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## FOR IMMEDIATE RELEASE

### ATLAS TO DEMONSTRATE LAB-EMR CONNECTIVITY SOLUTIONS AT G2 LABORATORY OUTREACH CONFERENCE

**Calabasas, CA, June 9, 2011,** ATLAS Medical today announced plans to demonstrate its latest EMR integration strategies and mobile CPOE technology at the G2 Intelligence Laboratory Outreach conference to be held from June 15-17, 2011 at Caesars Palace in Las Vegas, NV.

The Company, a leader in healthcare connectivity, will demonstrate ATLAS LabEMR<sup>®</sup>, the powerful workflow orchestration platform that connects labs to physician EMRs. LabEMR provides seamless integration to ensure clean electronic orders are sent to the lab from any EMR/EHR system. The product supports behind-the-scenes business rules which can be tailored to match the workflow for each office, outreach location and even each user, while managing complexities such as add-ons, cancels, reflex tests, and more.

The Company also will be presenting iOn<sup>™</sup>, a pioneering, “Instant On” service which connects EMRs with hospital and commercial labs, instantly. iOn benefits labs by enabling order entry from EMRs using a wide variety of options. The iOn Network is an efficient, cost-effective, platform-independent service that allows labs to connect to EMRs in a fraction of the time required for point-to-point connections.

“iOn enables quicker activation of lab to EMR connections. That delivers a clear competitive advantage and drives physician customer satisfaction,” states Robert Gregory, Atlas Chief Business Officer. Laboratories face competitive pressure to deploy interfaces to EMRs rapidly and efficiently. “Using a legacy 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. We recognize that depending on point-to-point connections, whether they are being done by their own staff or third party vendors, will not allow the lab to keep pace,” comments Mr. Gregory.

In addition to LabEMR and iOn, the Company will demonstrate ATLAS Mobile<sup>™</sup> for use on the iPad<sup>®</sup>. ATLAS Mobile provides computerized physician order entry (CPOE) functionality on the iPad<sup>®</sup> which enables physicians to create electronic orders, indicate special instructions and perform medical necessity verification during the patient’s office visit. ATLAS Mobile provides laboratories and physicians a competitive edge and enables delivery of a higher level of service.

Atlas Medical is a Gold Sponsor of this year’s G2 Outreach conference. According to the event website, G2’s annual Laboratory Outreach conference is the premier business event dedicated to helping hospital administrators, and financial and laboratory leaders improve the performance, profitability and management of hospital and health system outreach programs.

Information regarding the G2 Laboratory Outreach conference can be found by visiting [www.g2intelligence.com/Events/liveevents/laboutreach](http://www.g2intelligence.com/Events/liveevents/laboutreach).

### **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](http://www.AtlasMedical.com). For more information about iOn, visit [www.atlasion.com](http://www.atlasion.com).