FOR IMMEDIATE RELEASE – DRAFT

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Call for Abstracts: OMG, HL7 and SOA Consortium’s Conference
SOA in Healthcare: Value in a Time of Change
Conference will be held June 2-4, 2009 in Chicago, IL, USA

Needham, MA, USA and Ann Arbor, MI, USA – February 18, 2009 – OMG™, Health Level Seven® (HL7), and the SOA Consortium™ today announced a Call for Participation in the “SOA in Healthcare: Value in a Time of Change,” conference, which will be held June 2-4, 2009 at the Hyatt Regency O’Hare in Chicago, IL. Call for Abstract details may be found at http://www.omg.org/hc-pr2.

The focus of the SOA in Healthcare conference is to convey real-world experiences. The event will assemble a community of peers to exchange ideas and discuss what has worked, what did not work, and review best practices. Attendees will benefit from lessons learned in real implementations. Not a “tech industry” event, this conference is exclusively healthcare focused, and will highlight the challenges unique to healthcare organizations and emphasize cross-industry solutions that are viable within the healthcare domain. It is targeted primarily to a health-IT savvy audience.

The conference will be experientially focused, with speakers bringing their personal and organizational experiences to what will be a presentation and discussion-oriented forum. The event will host three tracks:

- An “Executive Summit” targeting key decision-makers, CxO’s, and technical leads
- A “Business Track” focused on the business rationale behind SOA, and organizational change to support it
- A “Technical Track” addressing how to succeed with SOA in a health setting

Call for Abstracts
The conference Review Committee is seeking proposals for presentations based on “real-world” organizational experiences, evaluations, case studies or research papers relevant to the conference themes of SOA and value in Healthcare. Please indicate whether you are recommending your submission for the Executive Summit, the Business Track, or the Technical Track.
SOA and Business Value (such as Return-on-Investment, Enterprise Architecture, business-IT alignment, agility, etc.)

Organizational Adoption and SOA use (such as SOA planning, program development, planning, business process management, stakeholder involvement, governance, oversight, etc.)

Architecture (such as Enterprise Architecture, Integration Architecture, Product Architecture, Interoperability, and Design)

Integration, Interoperability, and Legacy Enablement (such as legacy integration, refactoring, off-the-shelf package integration, custom software development, product development)

In order to submit, please provide the following information:

- A session abstract describing your proposed presentation (250 words, note that no formal paper submissions are required, though provided papers will be made available to attendees if requested)
- Learning objectives that can be expected by the attending audience.
- Name(s), title(s), short biography, three most recent speaking engagements, and organizational affiliations of proposed faculty as you would like them to appear in program literature
- Contact details (email, telephone, mailing address)

The abstract submission deadline is midnight, March 7, 2009, Eastern Standard Time.

Esteemed Committee of Reviewers
The conference organizers have assembled an esteemed collection of experts to review all submissions to participate. Review panel members include:

- Donna Agnew, Vice President and Chief Information Officer, Presbyterian Healthcare Services
- Dennis Giokas, MSc, Chief Technology Officer, Canada Health Infoway Inc.
- John Quinn, Chief Technology Officer, Health Level Seven
- Richard Soley, PhD, Chairman and Chief Executive Officer, OMG; Executive Director, SOA Consortium

Registration & Information
This workshop is sponsored by Gold Sponsor EDS, an HP company; Silver Sponsors Appian and Intel. The early-bird registration discount is available until May 11, 2009. The registration cut-off for the Hyatt Regency O’Hare is May 11, 2009. Hotel and registration information is available at http://www.omg.org/hc-pr2. Exhibit space is available; for more information contact Mike Narducci at event_marketing@omg.org +1-781-444 0404. Sponsorship opportunities are available; contact Ken Berk at kenberk@omg.org or +1-781-444 0404.

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**About Health Level Seven (HL7)**

Founded in 1987, Health Level Seven, Inc. (www.HL7.org) is a not-for-profit, ANSI-accredited standards development organization dedicated to providing a comprehensive framework and related standards for the exchange, integration, sharing, and retrieval of electronic health information that supports clinical practice and the management, delivery and evaluation of health services. HL7’s more than 2,300 members represent approximately 500 corporate members, which include more than 90 percent of the information systems vendors serving healthcare.

**About The SOA Consortium**

The SOA Consortium is an advocacy group of end users, service providers and technology vendors committed to helping the Global 1000, major government agencies, and mid-market businesses successfully adopt Service Oriented Architecture (SOA) by 2010. SOA Consortium founding enterprise members include Fortune 200 companies in Financial Services, Travel, Manufacturing, Retail and Telecommunications. Sponsors are Cisco, HP, IBM Corporation, Layer 7 Technologies, NEC Sphere, Savant, Sparx Systems and Sun Microsystems, Inc. Participants include Fortune 1000 corporations, major government agencies and non-governmental organizations. Any organization may join the SOA Consortium. The SOA Consortium is managed by OMG.

For more information, please visit [http://www.soa-consortium.org/](http://www.soa-consortium.org/) or email info@soa-consortium.org.

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**About OMG**


OMG’s modeling standards, including the Unified Modeling Language™ (UML®) and Model Driven Architecture® (MDA®), enable powerful visual design, execution and maintenance of software and other processes, including IT Systems Modeling and Business Process Management. OMG’s middleware standards and profiles are based on the Common Object Request Broker Architecture (CORBA®) and support a wide variety of industries.

More information about OMG can be found at www.omg.org. OMG is headquartered in Needham, MA, USA.

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