



**Contact:** Michelle Del Guercio  
Vice President, Marketing  
818.224.6229  
[mdelguercio@atlasdev.com](mailto:mdelguercio@atlasdev.com)

## NEWS RELEASE

### **ATLAS MEDICAL TO PRESENT THE SEVENTH OF A SERIES OF COMPLIMENTARY “28-MINUTE WORKSHOP” WEBINARS: “DON’T LOSE ORDERS TO OTHER LABS—MAXIMIZE THE ORDER FLOW TO YOUR LAB”**

**Calabasas, CA, April 11, 2016**, Atlas Medical today announced the seventh webinar in its lab leadership series, “28-Minute Workshop: Don’t Lose Orders to Other Labs—Maximize the Order Flow to Your Lab”, scheduled for April 14, 2016 at 10:00 a.m. PT / 1:00 p.m. ET. The complimentary, ATLAS hosted “Listen. Learn. Lead.” series is designed to provide targeted education, discussion and insight into the challenges healthcare organizations are facing today, and deliver practical strategies to help lab leaders become leader labs.

The April 14<sup>th</sup> workshop will explore how labs can overcome challenges when receiving orders for tests that must be sent to other performing labs because of payer or other routing rules. The process of manually tagging and processing these orders is inefficient, increases turn-around time, and creates a paper trail of results back to the physician customer. This 28-minute webinar will review the steps taken by one CLIA-accredited, Lean lab to capture profitable work and seamlessly manage send-outs electronically, while improving revenues and customer satisfaction. The workshop will close with a brief Q & A session.

“Successful laboratory outreach involves a complicated ‘dance’ between ordering providers, reference labs and payer routing dictates to capture orders that they can perform while managing the send-out of others,” says Varun Mehandru, Vice President for Medical Implementation, Atlas Medical. He continues, “Labs today can implement solutions which simplify the ordering process for the provider, ensuring more orders route to the outreach lab. The same tool can seamlessly manage in-house and send-out results for the same order, delivering them back to the provider electronically in one report. This approach efficiently promotes customer service, business loyalty and outreach growth.”

The Company’s [Coordinated Diagnostics Platform™](#) solutions (Physician Portal, PSC Portal, Advanced EMR Connectivity, and Multi-Lab Networking) support extensive order validation and sophisticated result delivery and reporting, enabling clean orders, clean results, reduced write-offs and a higher level of profitability for labs.

The webinar is open to the public; those interested in attending can register [here](#).

#### **About Atlas Medical**

Atlas Medical is a trusted provider of industry leading, configurable software that is changing how healthcare is coordinated across the care continuum. ATLAS solutions span the private and public health sectors, offering products and services that address diagnostic connectivity, clinical data interoperability and public health disease surveillance. 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 and other disciplines, a next-generation EMPi and patient centric repository for the care continuum, along with integration to support EMRs/EHRs, ACOs and HIEs. Our solutions enable healthcare organizations to effectively manage their operations, reduce costs and provide quality patient care. Atlas Medical is a division of Atlas Development Corporation. For more information, please visit us at [www.AtlasMedical.com](http://www.AtlasMedical.com) and follow us on Twitter @AtlasCoordDx and with #coordinateddiagnostics and #ATLASListenLearnLead.