



PRESS RELEASE, September 24, 2024

For Immediate Release

ATLAS Technologies names new Executive Vice President of Operations

ATLAS Technologies, Las Vegas, NV today announced the addition of a new Executive Vice President of Operations. Bret Tracy has been named as the new executive vice president of operations effective September 16, 2024. Bret Tracy has been in the complex rehab technology (CRT) and Durable Medical Equipment (DME) field for over 24 years. Before joining ATLAS Technology, Bret held senior leadership positions with several manufacturers, Pride/Quantum Rehab, MK Battery and most recently Merits Health Products. In 2012, Bret passed the assistive technology practitioner (ATP) exam. He is currently on the board of directors for the National Coalition for Assistive & Rehab Technology (NCART). Bret previously was a board member for ALS of South Carolina, ALS of Nevada, Nevada Association of Medical Product Suppliers (NAMPS), California Association of Medical Product Suppliers (CAMPS), and Arizona Medical Equipment Supplier Association (AZMESA).

Bill Paul, President/CEO and Owner of ATLAS Technologies, LLC says, "We are excited to have Bret join our ATLAS Technology Team as EVP of Operations. His extensive knowledge and professional experience in HME/CRT bring exceptional skills to the ATLAS clients and their patients. With our "Provider Support Eco System" of products and services, Bret will continue his passion by helping the Provider serve the patient with the latest technology, ensuring the patient gets the correct equipment in less time."

Founded in 2012 and located in Las Vegas, Nevada, ATLAS Technology Group supports Rehab Mobility Providers with a set of comprehensive tools and services for business optimization and enhanced patient experience. The ATLAS Technology family of software includes, ATLAS Enterprise Software, ATLAS Clinical Evals Software, TeleHealth Clinical Evals, ATLAS-FIOS and most recent ATLAS RAMP Clinician Relationship Builder.