



Contact: Michelle Del Guercio
Director of Marketing
818.224.6229
mdelguercio@atlasdev.com



FOR IMMEDIATE RELEASE

ATLAS MEDICAL LAUNCHES NATIONWIDE NETWORK CONNECTING EMRS TO LABS INSTANTLY

Calabasas, CA, November 18, 2010, Atlas Medical announced the launch of ION™, a pioneering, “instant-on” service connecting electronic medical record systems (EMRs/EHRs) with hospital and commercial labs instantly. ION is an efficient, cost-effective service that eliminates the need for custom, resource intensive point-to-point interfaces.

EMR vendors face increasing demands to integrate their systems to multiple labs due to the growing number of physicians deploying EMRs to achieve “meaningful use”. Responding to this demand has a significant impact on core business functions and staff productivity.

Laboratories face competitive pressure to deploy interfaces to EMRs quickly and efficiently. Using today’s integration model, interface project timelines can be lengthy and unpredictable, and the interfaces are often costly for labs to implement and maintain - ultimately impacting lab revenue and physician customer satisfaction.

Rob Atlas, President and CEO of Atlas states, “Today’s integration model is unsustainable.” He continues, “We must have an approach that is orders of magnitude more efficient and affordable than what is currently available. ION is that solution.”

To cost effectively streamline the connecting of EMRs and labs, Atlas is leveraging a customer base of over 125 national and regional commercial laboratories and hospital outreach programs that services more than 75,000 physicians nationwide. Labs and EMR vendors are joining the ION network to clear a growing backlog of interface requests from physicians eager to gain ready access to lab data to satisfy “meaningful use”.

Mr. Atlas continues, “ION benefits all of the players in connected healthcare by delivering network efficiencies that dramatically accelerate integration timelines, decrease costs and promote responsive customer service. This naturally leads to better patient care.”

For more information on ION and the nationwide network, please contact Atlas Medical at 800.333.0070 or visit www.AtlasION.com.

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, please visit us at AtlasMedical.com.