

Jorn Bettin

Curriculum Vitae

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Profile

Jorn Bettin has been delivering health sector analysis, research, and advisory services via S23M, a small employee owned company that they co-founded in 2002, which operates in Aotearoa New Zealand and in Australia. They specialise in the design, development, and operation of new digital services, with experience across the health sector and many other industries, including the not for profit sector. As an experienced analyst and team leader Jorn has a track record of establishing bridges of shared understanding across organisational boundaries and disciplines.

Professional Experience

S23M – Partner (January 2011 – present) [S23M.com](https://s23m.com)

S23M is a health sector analysis, research, and advisory firm that combines expertise in public health with deep expertise in health informatics. We assist organisations with transdisciplinary problem solving and unique insights into human factors. As a Partner, Jorn is involved in governance, consulting team coordination, and co-design of health services and digital health solutions for marginalised communities, with a focus on distributed health data governance.

Consulting

- **Asia eHealth Information Network** (2021 – present) – *Interoperability Lab Coordinator*. Helped co-found the Aotearoa New Zealand Interoperability Lab (ANZIL). In 2022 was invited to the APEC Digital Health Policy Dialogue to present on the the topic of Distributed – The Future of Data Governance, advocating for regional interoperability beyond global industry standards, for distributed patient-centric data governance, and a distributed approach to health data security and privacy. Involved in co-creating new community-oriented and patient centric models of care in Aotearoa and across Asia and the Pacific.
- **Zespri International** (2014 – 2021) – *Account and Engagement Manager*. Managing the commercial relationship between S23M and Zespri across all consulting engagements.
- **Bay of Plenty DHB** (2021) – *Trainer and Workshop Facilitator*. Delivery of a training course that introduced skills for building an inclusive neurodiversity friendly culture of creative collaboration.
- **HealthShare** (2019) – *Enterprise Architecture Consultant*. Review of the Midland Regional Services Support Model. Conducted a survey and analysed results and feedback from clinicians, nurses, other healthcare professionals using IT services. This was then synthesised with interviews with CIOs, IT service delivery management staff, and from external IT infrastructure service providers. Produced a final report, including recommendations developed in collaboration with HealthShare and the CIOs from the Midland DHBs, and including a presentation of the results to key stakeholders nominated by HealthShare.
- **Livestock Improvement Corporation** (2015) – *Innovation & Product Architecture Consultant*. Assessed a software prototype in terms of commercial, functional, organisational, and architectural considerations to identify a viable path and all the remaining steps for developing and launching a successful product. Minimised the risks of software product development and product launch.
“The professionalism, the way that S23M interacted with the teams, and the skills that S23M brought were exceptional, top rate. I was surprised at how well the teams engaged with you guys.” – Dr. Richard Spelman, General Manager R & D, Livestock Improvement Corporation

- **Zespri International** (2014) – *Quality Assurance Consultant and Test Manager*. Developed a framework for quality assurance and end user acceptance testing. Responsible for overall risk management, quality assurance, and test management as part of moving SAP solutions and related infrastructure into a Microsoft Azure cloud environment without impacting business operations – the first solution of this kind in Australasia. Extensive test coverage was achieved by engaging up to 70 subject matter experts in user acceptance tests, and by using a globally distributed approach to test management. Subject matter experts developed 2,000 test scenarios that allowed systematic regression tests and trustworthy risk assessments.

“The [S23M quality assurance and test management] framework was absolutely fundamental for the success of these two projects. It’s a huge asset that has been created for Zespri. We were able to manage the risk profile very very effectively with the methodology from S23M. I think that the way that S23M went about managing the risks is exceptional. There was a huge amount of rigour that was put into making sure that both projects were successful. The value that has been created is an enduring value. The biggest asset is the framework and the mindset that has been created.”

– Andrew Goodin, CIO of Zespri International

Technology Market Analysis

- Conducting market scans, technology evaluations, and due diligence on behalf of customers.

Autistic Collaboration Trust – *Trustee and Chairperson* (July 2021 – present) AutCollab.org

The Autistic Collaboration Trust is a global hub for mutual support for Autistic people, to connect and establish long-term international collaborations and partnerships.

Responsibilities:

- Development and delivery of professional education courses.
“Your insight and opportunity to explore such an important topic seems to have left the students with a desire to facilitate change. For many, they believe the insight has changed their lives and for others who e-mailed me they said the learning has helped them on a personal level. It comes as no surprise that many people can relate to ‘mask wearing’.”
– Liz Gordon, Professional Practice Fellow, Otago Business School
- Jointly with members from the Autistic Collaboration community, writing and editing of articles that contribute to the evolution of Autistic culture.
“Thank you! These articles and this collaborative empowering movement has been life saving for me and my family. We were confused outsiders before this community connection. And more than that it has enhanced my own understanding of humanity.”
– Healthcare professional in New Zealand
- Co-creation and delivery of peer support initiatives.
- Co-ordination of a project that keeps track of all bans on conversion therapies and related initiatives towards bans of conversion therapies worldwide, facilitation of related panel discussions, and presentations at relevant international conferences, such as the Global Disability Summit 2022. “Conversion therapies” such as Applied Behaviour Analysis (ABA) are pseudoscientific practices of trying to change an individual’s behaviour to conform to the social expectations of a particular culture using psychological and physical interventions.
“I am a very late diagnosis at the age of 67; I am 70 this year. I am lesbian. I have a workplace history of working in women’s and youth services. I recommend reading Jess Hill’s book, “See What You Made Me Do” (2019) and see the high and startling similarities between domestic abuse and ABA. I am horrified we abuse children (and adults) this way and consider it legally acceptable. what kind of world is this? ABA is a form of barbarism as is/was Gay Conversion “Therapy”. Both are not therapeutic, they are abusive. The same behaviours have been banned in schools for neurotypical children. The same behaviours have been named as abusive in domestic abuse prevention legislation. Why is it considered ok to abuse children just because they are autistic? Using an outdated theory that has been successfully refuted by the LGBTIQ community, a theory written by an old white man?” – Morgan King

