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## FOR IMMEDIATE RELEASE

### BAYSTATE HEALTH SELECTS ATLAS MEDICAL FOR ENTERPRISE-WIDE PHYSICIAN CONNECTIVITY SOLUTION

**Calabasas, CA, December 20, 2011**, Atlas Medical Software today announced that Baystate Health - led by the efforts of its hospital-based reference laboratory - Baystate Reference Laboratories (BRL) of Massachusetts, has selected ATLAS to provide the Company's outreach and connectivity solutions, including iOn™, to manage the Baystate enterprise for laboratory, radiology and other ancillary order and results delivery. Baystate Health is the parent company of Baystate Reference Laboratories.

BRL, one of the largest hospital-based reference laboratories in the U.S. northeast region, performing more than 3 million outreach and outpatient procedures annually, offers an expansive range of testing services to its physician community. The laboratory operates approximately 30 patient services centers, and is federally certified, licensed by the state of MA, and accredited by national accrediting agencies.

BRL originally began its search for a solution to enhance its management of physician outreach services more than two and a half years ago. Starting with more than 5 vendors, the lab issued a request for quote that narrowed the search to three, then two and finally selected Atlas Medical.

Not unlike many health systems today, BRL was challenged to effectively and cost-efficiently manage electronic order and results delivery to and from physician office Electronic Medical Record Systems (EMRs), as well as provide an attractive portal offering to physicians that have not yet selected an EMR. Baystate Health also needed an enterprise solution that went beyond the laboratory, offering computerized physician order entry (CPOE) and results delivery for laboratory, radiology and other ancillary departments.

"At Baystate, we strive to improve the health status of the community, while also remaining competitive. It is important that we implement a system that can provide flexible options for the physician and our staff, with the ability to manage routing of orders and results with minimal ongoing maintenance," states Jason Newmark, Director of Diagnostic Services for BRL. He continues, "ATLAS was able to demonstrate its ability to not only provide a robust physician web-portal for CPOE and results review, but also deliver clean orders to the lab and other ancillary departments when initiated from the physician EMR. We look forward to building a strong partnership with ATLAS to further advance technology and services to our physician customers."

"We are pleased to work with BRL in providing clinical connectivity and interoperability solutions that will support the lab's enterprise data sharing goals and its physician community." states Julie Pantalone, Vice President of Sales for Atlas Medical. She continues, "ATLAS understands lab connectivity, and the challenges often faced when integrating disparate systems and environments. Our solutions, including iOn, are designed to simplify the process in a cost-efficient manner, while providing the functionality that enables BRL to remain in control with added workflow efficiencies and toolsets."

#### **About Atlas Medical Software**

Atlas Medical delivers cost-effective outreach solutions for the healthcare enterprise that include integrated CPOE for Laboratory, Radiology, ePrescribing and other disciplines, along with features to support EHR adoption. Our advanced technology enables laboratories to efficiently manage their operations and reduce costs. Atlas customers include hospital outreach programs, healthcare centers of excellence and commercial laboratories. Atlas Medical is a division of Atlas Development Corporation. For more information, visit us at [www.AtlasMedical.com](http://www.AtlasMedical.com).