



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

FOR IMMEDIATE RELEASE

ATLAS VICE PRESIDENT TO SPEAK AT 4TH ANNUAL G2 LABCOMPETE

Calabasas, CA, December 8, 2011, Atlas Medical today announced plans for Julie Pantalone, the Company's Vice President of Sales to speak at the G2 Intelligence 4th Annual LabCompete: Laboratory Sales and Marketing Conference to be held at the Sheraton Wild Horse Pass Resort in Chandler, AZ from December 12-14, 2011. The workshop topic is entitled "Laying the Groundwork for Success: Effective Lab Sales Training".

Ms. Pantalone will draw from over 30 years of experience having led laboratory sales teams for organizations including William Beaumont Hospital and Quest Diagnostics, Inc. in Michigan, along with additional tenures in laboratory sales training roles. She will share her insights on how outreach programs, independent labs, and pathology services can prepare their sales teams to succeed in an increasingly competitive marketplace. "Recruiting the right people is just the beginning," states Ms. Pantalone. "To flourish in your organization and market, laboratory sales representatives need solid guidelines and specific training to succeed," she continues.

Ms. Pantalone will also review lessons learned and mistakes to avoid in designing or redesigning a sales training program. "Developing and implementing an effective sales training program requires a step-wise approach and a commitment to focus on critical sales methodologies and skills that change behavior, improve performance, and drive results," Ms. Pantalone comments.

In addition to Ms. Pantalone's participation in the G2 workshop, ATLAS will be demonstrating two of its connectivity solutions at the conference. Conference attendees will be able to have a hands-on demonstration of the CPOE mobile functionality of Atlas Mobile™, and receive information on the benefits of iOn™, the Company's cloud-based Interoperability Network. ATLAS may be visited at Booth #1.

According to the G2 Intelligence website, LabCompete 2011 participants will learn from laboratory sales and marketing professionals, lab executives and industry experts how to build revenues more effectively—using fewer resources—in today's challenging market for diagnostic services. More information about LabCompete can be found by visiting their website at www.labcompete.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.