

GEORGE W. BEELER, JR. PH.D.

SUMMARY

George (Woody) Beeler is the principal of Beeler Consulting LLC, and a member of the Emeritus Staff of Mayo Clinic, Rochester, Minnesota. Beeler Consulting provides management consulting services in health care data management and EDI. Previous to retirement in 2001, he was Division Chair of Information Architecture and Technology at Mayo, involved in systems architecture, data administration, development technology, and standards. He joined Mayo in 1967 to research the application of computers to biomedical research. He assumed responsibility for the Section of Information Processing and Systems of Mayo Clinic in 1980, and became a Division Chair in 1991.

Dr. Beeler is an active participant in Health Level Seven (HL7), an ANSI-accredited developer of health information interchange standards. Within that organization he is a Co-Chair of the Methodology & Modeling Committee, was a member of the HL7 Board of Directors for nine of the past ten years, and served two years as Board Chair. HL7 has also been a primary client of Beeler Consulting, engaging Dr. Beeler to guide the HL7 efforts to prepare, ballot and disseminate HL7 Version 3 standards.

EDUCATION

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|------|---|---------------|
| 1965 | California Institute of Technology | Pasadena, CA |
| ▪ | Ph.D., Electrical Engineering & Biosystems Research | |
| 1961 | California Institute of Technology | Pasadena, CA |
| ▪ | M.S., Electrical Engineering | |
| 1960 | Princeton University | Princeton, NJ |
| ▪ | B.S., Electrical Engineering., Phi Beta Kappa | |

EMPLOYMENT

- | | | |
|---------------------|--|----------------------|
| 2001-present | Health Level Seven, Inc | Ann Arbor, MI |
| | <i>Project Leader, HL7 Version 3 Acceleration Project</i> | |
| ▪ | Define and lead the project to bring HL7's "next generation" standards to completion | |
| ▪ | Report to HL7 Board of Directors | |
| ▪ | Coordinate activities of eight, key HL7 Technical Committees | |
| ▪ | Implementing key technologies including: model-based, formal development methodology; central model repository; XML-based publication | |
| ▪ | Preparing releases of the HL7 Version 3 Normative Edition | |
| ▪ | See also "Voluntary Standards Activity" with HL7, on following page. | |
| 2001-present | Beeler Consulting LLC | Rochester, MN |
| | <i>Principal</i> | |
| ▪ | Participated in various consulting engagements including consultation and training endeavors with several HL7 International affiliates, international project teams, and | |

software development teams at several software companies in the US and Japan.

1967-2000 Mayo Clinic & Foundation Rochester, MN

Division Chair 1991-2000

- Responsible for information architecture, data administration, development support and external standards coordination
- Led development of Data Administration Policies and programs for Mayo
- Oversaw development and implementation of an institutional data model repository
- Participated in advanced technology architecture design for Mayo's initial EMR efforts
- Coordinated Mayo's participation in health information standards activities.

Section Head 1980-1990

- Responsible for technology and data planning for Mayo Clinic Rochester
- Managed Mayo-Rochester information processing and systems function.
- Led several internal Strategic Planning, Information Planning and Technology Planning activities with an enterprise-wide scope

Research systems analyst and Research Investigator 1967-1979

- As Principal Investigator and Co-Investigator, coordinated computer support for research programs at Mayo
- Conducted basic research in cardiac cellular electro physiology, including numerical simulation of the relevant processes
- Established Investigator of the American Heart Association, 1971-1976

1965-1967 US Army Aeromedical Research Unit Ft. Rucker, AL

Officer, Research investigator

- Developed technical support for monitoring human physiological responses to aviation environments, including the effects of impact acceleration

VOLUNTARY STANDARDS ACTIVITIES

1994 - present Health Level Seven, Inc.

Participant, Committee Co-chair, Methodologist

- Active participant and Co-Chair, of the Methodology and Modeling Committee
- Editor of several chapters of the Version 3 methodology manual
- Helped define and lead the HL7 RIM Harmonization process that merges the models of a disparate set of committees and facilitators into a robust, coherent model.
- Provide support for the HL7 data model repository and harmonization process
- Facilitated the collaboration between CEN TC-251 - Health Informatics and HL7 that began flourishing in 2000.
- Provide training and tooling for HL7 methodology facilitators Design, develop, maintain and support the volunteer-developed static model design and documentation tools upon which HL7 Version 3 Standards development is critically dependent
- Oversaw migration of HL7 V3 publishing and tool support to Eclipse/ CVS, as part of active participation in HL7 Tooling Committee.
- Provide HL7 Methodology and Tooling tutorials, as needed within HL7

Board Member, Officer and Chair

- Board member 1995 – 2005, and led HL7 as Board Chair in 1998-1999
- Fostered the development, adoption and implementation of the HL7 Version 3 methodology
- Took an active role in expanding HL7's international affiliate program from four affiliates in 1996 to over thirty in 2006
- Promoted HL7's participation with ASC X12N in the development of Claims Attachment standards to meet HIPAA legislative mandates.

1998-present ISO TC 215 on Health Informatics

Participant and designated "expert"

- Serve as an HL7 representative to the US Technical Advisory Group to ISO TC 215 – Health informatics
- Serve as an "Expert" on ISO TC 215 Working Group 2, Messaging, which is developing common framework for message standard development

1986-1996 IEEE P1157 (MEDIX) Committee on Medical Data Interchange

Member and Subcommittee Chair

- Chaired the Joint Working Group for a Common Data Model, which developed a standard for information models to be used in standards development. This standard became a key component of the HL7 development methodology.
- Facilitated participation and cooperation between representatives from IEEE, HL7, ASTM, DICOM, and others to produce a common methodology
- Participated in the early development (1986-1990) of the principles that underlie a model-based methodology for specifying healthcare data interchange standards by experts from Europe and North America