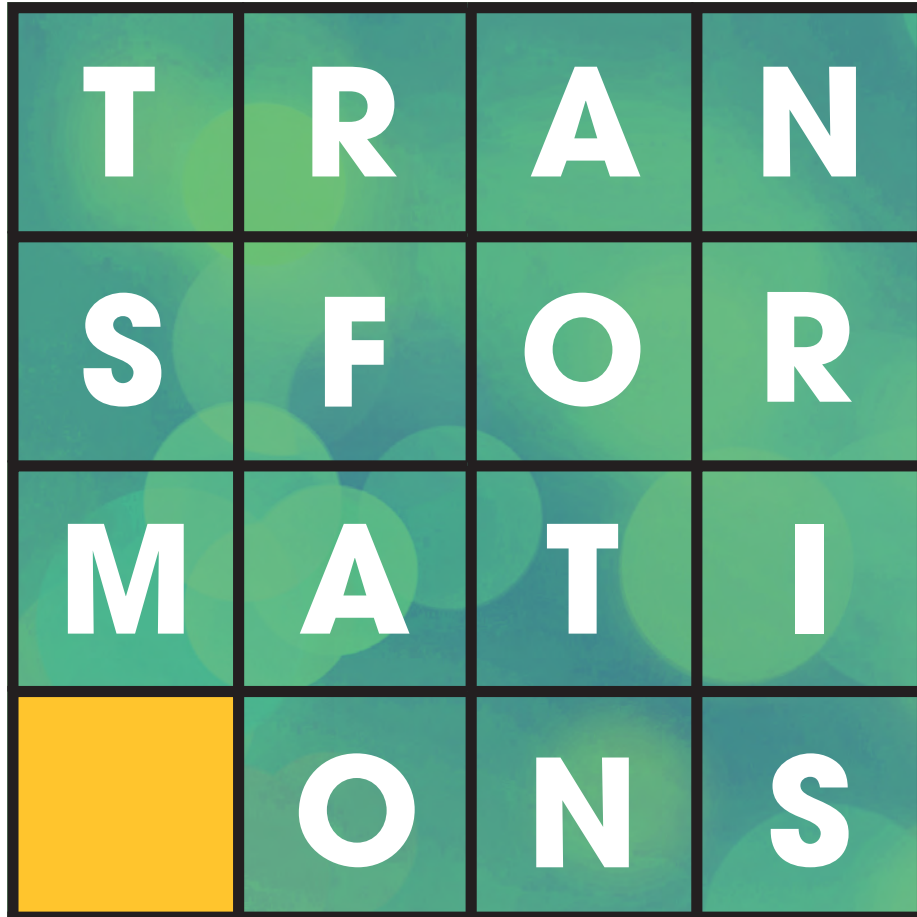


D I G I T A L H E A L T H C A R E



Applied Research and
Industry Collaborations

03
MAY
2024



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
*Master of Science in Healthcare
Management and Informatics*



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A MESSAGE FROM THE
EXECUTIVE DIRECTOR



Sweta Sneha

Sweta Sneha
Founder and Executive Director,
MSHMI

Industry collaboration has been an integral part of the MSHMI program's success from the very beginning. The degree was born from a mandate from the Governor's Office to position Georgia as a leading provider of professionals in the healthcare information technology space. From the very first step, we knew that the only way to provide the workforce that the industry needs is to give the industry a seat at the table.

Since launching in 2016, the MSHMI program has partnered with Metro Atlanta's healthcare and technology innovators to provide students with unprecedented educational and networking opportunities. Among the most powerful of those opportunities are the collaborative research projects our students will be sharing tonight. Working alongside industry mentors, students leverage client and patient data to develop solutions to real-world challenges facing healthcare providers and technology firms every day. The work of our students has practical applications that will lead to improved healthcare service delivery and patient outcomes.

Thank you to our industry partners for their valued support of the MSHMI program and its students.

A MESSAGE FROM THE
DEAN OF COLES COLLEGE OF BUSINESS



Robin Cheramie

Robin Cheramie
Dean, Coles College of Business

The MSHMI program continues to attract top-tier students thanks in no small part to the growing networking of industry partners that have pledged their support to its mission and its goals. In addition to providing a critical advisory role, our partners are directly involved in every aspect of the program. This includes helping develop the curriculum, offering students access to valuable professional development and skill-building opportunities, aiding students in building their industry networks, and, in the case of our collaborative research projects, sharing data and resources with students exploring technology-driven solutions to modern healthcare challenges.

A hallmark of the MSHMI program is that it bridges the gap between multiple healthcare and technology disciplines while also bridging the gap between academic study and real-world application. Working together, our students and our industry partners are making positive changes that will enhance the experience of doctors, patients, and everyone involved in the healthcare delivery process. These partnerships are an essential part of what makes the MSHMI program the only program of its kind in Georgia.

**COLLABORATIVE PARTNERSHIPS:
ACADEMIA AND INDUSTRY PARTNERS SOLVING REAL
DIGITAL HEALTH CHALLENGES**



The Master of Science in Healthcare Management and Informatics Program thanks each of our industry partners for making their resources and expertise available to these projects. Their contributions are essential in empowering our student researchers to develop solutions to real-world digital healthcare challenges and improve patient outcomes.

NO ONE DOES IT ALONE

The Power of Cheerleaders

Success is something few people achieve on their own. Behind every leader, innovator, or entrepreneur is a team of cheerleaders – advocates, sponsors, mentors, family, friends - who helped them along their journey and inspire them to reach their full potential.

As I ask you to support Kennesaw State's Master of Science in Healthcare Management and Informatics program, what I'm really asking is for you to be that cheerleader for the students. Your help provides advocacy, mentorship, and closes the financial gap for our students. More importantly, it creates a circle of gratitude where graduates give back by becoming mentors for the next generation, lifting them along the way.

Look no further than my own story to understand how the right mentor can set someone on the path to success. When I moved to the United States from India in 1996 to study computer science at the University of Maryland, there were only handful of women in my class. That number shrank into the single digits by the time I graduated. When I began working as a technology and management consultant with PricewaterhouseCoopers, I saw the same gender disparity.

As a woman of color living in a new country and working in a male-dominated technology industry, it was easy to feel like I didn't belong. I was proud of my accomplishments, but I saw nothing explaining why I should be an anomaly. It dawned on me that the reason so few women work in technology isn't a lack of aptitude, it's that they have a scarcity of role models, mentors, and sponsors showing them that they can.

