



# ***TRANSITION*** *Update*

AN e-NEWSLETTER FROM THE HEADQUARTERS OF HEALTH LEVEL SEVEN, INC

*July 2007 Edition*

- [Bylaws/Policy & Procedures Review \(BPR\) Update](#)
- [Transitional Technical Task Force \(T3F\)](#)
- [Marketing & Communications Task Force](#)
- [Governance & Structure Task Force](#)
- [Products & Services Task Force](#)
- [Project Lifecycle Task Force](#)
- [Revenue Task Force](#)
- [Involvement Task Force](#)

## **Bylaws/Policy & Procedures Review (BPR) Update**

No status report was submitted for the month of June.

## **Transitional Technical Task Force (T3F)**

No status report was submitted for the month of June.

## **Marketing & Communications Task Force**

**Date of Report:** 06/29/2007

**Co-Chairs:** Jill Kaufman; Norbert Mikula

**Members:** Jane Curry; Helen Stevens; Chuck Jaffe; Barbara Tardiff; Liora Alschuler;  
Yun Sik Kwak

**Dates/times of meetings since last report:**

Calls on June 7, 14, 27

**Progress made/barriers impending progress:**

- Working on HL7 CCD 2 page executive white paper
- Working on outline for 5 to 10 page CCD/CDA more detail white paper to follow statements
- Continue expanding on V3 value statements and adding the WHAT and the HOW V3 impacts value
- Future work will include core marketing messages, reflecting Brand output. Brand names must be in place first. It is key to tailor the messages and HL7 products to speak to the diverse set of HL7 market segment audiences.

**Short term plans for the next few months:**

- Focus is white papers
- Gather feedback from HL7 members on input to V3 branding discussion. Anyone with suggestions should send it to [jillkauf@us.ibm.com](mailto:jillkauf@us.ibm.com).

**Regular Scheduled teleconferences:**

Joint calls with HL7 Marketing on Thursdays at noon (Eastern)

**Governance & Structure Task Force**

No status report was submitted for the month of June.

## Products & Services Task Force

**Date of Report:** 6/30/07

**Members:** Grant Gillis; Dick Harding; John Quinn; Dan Russler; Laura Sato

**Dates/time of meetings since WGM or last report:**

Koln Sunday Evening—emails and routine reports since

**Progress made/barriers impeding progress:**

Products & Services task force has decided not to meet further. The following recommendations have been made to other committees:

- T3F—In meeting with T3F, the decision was to recommend a “Technical Product Management” Committee which will report to the Technical Directorate with responsibilities for organizing detailed requirements and scope of each release. A Strategic Product Management Committee will work with Marketing Strategy under the CEO to create strategic product roadmaps.
- Marketing—With the participation of P&S, Marketing has developed a draft of a branding strategy around V<sup>3</sup>.
- Project Management—Project Management needs to tie each "project" to its parent "product" or "products." We need to know what investment is needed/utilized for each product, and the only way to track investment is by tying "projects" to "products."
- Education—Education also needs to tie specific training sessions to the parent "product" or "products." We need to apply investments and revenue for training to the appropriate product.
- Product Revenue Tracking—The Koln product survey should be repeated in Atlanta. P&S will meet again once the Atlanta Survey results are returned, analyzed, and compared with Koln.

**Short term plans for the next few months:** as above

**Regularly scheduled teleconference day/time:**

No further meetings scheduled

## Project Lifecycle Task Force

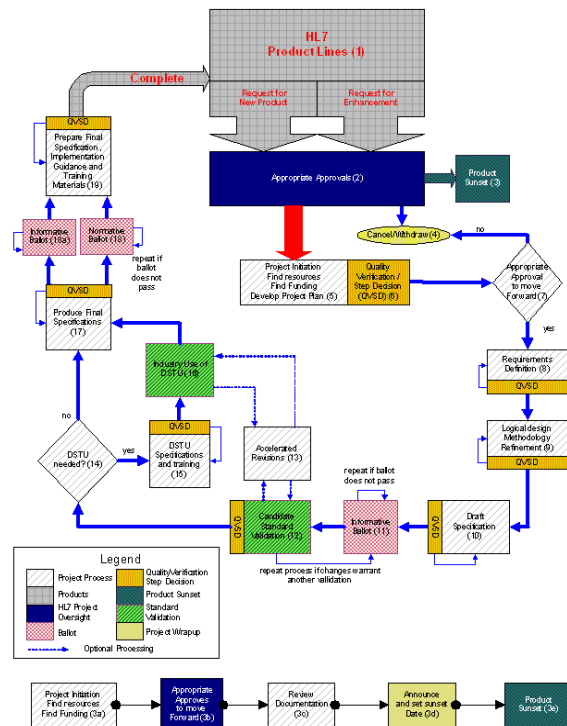


Figure 1

**Date of Report:** 6/28/07

**Co-Chairs:** Ken McCaslin; Freida Hall

**Dates/time of meetings since WGM or last report:**

The Transition Team met June 13 and 27.

### Progress made/barriers impeding progress

The committee, along with the T3F and HDF representative, viewed a demo of Project Insight software hosted by Dave Hamill, HL7's Director of the Project Management Office. The TTPL Task Force will be sponsoring education sessions including demos of the Project Insight Project Management Tool at the September WGM, planned for Q4 Sunday and Thursday. The HDF team has continued to work defining tactical details related to the Project Lifecycle; they will review the Change Control Process in the same education session. Revisions to the Project Scope Statement are nearing completion, however consultation with the Products and Services Transition Team and the Project Management Office is required to finalize revisions, hopefully this will occur on the 7/11 call. The TTPL Task Force is still reviewing comments on the Project Lifecycle and HDF Mapping to the Project Lifecycle; this discussion will continue on the July conference calls.

### Opportunity – seeking Project Manager Facilitators

The Task Force recognizes the need to develop a PM facilitator role and provide appropriate PM training. We are seeking input from HL7 members who are experienced project managers to help develop and/or review training material, or assist in training and/or mentoring. We're also looking for volunteers and mentors for this new role. These plans will be coordinated with the HL7 PMO and Education Committee. If you are interested in participating please contact Ken McCaslin ([kenneth.h.mccaslin@questdiagnostics.com](mailto:kenneth.h.mccaslin@questdiagnostics.com)) or Freida Hall ([freida.hall@va.gov](mailto:freida.hall@va.gov)).

**Short term plans for the next few months**

- Continue review of comments and publish updates to the TTPL portion of Strategic Initiative document
- Continue conversations with HDF team to define tactical implementation of Project Lifecycle Strategy
- Liaison with T3F as needed
- Continue to work on identified issues
- Revise the current Project Scope template to meet Project Lifecycle requirements
- Define “job description” for project facilitator

**Regularly scheduled teleconference day/time**

Bi-weekly Wednesday at 1 p.m. Eastern (7/11, 7/25, 8/8, 8/22, and 9/5); the dial in is: 702-894-2444; the participant passcode is 1010388

**Revenue Task Force**

No status report was submitted for the month of June.

**Involvement Task Force**

No status report was submitted for the month of June.

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