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Save the Date and Call for Participation: 3rd Annual SOA in Healthcare Conference, Presented by OMG and HL7 International
Conference will be held July 12-14, 2010 Washington, D.C.

Needham, MA, USA and Ann Arbor, MI, USA – March 2, 2010 – OMG™ and Health Level Seven® International (HL7) today announced that the third annual "SOA in Healthcare: *Improving Health through Technology: The role of SOA on the path to meaningful use*," conference will be held July 12-14, 2010 at the Westin Arlington Gateway*,* in Washington, D.C. In addition, the Conference Review Committee has issued the Call for Participation. Registration and abstract submission details may be found online at http://www.omg.org/hc-pr.

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. 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.

A wide cross-section of the health industry will participate, including healthcare providers, payers, public health organizations and vendors from both the public and private sector.

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

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 Improving Health through Technology. Please indicate whether you are recommending your submission for the Executive Summit, the Functional Track, or the Technical Track. Topic may include (but aren't limited to):

- Business process modeling, management, and workflow
- Quality and outcomes improvement
- Legacy integration and migration
- Business/IT conformance and compliance

- Interoperability, systems integration, and Enterprise Architecture
- Use of SOA in Public Health

The abstract submission deadline is midnight EDT on April 16, 2010. For abstract submission guidelines and the submission form, visit http://www.omg.org/abstracts.

Registration & Information
Everyone with an interest in SOA in healthcare is invited to attend. The early-bird registration discount is available until June 11, 2010. The registration cut-off for the Westin Arlington Gateway is June 21, 2010. Hotel and registration information is available at http://www.omg.org/hc-pr. 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.

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About Health Level Seven (HL7) International
Founded in 1987, Health Level Seven International (www.HL7.org) is the global authority for healthcare Information interoperability and standards with affiliates established in more than 30 countries. HL7 is a non-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. HL7 collaborates with other standards developers and provider, payer, philanthropic and government agencies at the highest levels to ensure the development of comprehensive and reliable standards and successful interoperability efforts.

About OMG
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