I knew I wanted to be that role model, but I wasn't sure exactly what route to take. One of my former college professors at the University of Maryland used to encourage me to become an educator, insisting that my drive and skillset were a perfect fit for the classroom. I ignored him at first, because I knew my future was in the corporate world. But, after several years in that life, his words stuck with me, and I eventually earned a Ph.D. from the Robinson College of Business at Georgia State University, started my journey as an Assistant Professor at Kennesaw State University, and found my true calling.

While one mentor helped me discover my love for teaching and mentoring, another – Kennesaw State's current president Kat Schwaig – set me on the path to launching the first-of-its kind MSHMI program. In 2009, I was a tenure-track assistant professor when Kat, who was a dean at the time, recommended me to sit on the Atlanta Chamber of Commerce's healthcare IT leadership council.

Through these 7:30 am meetings in downtown Atlanta, I was able to work with several leaders in Georgia's healthcare and tech worlds. Then-Gov. Casey Cagle asked the chamber to help grow the state's healthcare IT workforce and I had an idea. I took my plans to Kat for a novel graduate degree that addresses the challenge of creating

a health informatics workforce, and she gave unwavering support. Suddenly the wheels were turning and the vision took flight. She cleared roadblocks, allocated resources, and advocated for me and the program at every step of the process – she exemplified servant leadership and much of who I am today is because of her advocacy.

Thanks to Kat's support and vision, the MSHMI program has created opportunities for more than 250 students. With women representing half of the program, we are helping bring gender parity to the healthcare information technology space and creating a world where women and young girls know they are welcome.

With your support, we could do even more. Your contribution will directly support scholarships that close the financial gap for students as well as professional certifications, access to networking events and industry conferences, and a variety of other professional development opportunities.

Not too long ago, I felt like an outsider in my field. Today, thanks to the many people who believed in me, I'm watching hundreds of women succeed in that same industry. Meanwhile, the reach and impact of our program continues to grow across national boundaries spreading into Europe, Africa, and Asia.

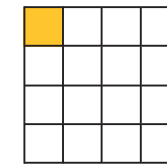
A decade after we started this project, our work is being validated by the industry with awards and recognitions I could have only dreamt of. I'm truly honored and privileged to have recently been named Women in Technology's Woman of the Year for STEAM Education, Technology Association of Georgia's Tech Leader of the Year, and a member of TITAN 100 Georgia.

With every success comes a responsibility to be the voice for the voiceless. None of my success would have been possible without support from the army of men and women who hold me high, believe in me, and inspired me to shatter glass ceilings. I hope you will join me in supporting the next generation of healthcare IT leaders and in giving opportunities to succeed to the mentors, advocates and cheerleaders of tomorrow.

Sweta Sneha, Ph.D.
Executive Director, Master of Science in Healthcare Management and Informatics
Professor of Information Systems
Kennesaw State University



Scan now to make a one-time or recurring contribution to the MSHMI program. Simply select "Healthcare Management Informatics Program" from the dropdown menu.



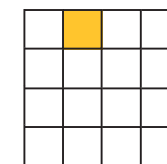
Transforming Healthcare: The Responsible Integration of AI in the Internet of Medical Things

The healthcare landscape is on the cusp of a revolution fueled by the transformative power of integrating Artificial Intelligence (AI) with the Internet of Medical Things (IoMT). This powerful duo holds immense potential to reshape patient care by offering exciting possibilities. This paper explores responsible integration practices, encompassing ethical considerations, cutting-edge technological advancements, and best practices that will guide successful implementation. We reviewed past research on responsible integration and identified key findings which include establishing robust data governance frameworks, ensuring fairness and transparency in AI algorithms, adhering to strong ethical guidelines, and fostering collaboration among all stakeholders, contributing to successful integration. There are several challenges in the way of general adoption, including data quality, interpretability, and the critical concerns of patient privacy and security. By addressing these challenges and adhering to responsible practices, healthcare organizations can leverage the power of AI and IoMT to improve patient outcomes and usher in a new era of personalized healthcare delivery.

Students: Caroline Lazaro, Dabnei LeBlanc, Grete Lawrence, Colette Obazee, Dipti Paldhikar

Faculty Advisor: Sweta Sneha

Industry Sponsor: AMIA Fellowship



Predictive Analysis of Youth Risk Behavior and Suicidal Ideation Post-Covid

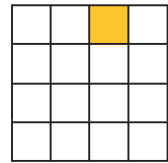
This project outlines the examination of mental and emotional health among adolescents and youth, emphasizing the critical role of mental well-being in their overall development. Survey data reveal significant effects of mental health conditions, such as depression and anxiety, on young people's life quality, influencing their social interactions, behavior, academic interest, and decision-making processes. The COVID-19 pandemic has further intensified these issues, significantly impacting young people's health. Research, including systematic reviews and cross-sectional surveys, has started to assess the psychological toll of COVID-19 on children and adolescents, showing shifts in lifestyle and health behavior risks as they move towards adulthood. The analysis also highlights the influence of behaviors like decreases in physical activity and healthy eating on their mental health. To tackle these issues, a broad range of solutions and collaborative efforts are necessary, aiming to foster environments that promote healthy growth and empower young people to make well-informed health decisions.

Students: Andre Derilus, Deborah Ojumu, Jordyn Fleming, Mariah Hubbard, Nathaniel

Blackmon IV, Kesjiah Wilcher

Faculty Advisors: Austin Brown, Sweta Sneha





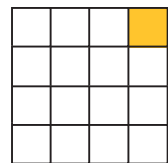
Streamlining Employee Benefits Management with SQL and PowerBI

This paper details the integration of SQL Server, SQL Spreads, and PowerBI into employee benefits management, aimed at replacing outdated manual processes with automated solutions to enhance operational efficiency and accuracy. It discusses project design, implementation challenges, and strategic solutions, including the development of user-friendly interfaces and data automation techniques. The paper concludes with a prospective look at potential advancements such as direct database integration and artificial intelligence enhancements, poised to set new standards in the industry.

Students: Kay Kellerhouse, Mallory Embry, Saiyida Zainab Jabeen

Faculty Advisors: Soo Il Shin, Sweta Sneha

Industry Sponsor: Engagement Health Group – Jackie Warren, MD, RD, LD



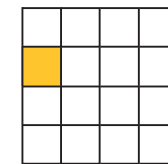
Pursuing a Paperless Future in Health Insurance Digital Communication

In today's digital landscape, the insurance industry is experiencing a substantial transformation propelled by technological progress. This research paper explores the implementation of digital communication strategies within an insurance provider's framework, focusing on enhancing consumer experience and engagement. Leveraging a survey-based feedback approach, the study aims to evaluate the effectiveness of digital communication channels in meeting consumer needs and preferences.

