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Ivar Jacobson to Keynote SOA in Healthcare Conference
Conference will be held July 13-15, 2011 in Herndon, VA

Needham, MA, USA and Ann Arbor, MI, USA – May 18, 2011 – OMG® and Health Level Seven® International (HL7), along with Open Health Tools and the Business Ecology® Initiative, today announced that Dr. Ivar Jacobson, Founder, Chairman and CTO, Ivar Jacobson International, will be giving a keynote address at the fourth annual SOA in Healthcare conference: “SOA Road-map to Integration: Architecting Interoperability in Healthcare”. The conference will be held July 13-15, 2011 at the Hyatt Dulles, in Herndon, VA. Registration and program details may be found online at http://www.omg.org/hc-pr.

Ivar will be giving the presentation “What They Don't Teach You About Software at School: Be Smart.”

Abstract: Software development is complex. There is a smart way of doing things and there are not so smart ways of doing things. In this talk, Ivar presents a number of smart cases to demonstrate how smart can be applied when working with people, teams, projects, requirements, architecture, modeling, documentation, testing, process, and more.

Bio: Dr. Ivar Jacobson is a father of components and component architecture, use cases, the Unified Modeling Language and the Rational Unified Process. He has contributed to modern business modeling and aspect-oriented software development. However, all this is history. Lately he has been working on how to deal with methods and tools in a super-light and agile way. He has developed a practice concept that is now being adopted by both developers and tool vendors. Now he is one of the leaders of a worldwide network Semat, which has agreed to revolutionize software development. He is also the principal author of six influential and best-selling books. Ivar Jacobson is the chairman of Ivar Jacobson International which has subsidiaries in the US, UK, The Netherlands, China, Singapore, Sweden and Canada.

Registration & Information
Software AG is the Platinum sponsor for the SOA in Healthcare event. The early-bird registration discount is available until Friday, May 20, 2011. Registration information is available at http://www.omg.org/hc-pr. Exhibit space is available, for more information email marketing@omg.org. Sponsorship opportunities are available; contact Ken Berk at ken.berk@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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