Sofismo – Chief Product Officer (August 2007 – January 2011)

Sofismo (Software is Models) was a Swiss start-up that built on the intellectual property developed by S23M. On the one hand Jorn was involved in hands-on consulting with clients, and on the other hand he was responsible for product strategy and service development.

Consulting

Management and leadership of customer engagements, paving the way for long-term partnerships with clients. Customers included Allianz Suisse, Siemens Postal Automation, and various software and high-tech product companies in Switzerland.

- **Allianz Suisse**, Switzerland – *Senior Business Analyst*.
- **Centrelink**, Australia – *Senior Business Analyst*.
- **Siemens Postal Automation**, Germany – *Senior Business Analyst*.
- **Securiton**, Switzerland – *Quality Assurance Consultant*.
- **Various technology companies**, Switzerland – *Product Architecture Consultant*.

S23M – Director (July 2002 – August 2007) S23M.com

Co-founder of SoftMetaWare Ltd in New Zealand. In 2011 the company decided to adopt the shorter name S23M as a brand name.

Consulting

- **The Economist Group**, UK – *Agile Product Management Consultant*.
- **Credit Suisse**, Switzerland – *Senior Business Analyst*.
- **Credit Suisse**, Switzerland – *Team Leader*.
- **Intelligent Business Research Services**, Australia – *Technology Advisor*.
- **Fonterra Co-operative Group**, New Zealand – *Senior Project & Transition Manager*.
- **Livestock Improvement Corporation**, New Zealand – *Senior Business Analyst*.
- **Solution 6 Group**, Australia – *Enterprise Architect*.
- **Solution 6 Group**, New Zealand – *Software Development Manager*.

Equinox Software Architects – Senior Consultant (May 2000 – November 2002)

Leading customer engagements, project cost estimation, project planning, writing successful RFP responses, and consulting. Introduced agile techniques for time-boxed software development to Equinox and to clients, which resulted in highly successful project outcomes and substantial client confidence in the Equinox delivery approach.

Consulting

- **Transpower**, New Zealand – *Data Modeller*.
- **Transpower**, New Zealand – *Business Process Analyst*.
- **Bank of New Zealand**, New Zealand – *Software Development Process Advisor*.

IBM – Modelling and Method Team Leader and Business Analyst (June 1997 – April 2000)

Software product development, Customer Care & Billing, telecommunications industry. Large client/server C++ development project.

- Managed and led a team of eight Business Analysts and Data Modellers
- Refined and streamlined the project's development methodology
- Assessed a number of emerging visual object/component modelling tools
- Planned & managed the implementation of the repository based SELECT Enterprise modelling tool

Recent publications

Heta Pukki, Jorn Bettin, et al. Autistic Perspectives on the Future of Clinical Autism Research. *Autism Adulthood*. 2022 Jun 1;4(2):93-101. doi: 10.1089/aut.2022.0017. Epub 2022 Jun 9. PMID: 36601072; PMCID: PMC9242721.

Jorn Bettin. *The beauty of collaboration at human scale : Timeless patterns of human limitations*. 2021. S23M. (book)

Jorn Bettin, Martin Elliffe. *Improving Interoperability and Trustworthiness of Healthcare Data Repositories*. 2016. Health Informatics New Zealand.

Reinhartz-Berger, Sturm, Clark, Cohen, Bettin. *Domain Engineering : Product Lines, Languages, and Conceptual Models*. 2013. Springer. (book)

Tony Clark, Jorn Bettin, Editorial for the theme issue on model-based interoperability. *Softw Syst Model* 11, 7–10. 2012. <https://doi.org/10.1007/s10270-010-0184-6>.

Thomas Stahl, Markus Voelter, Jorn Bettin, Arno Hase, Simon Helsen. *Model-Driven Software Development: Technology, Engineering, Management*. Wiley. 2006. (book)

Education

University of Bonn, Germany – *Vordiplom Mathematik, comparable to a B.Sc. Degree in Mathematics*

Methodologies

- Model Oriented Domain Analysis and Engineering (MODA + MODE), product line engineering
- Family-Oriented Abstraction, Specification, and Translation (FAST), product line engineering
- Model Driven Development (MDD/MDSD), automated software design/development
- The Deming System of Profound Knowledge, organisational transformation
- Lean manufacturing, value chain engineering and industrial production
- TOGAF, Enterprise Architecture
- Zachman Framework, Enterprise Architecture
- Scrum and Alistair Cockburn's Crystal approach, agile software development
- Rational Unified Process (RUP), software development
- Project Management Body of Knowledge (PMBOK), project management
- Information Technology Infrastructure Library (ITIL), IT service management
- IBM's SI-Methods / WSDDM, system integration / solution design & deliver

Interests, hobbies and sports

Protecting the marine environment; biology; windsurfing; sailing; sea kayaking; cycling; foundations of mathematics; formal linguistics; cognitive science; and spending time with my whānau.

Referees

Available on request