Students: Angelica Lewis, Natasha Williams, Anita Ajuebor

Faculty Advisor: Sweta Sneha

Industry Sponsor: Elevance Health – Vinita Shrivastav, John Zotalis, and Ken Stark



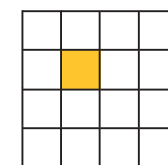
Ambient Listening AI Application in the Emory Healthcare Network

Ambient listening AI applications are becoming increasingly commonplace in healthcare. Emory healthcare has taken the initiative to implement ambient listening AI through Abridge which has been described as “a healthcare company whose Generative AI solutions transform raw audio of doctor-patient conversations into first drafts of clinical notes, combating the leading cause of physician burnout.” As Emory Healthcare implements this novel technology, the full impact on physicians is yet to be fully realized. This project will identify if there is a correlation between the use of ambient AI, average note time and billing level. Physician perception post- Abridge implementation will be evaluated to identify whether the perceived performance of Abridge was helpful in decreasing physician workload and if physician perception matched with the abridge data analysis.

Students: Carter Hughes

Faculty Advisor: Sweta Sneha

Industry Sponsor: Emory Healthcare – Jason Atkins and Guru Patel



Standardized Data: The OMOP Common Data Model

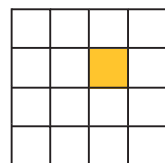
The Observational Medical Outcomes Partnership (OMOP) Common Data Model (CDM) provides a standardized healthcare data organization and analysis framework, ensuring consistency and interoperability across various systems. It employs relational database tables representing patient information, treatments, and more, integrating terminologies from established coding systems like SNOMED CT and ICD-10. The adoption of OMOP CDM streamlines data integration, promotes collaboration, and supports large-scale observational studies, enhancing evidence-based decision-making in healthcare. Non-standardized data in healthcare organizations leads to challenges such as data fragmentation, interoperability issues, and increased administrative burden. Financial implications for patients and organizations include higher costs, errors, and regulatory non-compliance. Standardizing data in healthcare enables interoperability, streamlines processes, improves data quality, fosters innovation, and enhances patient care. Statistics show potential cost savings, error reduction, improved outcomes, and accelerated research with data standardization in the United States. Education, policy support, technology infrastructure, collaboration, incentives, patient engagement, and continuous improvement efforts are crucial to ensure widespread adoption.

Students: Shanil McFarlane-Fuller

Faculty Advisors: Sweta Sneha

Industry Sponsor: Emory Healthcare – Matthew Holland





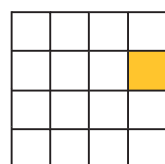
The Healing Power of Data: A Novel Data Visualization Solution Which Can Help Improve Patient Quality and Safety Through Data Democratization

Public health informatics plays a pivotal role in transforming healthcare delivery and improving population health outcomes. The National Healthcare Safety Network (NHSN) is a web-based system created and managed by the Center for Disease Control and Prevention (CDC) and utilized by both the CDC and healthcare facilities to monitor data, such as healthcare-associated infections (HAIs), antimicrobial use and resistance, and other healthcare events and processes. Although the data is readily available, it is usually in a raw format, which makes it difficult for organizations to analyze and draw conclusions. Diagnose Data, Inc. seeks to employ this informatics data in an interactive dashboard where users can visualize and make inferences on improving patient and procedure outcomes hospital-wide.

Students: Ann Johnson, Calise Hammonds, Bunmi Simpson

Faculty Advisor: Sweta Sneha

Industry Sponsor: Diagnose Data, Inc. – Dr. Mickey Bansal



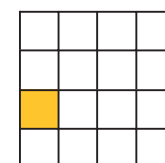
CareFront Office Solutions: Revolutionizing Healthcare Staffing with Jackson Healthcare

In the dynamic realm of healthcare administration, accurately estimating the cost of training business office staff in hospitals presents a formidable challenge, exacerbated by high turnover rates and a myriad of variables ranging from personnel expenses to equipment purchases. This abstract delves into this complexity and explores potential solutions offered by CareFront Office Solutions; a pioneering partner dedicated to reshaping healthcare business office staffing. With hospitals under increasing pressure to recruit and retain competent administrative professionals, the inability to accurately budget for training initiatives hampers their ability to allocate resources effectively. CareFront's innovative approach aims to revolutionize the healthcare staffing landscape by leveraging industry expertise, a specialized talent pool, and innovative recruitment strategies. By offering tailored staffing solutions that prioritize client satisfaction, operational efficiency, and patient care, CareFront presents a compelling opportunity for hospitals to streamline processes, optimize resources, and enhance the quality of healthcare delivery amidst the evolving demands of the industry. As hospitals grapple with the challenges of high turnover and fluctuating staffing needs, partnering with CareFront provides a strategic advantage, enabling them to access top-tier professionals and mitigate the financial risks associated with training and recruitment. Through meticulous candidate sourcing, rigorous screening processes, and ongoing support, CareFront empowers hospitals to navigate the complexities of healthcare staffing with confidence and resilience.

Student: Brennan Couch

Faculty Advisor: Sweta Sneha

Industry Sponsor: Jeannie Sanders – LocumTenens.com

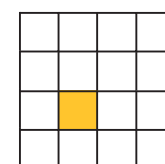


Nurse-to-Patient Ratios and Their Impact on Staffing and Technology in Critical Care Units: An Integrative Review

Critical care units are essential components of healthcare facilities, providing specialized care to patients with life-threatening illnesses or injuries. Nurse-to-patient ratios play a pivotal role in determining the quality of care delivered in these settings. This integrative review synthesizes existing literature to explore the impact of nurse-to-patient ratios on staffing and technology utilization within critical care units. Through a comprehensive search and analysis of relevant literature, this review explores the relationship between nurse staffing levels, patient outcomes, and the integration of technology in critical care environments. These findings emphasize the complex relationship between nurse staffing ratios, patient safety, workload management, and the adoption of technological components to support these factors. Implications for nursing practice, policy development, and future research are discussed to improve staffing strategies and enhance the efficiency of care in critical care settings.

Students: Tiana Cliett

Faculty Advisors: Margot Hedenstrom, Sweta Sneha



Wellstar Discharge Project

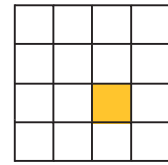
The healthcare industry faces persistent challenges in patient discharge, marked by communication breakdowns and inefficiencies, resulting in compromised care and readmissions. This study explores hospital discharge workflows, emphasizing the need for enhanced processes to ensure patient safety and improved outcomes. Through data analysis, it compares traditional and virtual discharge processes, aiming to identify areas for improvement and contribute to ongoing optimization efforts. By synthesizing insights from literature reviews and FMEA applications, the research aims to inform initiatives that enhance discharge processes, leading to better patient outcomes and healthcare delivery efficiency.

