OMG, HL7 and SOA Consortium Announce Featured Sessions for 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 – April 7, 2009 – OMG™, Health Level Seven® (HL7), and the SOA Consortium™ today announced that Lynn Vogel, Ph.D., Vice-President and CIO, The University of Texas M. D. Anderson Cancer Center, will be a featured business track speaker and Ron Schmelzer, Managing Partner, ZapThink, will be moderating a panel session at the SOA in Healthcare: Value in a Time of Change, conference. The conference will be held June 2-4, 2009 at the Hyatt Regency O’Hare in Chicago, IL. Registration details may be found online at http://www.omg.org/soa-healthcare.

Featured Sessions:

- **Lynn Vogel, Ph.D.,** Vice-President and CIO, The University of Texas M. D. Anderson Cancer Center on: “The Business Case for SOA and the Critical Role of Architecture in the Interoperability Challenge”
  
  In this presentation, Dr. Vogel will discuss M. D. Anderson’s experience with developing an Electronic Medical Record in-house on a fully implemented Service Oriented Architecture. While the technical aspects of this effort are of interest, more important are the business reasons behind M. D. Anderson’s decision to carry out their internal software development activities within the SOA framework, including their EMR, their foundation for the integration of patient-derived research data and clinical data, and the integration of genomic medicine into cancer research and cancer care. Cancer, as a disease based primarily on molecular changes, provides an early example of both the challenges and the promise of personalized medicine. Dr. Vogel will also contrast the historical and currently prevailing views of software architecture with the promise of SOA, and draw on M. D. Anderson’s experience with successfully implementing SOA to respond to their interoperability challenges.

- **Ron Schmelzer,** Managing Partner, ZapThink will be moderating the panel session “Which SOA Services are Needed to Accelerate Healthcare Integration.” Panelists include:
  - Manish Mandelia, Director, Application Development SOA, CIGNA
  - Joshua Painter, Healthcare Solutions Architect, SOA Products, Software and Services Group, Intel Corporation
Dave Shaver, CTO/Founder, Corepoint Health – The Next Generation of NeoTool

“One of the classic challenges facing any industry, and healthcare is no exception, is to determine a strategy on how to start. Deciding which services are the 'low hanging fruit' and would add the most immediate impact is not necessarily self-evident,” said Ron Schmelzer, managing partner, ZapThink. “The purpose of this panel is to explore this, eliciting input from industry experts and the conference attendees to determine which SOA services are most needed, and which standards would add the most value to the industry.”

Conference Overview
Service Oriented Architecture (SOA) adoption is viewed as a key enabler for the 21st century enterprise due to increased opportunity for productivity and integration, and requires significant changes for both business and IT executives. The focus of the SOA in Healthcare conference is to convey real-world experiences, assembling a community of peers to exchange ideas and discuss what has worked, what did not work, and review best practices for attendees to benefit from lessons learned faced 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. Everyone with an interest in SOA in healthcare is invited to attend.

Registration & Information
This workshop is sponsored by Annual Sponsors No Magic, SPARX Systems, Intel and Model Driven Solutions as well as Event Sponsors Gold Sponsor EDS, an HP company; and Silver Sponsor Appian. 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/soa-healthcare. Exhibit space is available; for more information contact Mike Narducci at marketing@omg.org +1-781-444 0404. Sponsorship opportunities are available; contact Ken Berk at kenberk@omg.org or +1-781-444 0404.

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/ 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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