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Three New Members Join Salus University Board of Trustees

Elkins Park, Pa. - Salus University welcomes Eskedar Gethun, MBA, Daniel Liberman, JD, MSc, and William McCune, MPH, to its Board of Trustees.

McCune recently retired as senior vice president of Lancaster General Hospital in Lancaster, Pennsylvania, a member of the University of Pennsylvania Health System. He was responsible for the oversight of day-to-day operations for Lancaster General's 600-bed community/tertiary hospital. Prior to this position, he was a senior operations executive for Crozer Keystone Health System as well as for Main Line Health where he was an executive at both Lankenau and Bryn Mawr Hospitals.

"Salus enjoys an outstanding reputation not only because of its preeminent Pennsylvania College of Optometry, but also its unique program offerings in health sciences, education and rehabilitation," said McCune. "There is a definite focus on training the needed healthcare professionals of the future and in doing so to enhance the health and well-being of those living in the region. I hope, in some small measure, to assist in furthering this effort."

Liberman was most recently president of WS Audiology, a leading hearing aid company formed in 2019 by the merger of Sivantos and Widex, and before that, the Chief Commercial Officer at Essilor of America, a leading eyecare company. He has a bachelor's degree from Stanford University, a Master of Science degree from the University of Bath and a juris doctor degree from Michigan Law School.

"Salus offers an amazing combination of high quality training, innovation, and value — making education accessible and impactful on people's lives," said Liberman. "I look forward to working with the Salus community in evolving these areas and building more bridges to industry partners to accelerate this positive impact."

Gethun is an organizational advisor at Culture Lift Strategies, a management consulting firm focused on organizational development, culture, finance and strategy. She previously has been chief of staff and interim CEO of PushBlack — the nation's largest non-profit media organization for Black Americans, serving 9 million people across all platforms — where she oversaw all operations, financial management, and

fundraising initiatives for the c3 and c4 organizations, with budgets of more than \$7 million; and as state extension specialist in organizational development at Cornell University where she led the state-wide strategic plan for Cornell Cooperative Extension, a system which reaches 1.9 million people directly each year.

“I am thrilled to welcome the new members to the board,” said Dr. Michael H. Mittelman, Salus University President. “The level of experience and expertise they collectively bring to the Salus team will help us to continue to innovate and excel during challenging times.”

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy, Speech-Language Pathology and Orthotics and Prosthetics. Salus operates four clinical facilities in Philadelphia and Montgomery counties that provide highly specialized vision, hearing and balance, Speech-Language pathology and occupational therapy services. The University has over 1,200 students, and more than 14,000 alumni worldwide. For more information, please visit www.salus.edu.