Students: Brianna Williams, Heighley Bodden, Joy Ihedioha, Nomana Khan, Tonya Condon, Zainab Suara

Faculty Advisors: Maria Valero, Valentina Nino, Sweta Sneha

Industry Sponsor: Wellstar Health System





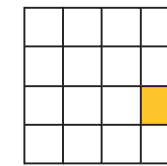
Data Profile Project

The Data Profile Project, sponsored by McKesson and undertaken as a capstone initiative in the MSHMI program, aims to redefine the approach to customer data within the organization. Led by project owners Kalyn Simmons, Austin Black, and Claudia Arostegui, the project focuses on assessing data completeness and quality beyond mere data reception. By establishing a self-service tool and automated data alarms, stakeholders gain the capability to proactively monitor and maintain data integrity. The core project group collaborates to address current gaps in understanding data flow, prioritize data quality, and transition from reactive to proactive problem-solving approaches. The project's scope encompasses defining data inclusion criteria for the Minimum Viable Product (MVP), establishing clear data quality benchmarks, developing DataMart tables and views, and constructing a Power BI dashboard prototype for visualization. A structured timeline delineates project milestones, from kickoff and planning through documentation, training, and project review. Ultimately, the Data Profile Project strives to revolutionize McKesson's approach to customer data, ensuring not only its reception but also its quality, completeness, and proactive management. This abstract encapsulates the project's objectives, methods, and anticipated outcomes, underpinning its significance in advancing data-driven healthcare management practices.

Student: Kalyn Simmons

Faculty Advisor: Sweta Sneha

Industry Sponsor: McKesson

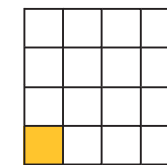


Youth Mental Health Crisis: Services and Response

This research aims to investigate the multifaceted factors contributing to mental health crises, with a specific focus on both the general and pediatric population. We explore socio-economic, cultural, biological, and environmental aspects that influence mental well-being, aiming to identify interventions for crisis prevention, management, and support. The urgency of this study is underscored by the increasing prevalence of mental health challenges among the population globally, including anxiety, depression, neurodevelopmental, and behavioral disorders. Limited access to timely mental health services exacerbates these issues, leading to self-harm, substance abuse, and suicide risks. Our investigation emphasizes the critical need for comprehensive strategies that integrate data-driven approaches, evidence-based interventions, and policy reforms. By addressing gaps in access and advocating for systemic changes, we strive to improve the quality of life and future prospects for this vulnerable population. This research underscores the importance of collaborative efforts among first responders, healthcare providers, educators, policymakers, and communities to prioritize mental health and create supportive environments for everyone's emotional, social, and academic well-being.

Students: Nickya King, Dichel Graves

Faculty Advisors: Dominic Thomas, Shery Ni, Sweta Sneha



Unraveling the Influence of Social Determinants of Health

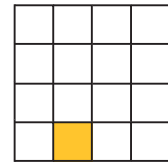
This project delves into the intricate relationship between social determinants of health (SDOH) and their profound effects on individual and community well-being. Through an examination of various socioeconomic, environmental, and cultural factors, we elucidate how SDOH shape health outcomes and disparities at Northside Hospital for the first quarter of 2024. By analyzing access to healthcare, education, employment, housing, and social support systems, we unveil the multifaceted nature of SDOH and their significant implications for public health policy and practice. This comprehensive understanding underscores the urgent need to address and track SDOH to promote health equity and enhance overall population health.

Students: Denise Thomas, Elizabeth Vasquez

Faculty Advisor: Sweta Sneha

Industry Sponsor: Northside Hospital





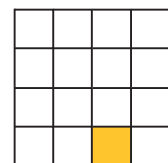
Enhancing Infection Control in Nursing Homes: A Syndromic Surveillance Dashboard System

In the wake of the COVID-19 pandemic, the vulnerabilities of nursing homes in effectively monitoring and managing infection-related illnesses have been starkly highlighted. This project aims to address this pressing need by developing a syndromic surveillance dashboard system tailored to the unique requirements of nursing home settings. Through a comprehensive literature review and stakeholder engagement, key insights have been gathered to inform the design and development of the dashboard system. Leveraging collaboration with RadarX, the dashboard system will enable real-time monitoring of infection-related symptoms among nursing home staff, enhancing infection control practices and staff wellness. The project’s methodology includes pilot testing in select nursing homes to evaluate effectiveness, usability, and impact on infection control measures. By focusing on the intersection of healthcare, technology, and data analytics, this project seeks to contribute to improved infection control measures and patient safety in nursing home environments.

Student: Vivian Chima

Faculty Advisors: Yifan Zhang, Sweta Sneha

Industry Sponsor: RadarX – Saurabh Shrivastav



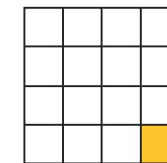
DHN and CHIME India Digital Health Trends and Outlook for 2024

The Digital Health News (DHN) and CHIME India Annual survey delve into India’s dynamic healthcare landscape, focusing on digital transformation. Through a purposive sampling approach, influential leaders from 75 hospitals were targeted across regions and organization types. The survey, comprising 15 questions, explored digital health priorities, IT spending, and the transformative impact. Key findings reveal a strategic emphasis on Electronic Health Record (EHR) systems and an emerging interest in AI adoption. Challenges include in-house capabilities and EHR integration hurdles. Despite progress, regional and organizational disparities persist, signaling opportunities for collaboration and innovation. The survey serves as a catalyst for informed discussions, shaping the future of digital health in India.

Student: Jayline Paniagua

Faculty Advisor: Sweta Sneha

Industry Sponsor: ScaleHealthTech – Vishnu Saxena



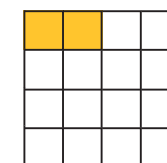
Streamlining Success: Navigating Epic BCA Optimization for Maximum Impact

In today’s healthcare environment, hospitals encounter multifaceted challenges, ranging from natural disasters, technology outages, and security breaches to pandemics. Developing a robust business continuity plan (BCP) is critical for hospitals to ensure seamless operations and patient care during unforeseen disruptions. This research paper analyzes the elements of the current state of the Shepherd Center’s business continuity plan and proposes strategies for re-optimization utilizing Epic’s Business Continuity Access strategy and support guide. By conducting a thorough assessment of the current BCP and department-specific analysis, this paper will provide practical recommendations for boosting resilience and adaptability in hospital operations. Implementing these strategies will help hospitals effectively manage crises and ensure long-term success.

