the strategic direction and day-to-day operations of the company's new direct physician supply

program. Harmon previously served as RS Medical's director of sales. A U.S. Air Force veteran, he is a graduate of Concordia University.

[RS Medical](#), from introduction of its first home electrotherapy product in 1990 to a company of more than 500 employees supporting multiple pain and function solutions, has grown its products and services so they are now prescribed by thousands of physicians in most major U.S. metropolitan markets. RS Medical is a privately held company.

### **About RS Medical**

RS Medical is a leading provider of non-invasive medical products designed to relieve pain and improve function. The company sells its products, including the RS-4i® Sequential Stimulator, RS-TENS Plus™ Stimulator and Pronex® Cervical Traction, and distributes other select brands throughout the United States with an employee sales force that markets directly to physicians in major metropolitan markets. RS Medical has an industry-proven reputation and is dedicated to promoting positive patient outcomes by providing products and services that exceed the expectation of the patient, medical professional and payor. More information about RS Medical and its range of products can be found on the company's Web site at [www.rsmedical.com](http://www.rsmedical.com).