

## Lance Goudzwaard appointed as Chief Commercial Officer of Generex Biotechnology

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# APPOINTMENT



Generex Biotechnology Corporation has announced the appointment of Lance Goudzwaard as the Chief Commercial Officer for NuGenerex Distribution Solutions (NDS), the company's wholly-owned subsidiary. Mr. Goudzwaard will be responsible for the delivery and operation of the management services organization (MSO) platform that is currently operational in five states, with an aggressive growth strategy designed to expand the model to 27 states in the next several months. Mr. Goudzwaard will also focus on building and developing our durable medical equipment (DME) service offering called DME-IQ<sup>®</sup>, a software system being introduced to the orthopedic market with turnkey services to support the development and management of compliant and profitable in-office DME programs. The NDS DME-IQ program includes vendor negotiations to decrease cost of goods (COGs), oversight of coding during the billing process, management of the appeals process using patient focused support personnel to improve insurance collections, and technology enabled systems that ensure compliance with state and federal regulations.

"We are extremely proud to have Lance, a highly regarded thought leader in the field of practice management, joining our team," said Terry Thompson, COO of Generex and President of NuGenerex Distribution Solutions. "In his role, Lance will work with the NuGenerex family of companies to expand the company's portfolio of ancillary health services while advancing the corporate mission to provide end-to-end solutions for physicians and patients, leading our client services team, MSO operations, and new product introductions. His vast experience and extensive network will truly enhance the strength of the NDS operation."

Mr. Goudzwaard has built a 25+ year career in healthcare as a senior executive implementing operational strategies that result in high impact sales, new business development, and organizational profitability. A nationally recognized speaker, author and thought leader in his field, Mr. Goudzwaard is one of less than a thousand fellows in the American College of Medical Practice Executives. As principle consultant for HealthConnectors, he has led multi-level project teams in the portfolio expansion of ancillary services. His expertise has been sought as an advisory board member for multiple mid-range

healthcare organizations. On the national level, Mr. Goudzwaard has served as President and Chairman of the Western Region for the Medical Group Management Association (MGMA).

Prior to joining NuGenerex, Mr. Goudzwaard served as an executive in a variety of healthcare settings including hospital, employed physician-based practices, and private practices. His breadth of operational and financial experience spans several roles including Chief Operating Officer (COO) of a large specialty orthopedic and spine conglomerate and Chief Executive Officer (CEO) of a gastroenterology practice that had 17 locations, 5 Ambulatory Surgery Centers along with an Anesthesia and Pathology practice, giving him an extensive background to lead the MSO operations for NuGenerex.

Mr. Goudzwaard holds an undergraduate degree from the University of Wyoming and a Master of Science in Health Administration from the University of Colorado.

“Growth and diversification are key to success within the healthcare landscape,” said Mr. Goudzwaard. “I welcome the opportunity to build NuGenerex into a new kind of healthcare company that enhances the physician patient experience with a range of ancillary healthcare services that offer new business opportunities for physician practices to improve outcomes through patient-centric care.”

Generex Biotechnology is an integrated healthcare holding company with end-to-end solutions for patient-centric care from rapid diagnosis through delivery of personalized therapies. Generex is building a new kind of healthcare company that extends beyond traditional models providing support to physicians in an MSO network, and ongoing relationships with patients to improve the patient experience and access to optimal care.

In addition to advancing a legacy portfolio of immune-oncology assets, medical devices, and diagnostics, the Company is focused on an acquisition strategy of strategic businesses that complement existing assets and provide immediate sources of revenue and working capital. Recent acquisitions include a management services organization, a network of pharmacies, clinical laboratory, and medical device companies with new and approved products.