Student: Shaniqua McNeil, BSN, RN

Faculty Advisor: Sweta Sneha

Industry Sponsor: The Shepherd Center – Kristin Ndiaye, IS Applications Director, and Atul Kanvinde, CIO



Streamlining Billing Code Updates in Healthcare: A Project Management Approach

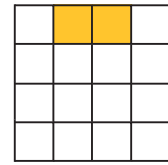
Abstract: Inaccurate and inefficient billing processes are a challenge in healthcare. This project implemented a project management framework to improve the update process for new professional and facility fee schedule codes and code denials on provider agreements. The approach focused on clear communication, collaboration, and a structured workflow. By treating the update process as a project, the initiative aimed to streamline operations, reduce errors, and achieve timely updates. Data from the previous year revealed a backlog of outdated codes. The project implemented the creation of detailed guides (“Plays”) for each team involved, followed by a comprehensive “Playbook” outlining the overall process. This resulted in a projected reduction in backlog and improved communication among teams. The project demonstrates the value of project management in enhancing the accuracy and efficiency of billing code updates in healthcare, fostering better provider relationships, and ultimately, improving patient care.

Student: Divya Mamtara

Faculty Advisors: Sweta Sneha, Andrea Taylor

Industry Sponsor: Elevance Health





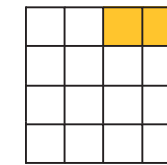
Healthcare Analytics for Companies Revenue Outbreak Prediction

This study will be predicting revenue outbreaks for a company that offers substantial advantages, promoting both learning and professional development. Given the multitude of revenue figures among various companies, healthcare analytics can provide valuable insights into their financial performance. Understanding how businesses invest their money becomes crucial in light of the increasing concerns about annual revenues. Engaging in this experience not only broadens one's knowledge and refines analytical skills but also offers practical business insights, propelling individuals' careers to new levels in the field of data analytics.

Student: Khushbuben Patel

Faculty Advisors: Sweta Sneha, Andrea Taylor

Industry Sponsor: Technology Association of Georgia (TAG)



Unlocking the Potential of Digital Health in Georgia; Insight from TAG Digital Health

The state of Georgia with a population of over 10.7 million inhabitants hinged on its booming economy, affordable cost of living, and commitment to education, is ranked as the 11th fastest-growing state in the United States, home to 18 Fortune® 500 Headquarters and 32 Fortune® 1000 Headquarters and is proud to be the home to many of the healthcare industry's most innovative and impactful technology companies. "What we are building is more than just a world headquarters campus...we are building a work environment that replicates the innovative experiences we create for our customers every day and will help ensure one world-class work environment." - Bill Nuti, Former President, CEO & Chairman of NCR. As a way of supporting the economy and the developmental drive of the state, the Technology Association of Georgia (TAG), through its subsidiary (TAG Digital Health Society), has constituted the TAG Digital Health Ecosystem to serve as a living directory and showcasing the digital health companies who have chosen Georgia as their home. This project aims to profile the existing TAG Digital Health ecosystem database. A data model will also be created to provide others with a visual representation in support of the profiling to ensure that there is a standardized database for digital healthcare companies in the state of Georgia. Profiling as used in this context means matching companies/organizations' basic information (brief profiles, contact information, social media handles, employees, and revenue size) with their true identities and physical presence. This central hub will serve as a resource for digital health companies seeking potential partners, investors who are looking for digital health companies to invest, healthcare providers seeking digital healthcare solutions, healthcare companies considering a move to Georgia, job seekers exploring new opportunities, and a data point for those considering research in digital healthcare.

Student: Olu Mbanugo

Faculty Advisors: Sweta Sneha, Andrea Taylor

Industry Sponsor: Technology Association of Georgia (TAG) (Digital Health Ecosystem)

Keynote Speaker



Matt Ethington
ChronicCareIQ

In the emergency room at 30 years old, Matt Ethington was diagnosed with Type I diabetes and told he was days, maybe hours away from being in a coma. Upon discharge, he found himself feeling scared, alone and dependent on disconnected medical care to manage a very demanding chronic disease.

Those feelings, combined with his in-depth experience in the healthcare IT industry, drove him to find a better way for fragile and chronically ill patients to keep their doctors updated between visits and more confidently navigate their conditions in close partnership with their care teams. What he found was ChronicCareIQ and today, thousands of physicians coast to coast have enrolled more than 150,000 high-risk patients, prevented over 280,000 hospitalizations and generated greater than \$100 million in care management reimbursements.

Prior to ChronicCareIQ, Matt founded one of the first web-based EHRs, simplifyMD which grew to manage more than 45 million electronic medical records for doctors on two continents. He has served the Dell OEM Advisory Council, the Atlanta CEO Council, the metro-Atlanta Chamber of Commerce, KSU's Masters in Healthcare Informatics program and is an ambassador to Atlanta High-Tech Ministries. He and Raimy live in Roswell and are blessed with 3 teenagers who, on most days, they believe to be above average.

Keynote Speaker



Ryan Howells
Leavitt Partners

Ryan Howells is a Principal at Leavitt Partners based out of the Washington, D.C. office. Ryan works with the White House, Congress, HHS, and VHA on health care policy and interoperability issues. He currently helps lead the CARIN Alliance, a multi-sector, public-private alliance focused on giving consumers digital access to their health information. Ryan is a member of the CMS Medicaid Information Technology Architecture (MITA) governance board, Carequality steering committee, ONC's FAST identity tiger team, Technology Association of Georgia's digital health board, VCI.org SMART Health Cards steering committee, and the COVID-19 health care coalition. He also serves as on the board of multiple health care companies. Before joining Leavitt Partners, Ryan was the general manager for the government business

unit of a private-exchange software vendor where he oversaw the implementation of software in three different state-based marketplaces, managed a multi-million-dollar P&L, and was involved in the company's IPO in late 2014. Earlier in his career, Ryan led the government operations division for iHealth Technologies (now Verscend Technologies) and served as an account executive for numerous regional and national health plans.

Ryan received his master of health administration from the University of Southern California, where he was a dean's merit scholar. He also holds a bachelor's degree in English from Brigham Young University and is a Project Management Professional (PMP). He and his wife Alison live with their five children in Atlanta, GA.



