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Doug Fridsma, M.D., Ph.D. to Keynote SOA in Healthcare Conference
Will present “Role of SOA in the Nationwide Health Information Network”

Needham, MA, USA and Ann Arbor, MI, USA – June 20, 2011 – OMG® and Health Level Seven®
International (HL7), along with Open Health Tools and the Business Ecology® Initiative, today
announced that Doug Fridsma, M.D., Ph.D., Director of the Office of Standards and
Interoperability in the Office of the National Coordinator for Health Information Technology, will be
giving a keynote address at the fourth annual SOA in Healthcare conference: “SOA Roadmap to
Integration: Architecting Interoperability in Healthcare.” The conference is on July 13-15, 2011 at
the Hyatt Dulles, in Herndon, VA. Registration and program details may be found online at

Dr. Fridsma will be giving the presentation “The Role of SOA in the Nationwide Health
Information Network: An Update.”

Abstract: The Nationwide Health Information Network (NHIN) is defined as the standards,
services and policies that enable health information exchange over the Internet, based on
service design principles of loosely coupled, modular, standards-based, implementation-
independent building blocks. In this session, Dr. Fridsma will describe ONC's experience with
the SOA-based Nationwide Health Information Network trial implementations and production
pilots, and he'll discuss the NHIN's requirements for scalable vendor neutral architecture.

Bio: Dr. Fridsma is the director of the Office of Interoperability and Standards in the Office of the
National Coordinator for Health Information Technology. Prior to arriving at ONC, Dr. Fridsma
was on the teaching staff in the Department of Biomedical Informatics at Arizona State
University and had a clinical practice at Mayo Clinic Scottsdale.

Dr. Fridsma completed his medical training at the University of Michigan in 1990, and his PhD in
Biomedical Informatics from Stanford University in 2003. His research interests include the
development of computational tools to study patient safety, clinical work processes, and
methods to improve model-driven standards development processes. He has served on the
Clinical Data Interchange Standards Consortium (CDISC) Board of Directors from 2005-2008,
and was appointed to the HIT Standards Committee in 2009. He recently resigned from the
Health IT Standards Committee when he joined ONC. He has recently become a board member
of HL7.
Registration & Information
Software AG is the Platinum sponsor, and Mayo Clinic is the Silver Sponsor for the SOA in Healthcare event. 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.

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