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ATLAS CEO PRESENTS NEW APPROACH FOR LAB TO EMR CONNECTIVITY TO STANDING ROOM ONLY AUDIENCE AT 16TH ANNUAL EXECUTIVE WAR COLLEGE

Calabasas, CA, May 10, 2011, ATLAS CEO and President, Rob Atlas, presented a new approach for Lab - EMR integration to a standing room only audience at the 16th Annual Executive War College (EWC) conference in New Orleans on May 3, 2011.

Rob Atlas' 8:00 a.m. Master Session kicked off EWC with a packed room on "New Informatics Technology That Makes Your Lab's LIS-to-EMR Interfaces Faster, Cheaper, and Better." Mr. Atlas' presentation offered EMR integration strategies for clinical laboratories based on years of experience doing EMR integration projects. Mr. Atlas focused on realistic approaches to getting integration projects done faster with predictable implementation timelines; reducing point-to-point interface costs; and enhancing functionality to generate clean orders from EMRs.

"This session established the tone and, quite possibly, may have raised the bar for other EWC sessions focusing on EMR integration," observed Robert Gregory, Chief Business Officer at ATLAS. "Solving the problem of Lab-EMR integration requires the right combination of technology, expertise and market leadership. It's not just about gathering more resources to fix the problem; it's about employing a new approach that is scalable and supportable over the long term." The Company's iOn™ solution offers a fundamentally new model for Lab-EMR integration.

The iOn solution employs an "Instant On" model that offers significant advantages over traditional point-to-point interfaces. iOn connects 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. "We recognize the connectivity needs and challenges facing labs seeking integration with EMRs," states Rob Atlas. "That's why we introduced iOn. Our experience at this conference --talking to the participants, responding to their questions and concerns about connectivity, and their reaction to iOn --proves that this is a much needed solution in the industry." Connecting labs and EMRs efficiently, in a fraction of the time at a fraction of the cost, is what iOn is designed to do. "Faster, Cheaper and Better" not only can be accomplished, it is being accomplished with the Company's iOn solution. Information about joining the iOn Network can be obtained by visiting www.atlasion.com.

It appeared to be a record-sized number of registered attendees gathered at the 16th Annual Executive War College in New Orleans. Many eager to learn the latest trends in the clinical laboratory testing marketplace, and to hear about innovations and new management breakthroughs, as shared by top-performing medical laboratories. For more information about EWC, visit www.executivewarcollege.com.



About ATLAS Medical

ATLAS Medical delivers cost-effective outreach and clinical 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 healthcare organizations 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.