Our Story



Our Students



Testimonials



“ My Healthcare Management and Informatics training has allowed me to advance in my career, moving from a senior nurse in the Cardiac ICU to focus on projects related to patient outcome improvement. I’m now a Clinical Informaticist, and have presented my work at several conferences over the past year ”

SARAH THOMPSON
Clinical Informatics Nurse - Children's Healthcare of Atlanta



“ The opportunity to interact with key individuals in the healthcare industry as well as the MSHMI program curriculum’s blend of healthcare and informatics will aid me in achieving the goals I’ve set for myself. The curriculum can take me far, but what’s more important is that I can transfer my knowledge into the real world ”

VARUN THALLA
Project Manager - Cognizant



“ Countless times Sweta gave us the chance to interact with executives, whether at conferences or other networking events. This made me feel really comfortable when it was time to do the actual job. I already knew how to answer questions, be knowledgeable, and control the room ”

DR. FORTUNE ONWUZURUIKE
Security Program Manager 2 - WebXT - Microsoft



“ I had a great experience as a MSHMI student. The interdisciplinary program was challenging, but it provided insights into the different competencies in Healthcare IT – from a leadership and governance to informatics and analytics. The program helped me to become a more well-rounded leader ”

RONDA BROOME
Associate Director - Synapse



“ As a medical professional who has seen firsthand how health informatics has been used in the midst of a pandemic, I realize how crucial it is to work closely with informatics to interpret the data collected from a clinical perspective. It is more and more important for clinicians to become involved and assist with data collection in a manner that forwards patient care ”

DR. VIDYA SOUNDARARAJAN
OB/GYN - Wellstar Cobb Gynecologists



“ Familiarity with Healthcare IT systems helps you develop effective solutions. Since graduating from the MSHMI program, I have successfully implemented solutions for every area of the business where I work, from Human Resources to billing and payroll solutions ”

FAISAL SALEEM
Chief Operating Officer - Children's Medical Group



“ As a student in Kennesaw State’s Healthcare Management and Informatics Master’s program, I learned the principles and theories to develop practical solutions in a real-world healthcare environment. ”

JOSHUA SABITI
Sr. Associate, Data Scientist - McKesson

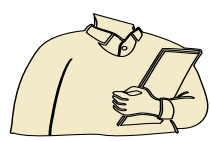


“ Since graduating from the MSHMI program, I have provided consultation on both the clinical and technical spectrum. The ability to ‘speak the language’ of both the clinical and technical side of healthcare has been key to my career advancement, as well as having access to work on some interesting Data Analytics projects ”

ANDREA RIDINGS
Quality Data Steward - BlueCross BlueShield of Tennessee

Healthcare Management & Informatics (HMI): Aspire to More

ACADEMIC INNOVATION



250+ Students



The Only Program of its Kind

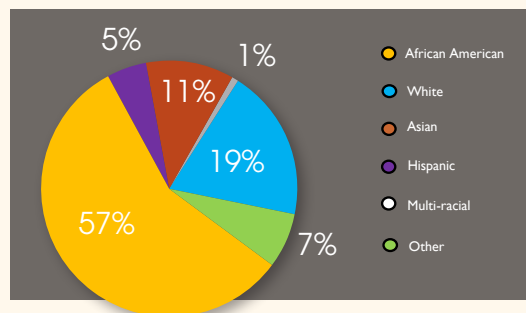


Interdisciplinary Across Four Colleges



Textbooks, Software, Professional Membership

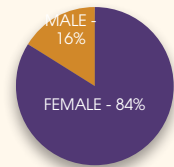
DIVERSITY, EQUITY, INCLUSIVITY



6 Continents



31 Years Average Age



Gender Equality

No GMAT/GRE

HMI FOOTPRINT ON DIGITAL HEALTH



Student Awards/
Accolades
HIMSS, SONY,
TAG



Industry
Collaborations



Certifications
AHIMA, CAHIM,
R, SAS, etc.



