FOR IMMEDIATE RELEASE

ATLAS TO EXHIBIT SOLUTIONS THAT ENABLE THE LAB TO EXTEND THE VALUE OF DIAGNOSTICS THROUGHOUT THE CONTINUUM OF CARE AT CLMA KNOWLEDGELAB 2014

Calabasas, CA, May 1, 2014, Atlas Medical today announced plans to participate at KnowledgeLab 2014, sponsored by Clinical Laboratory Management Association (CLMA), to be held at Rio All-Suites Hotel May 4-7, 2014 in Las Vegas, NV, Booth 610.

The Company will be exhibiting its LabWorks® order entry, results reporting and connectivity solutions for hospital and independent laboratory outreach environments, and its HealthCentric® EMPI solution which provides Enterprise (or Community) Master Patient Index (EMPI) patient matching support through a proprietary Naturalistic™ matching algorithm.

The LabWorks suite of solutions enables the laboratory to ensure clean orders, reduce medical necessity write-offs, accelerate collections and increase operational efficiency. HealthCentric EMPI supports patient-centric functionality as labs process orders coming from multiple sources such as: physician EMRs, physician portals and other disparate systems, each with different patient identifiers such as patient name, address, phone, and insurance. HealthCentric EMPI provides an automated way to handle the common and complex patient matching issues that occur every day in order to reduce errors, improve efficiency and provide for better patient outcomes. This promotes a patient-centric approach to workflows and processes, and yields an individual patient context or focus leading to intelligent information sharing and enhanced clinical decision support to extend the value of diagnostics for greater ROI.

“A highly effective EMPI is essential to achieving the benefits of a patient-centric approach,” stated Rob Atlas, CEO and President of Atlas Medical. He continues, “Our Naturalistic algorithm makes matches the way an informed, caring person would. This provides the laboratory or other diagnostic testing facilities with a more efficient method of ensuring more accurate and understandable outcomes and position the organization to better support the continuum of care. Coupled with our LabWorks suite, these solutions provide the lab with the tools to thrive in today’s challenging healthcare environment.”

Founded in 1976, CLMA is an international association of nearly 3,000 clinical laboratory professionals. CLMA provides leadership in the clinical laboratory industry supporting laboratory professionals at any stage of their career. The association educates and advocates on behalf of members, and plays a leadership role in enhancing the image and increasing the visibility of the laboratory management profession. Knowledge Lab is a four-day educational and networking opportunity for laboratory leaders and exhibitors to identify and develop personal paths toward competency as laboratory leaders. For more information about KnowledgeLab 2014 and CLMA, visit www.clma.org.

About Atlas Medical
Atlas Medical is a trusted provider of diagnostic connectivity solutions that support the continuum of care. With more than 25 years’ experience in pre- and post- analytic diagnostic testing workflow, we provide our customers with peace of mind - delivering expertise and creative solutions to help solve their interoperability and business problems, on time and within budget. Our cost-effective patient-centric outreach and clinical solutions include integrated CPOE for Laboratory, Radiology, ePrescribing and other disciplines, next-generation EMPI and patient centric repository for the care continuum, along with integration to support EMRs/EHRs, ACOs and HIEs. Our advanced technology enables healthcare organizations to effectively manage their operations and reduce costs. Atlas Medical is a division of Atlas Development Corporation. For more information, visit us at www.AtlasMedical.com.