Publications



Faculty
Fellowships



Graduate
Research
Assistantships

HMI IN GEORGIA: BY THE NUMBERS*

491 Digital Healthcare Companies

44,000 Employees

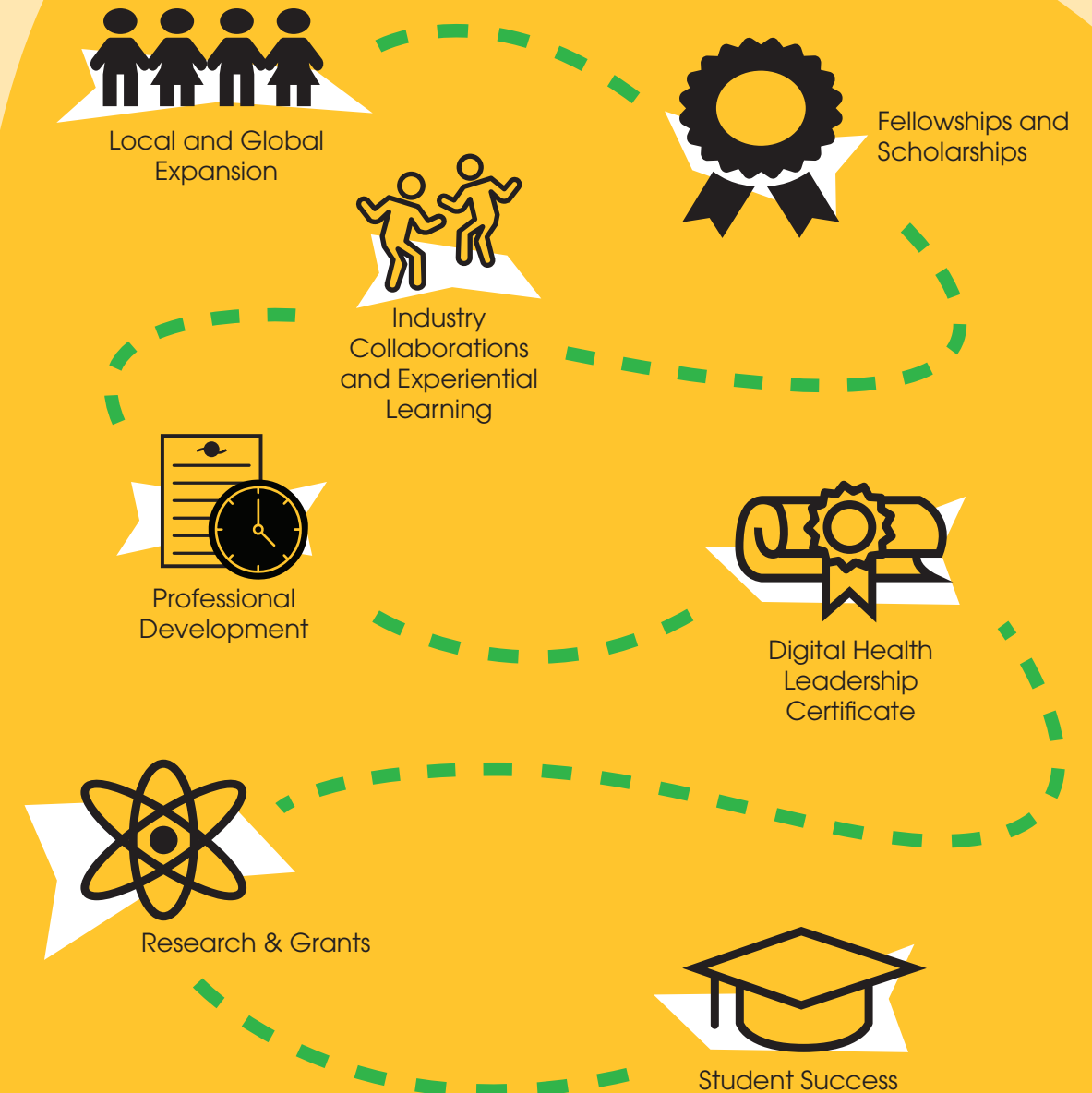
\$11B

in Annual Revenue

*Data from Technology Association of Georgia

Our Vision Forward

5-Year Roadmap



The first-of-its-kind **Master of Science in Healthcare Management and Informatics** program is a global leader in developing the next generation of healthcare technology innovators. The program's immersive learning approach means students receive countless professional development opportunities and engage directly with business and community partners to solve modern healthcare challenges.

MSHMI Alumni Cohort 1

Vinkle Anand—Senior Associate Consultant, Cerner Corporation
 Adeola Bamiro—Data Analyst, Wencor
 Christopher Blodgett—Applications Engineer, MR Systems, Inc.
 Ivan Cardona—Senior Support Engineer, Synchron
 Mahlet Gebrehawariat—Registered Respiratory Therapist, Eastside Medical Center
 Shiva Keerthi Giramaji—Graduate, MSHMI
 Taugiq Hassan—Data Management Coordinator, Children’s Healthcare of Atlanta
 Donna Heathcock—Healthcare IT Professional, Wellstar Health System
 Dr. Anubhav Karkar—Epic Consultant
 Bonnie McDaniel—Senior Financial Planning Analyst, Wellstar Health System
 Monalisa Patel—Quality Management Specialist, Emory Healthcare

Andrea Ridings—Clinical Principle Business Analyst Consultant, BlueCross BlueShield of TN
 Faisal Saleem—VP of Operations, Children’s Medical Group, P.C.
 Uchita Shah—Neuroscience Sales Specialist, Biohaven Pharmaceuticals
 Dr. Pooja Shah—Medical Payment Specialist, AdvancedMB
 Dr. Jiyo Shin—Physician, Wellstar Health System
 Dr. Vidya Soundararajan—Obstetrician/Gynecologist, Wellstar Cobb Gynecologists
 Brandie Szuda—Chief Data Officer, MagMutual
 Sereyroth Than—Forensic Scientist, Quest Diagnostics
 Bernis Tibeme—Radiologic Technologist, Children’s Healthcare of Atlanta

MSHMI Alumni Cohort 2

Oluwatosin Adedayo—Workforce Technology Development Lead, Boys & Girls Club of Metro Atlanta
 Ibiidunni Alabi—Scrum Master, Scrum Master Guild
 Mabel Amedor—Associate Clinical Data Manager, ClinFocus
 Nicole Bershader—Clinical Quality Value Analysis Facilitator, Wellstar Health System
 Ronda Broome—Senior Manager, Clinical Abstraction, Synapse
 Gracie Carter—Product Manager, HaulHub Technologies
 Charles Chakkalapadavil—EMR Training and Support Specialist, Children’s Healthcare of Atlanta
 Emily Ennis—Senior Business Intelligence Analyst, Cerner Corporation
 Teresa Evans—Infection Control Specialist, Floyd Medical Center
 Eduardo Garcia—Product Manager, Walmart
 Sadia Ghani—Graduate, MSHMI
 Christian Haygood—Clinical Research Nurse, Northside Hospital
 Melissa Hudson—Reimbursement Analyst, Children’s Healthcare of Atlanta
 Philip King—Healthcare Informatics Project Manager, GRM Information Management Services

Janae Logan—Data Analyst, Emory Healthcare
 Solome Mekbib—Clinic Healthcare Analyst, University of Western States
 Anusha Nalla - Professional Informatics Analyst, MVP Health Care
 Olakunle Omodara—Construction Electrician, US Navy Reserves
 Fortune Onwuzuruike—Security Program Manager 2-WebXT-Microsoft
 Suzanne Potter—Clinical Informatics Specialist, Wellstar Health System
 Bushra Siddiqi—Data Analyst, Marsh & McLennan Agency
 Rachel Sykes—Pre-Operative Registered Nurse, Peachtree Orthopedics
 Nolan Taaca—IT Interoperability Application Analyst, Wellstar Health System
 Yasmin Lynch—Practice Manager, Southeast Primary Care Partners, LLC
 Mikia Thomas—Insurance Operations Associate, PwC
 Denise White—Paralegal, Glasser & Schaeffer, PC
 Patricia Whitley—Program Director, Health Information Management Technology, Gwinnett Technical College

MSHMI Alumni Cohort 3

LaMeeya Bumphus—Patient Access Specialist, Wellstar Health System
 Neha Burse—Data Analyst, Good Samaritan Health Center of Cobb
 Victor Casnova—Rx Shift Supervisor, CVS Health
 Modupe Coley—Clinical Data Analyst, Oncology Analytics Inc.
 Raul Contreras Soriano—Digital Transformation Officer, CEDISA
 Jana Duncan—Product Analyst, Zenis
 Andrea Fekete—RN
 Edwin Fomanka—Lean Process Improvement Engineer, Florida Cancer Specialists & Research Inst.
 Stacey Hayes—Senior Immunology Account Executive (Regional/Multispecialty), AbbVie
 Siddharth Kelavkar—Certified Operator, The UPS Store
 Francis Kouakou—Case Management Coordinator, InCommunity

Uchenna Mogbo—Business Analyst
 Oluwagbenga Ogungbemi—Graduate, MSHMI
 Robert Oru—Senior Clinical Data Coordinator, Torque Therapeutics
 Valerie Payne—Consultant, Deloitte
 Denzel Peterson—Human Resource Analyst, Hewlett Packard Enterprise
 Joshua Sabiiti—Sr. Associate, Data Scientist, McKesson
 Folake Sanni—Graduate, MSHMI
 Andrea Taylor—Technical Manager—Identity Manager, Turner Broadcasting System Inc.
 Sarah Thompson—Critical Care Registered Nurse, Children’s Healthcare of Atlanta
 Athena Walker—Quality Assurance Manager, Grady Health System
 Nathaniel Ziolek—Data Analyst, Hemophilia of Georgia Center for Bleeding and Clotting Disorders of Emory

MSHMI Alumni Cohort 4

Deborah Adedeji—Pharmacist,, Walmart
 Emmanuel Adeyemi—Pathology Lab Manager, Marietta Dermatology & Skin Cancer Center
 Temitope Balogun—Store Manager, Kohl’s
 Rodney Brown Sr.—Sales Consultant, Talent Innovation, AMS
 Anastassia Cabrera—Operations Specialist, CRH Anesthesia
 Kennedy Craig—IT Coordinator, Aveanna Healthcare
 Ijeoma Ikedum—Medical Provider
 Tanesha Jones—PhD Candidate, University of Washington
 Rahab Kairu—Staff Accountant, North America Transport INC
 Chelsey King—Nurse Medical Management, Anthem
 Brandon Lade—Interoperability Application Analyst, Wellstar Health System
 Akasha Lawrence—Human Resource Representative,

Wellstar Health System
 Roxanna Lopez—Graduate, MSHMI
 Emily Mantooth—Coordinator Physician Based Programs & VBC, Northside Hospital
 Lorna Migiro—Graduate, MSHMI
 Bernice Ndungu—SPOC Supervisor, DeKalb County Board of Health
 Chineze Okpala—HR Coordinator, Divine Touch
 Alina Panjwani—Data Warehouse Developer, Salient Management Company
 Sri Varun Thalla—Project Manager, Cognizant
 Monica Vickery—Lead Rehabilitation Aide, Wellstar Health Systems
 Jacqueline Warren—Director of Analytics, Corporate Health Partners
 Kara Wright—Patient Access Supervisor, Wellstar Health System



MSHMI Alumni Cohort 5

Yesake Abaye—Oncology Pharmacist, Northside Hospital Cancer Institute
 Reshard Abrams—MSHMI Candidate
 Glenice Arnett—Associate Application Analyst, Wellstar Health System
 Humera Asfandiyar—Graduate Teaching Assistant, Kennesaw State University
 Desmond Ayika—Data Analyst, Dornier MedTech
 Megan Bove—Registered Dental Hygienist, Michele R. Chartier, DDS, PC
 Lashonte Browne — Registered Respiratory Nurse
 Ann Do—Registered Respiratory Therapist, Children’s Healthcare of Atlanta
 Eric Gaare—Billing Analyst, Compass Dermatopathology, Inc.
 Reddy Bhavya Gudi— Information Technology Auditor Intern, Assurant
 Talha Hashmi—PARS Fleet Logistics Specialist, PARS Vehicle Relocation and Transport
 Kimberly High—Sr. Consultant, Staff Technologist, Booz Allen Hamilton
 Jada Jackson—Human Resource Specialist-TCF Trainee, Veterans Health Administration

Daya Kansagra—Data Analytics Intern, Assurant
 Brandon Kenemer—Public Health Analyst, Centers for Disease Control and Prevention
 Pooja Mistry—Registered Nurse, Wellstar Health System
 Nicole Molinary—Information Technology Intern, Wellstar Health System
 Marquis Morgan—Ops Manager, Hub/Linehaul, FedEx Ground
 Neelam Nosheen—Healthcare Product Manager, Ophthalytics, LLC
 Emmanuel Orekoya—JR Financial Analyst, Endeavor
 Michelle Padelford—Data Analyst, Partners Cooperative
 Janna Pruiett—Senior Technical Support Engineer, VMware
 Helen Schoening—Registered Respiratory Therapist, Piedmont Healthcare
 Lee Solomon—Epic Analyst, Emory Healthcare
 Beana Stone—Associate Account Executive, E Squared Communications
 Oana Tudorache—MSHMI Candidate
 Usen Usen—MSHMI Candidate
 Shakaria Wilson—Implementation Specialist, Meditech

MSHMI Alumni Cohort 6

Ziyah Anderson—Intake Specialist, Attento Counseling Practice
 Brandii Baugh—TeleSitter Supervisor, Wellstar Health System
 Cameron Broadnax—Data Entry Processor, Wellstar Health System
 Christopher Burgess—Clinical Informatics Specialist, Wellstar Health System
 Hansa Das—Graduate Research Assistant, KSU
 Clarette Epps—Data Reporting and Analytics Consultant, Kaiser Permanente
 Mark Greenberg—Care Resource Coordinator, Kaila and Solomon Law Group, LLC
 Jazmyne Griffin—Medical Case Manager, Cherokee Funding
 Bryana Higginbotham—Medical Records Coordinator, Kaila and Solomon Law Group, LLC
 Poornima Shahitha Katragadda—MSHMI Candidate
 Mikaela Keith—Business Data Analyst, KSU
 Miriam (Mele) Kwon—Registered Nurse, Emory Healthcare
 Jaclyn Maney—BoltCare Communications Manager, Bolt Today

Joli Miracle—Senior Nurse Case Manager, US Army, TAMC Soldier Recovery Unit
 Lisero Mugula—Graduate Research Assistant, KSU
 Farah Muttardy—MSHMI Candidate
 Nicole Ogbuagu—Public Health Advisor, Center for Disease Control and Prevention
 Richard Ogniewski—MSHMI Candidate
 Arleen Joy Patinga—Patient Services Specialist, Resurgens Orthopaedics
 Jovelle Patterson—MSHMI Candidate
 Melissa Rivera—MSHMI Candidate
 Tyler Simon—MSHMI Candidate
 Marci Sparrow—Medical Case Manager, Paradigm
 Elie Tannouri—MSHMI Candidate
 Bonnie Therasias—Practice Manager, Wellstar Health System
 Riley Tucker—MSHMI Candidate
 Ashana Vaudreuil—Digital Specialist, UnitedHealth Group
 Janice Wallar—Registered Nurse, Atlanta Interventional Institute
 Jasmine Williams—MSHMI Candidate

MSHMI Alumni Cohort 7

Anita Ajuebor—Clinical Operations Intern, Children’s Healthcare of Atlanta Cardiology
 Andrea Armstrong—MSHMI Candidate
 Nathaniel Blackmon IV—MSHMI Candidate
 Heighley Bodden—Registered Nurse, Wellstar
 Vivian Chima—Graduate Research Assistant
 Tiana Cliett—Registered Nurse, Northside Hospital
 Tonya Condon—Float Nurse, Wellstar
 Brennan Couch—Senior Issue Resolution Specialist, LocumTenens.com
 Christopher Cross—Hospital Volunteer, Wellstar
 Andre Derilus—Senior Buyer, Wellstar
 Mallory Embry—Certified Surgical Technologist, Wellstar Windy Hill Outpatient Surgery Center
 Jordyn Fleming—Registered Behavior Technician, Children’s Healthcare of Atlanta
 Dichel Graves —Laboratory Assistant, United Digestive
 Calise Hammonds—Front Desk Receptionist, Peachtree Immediate Care (CRH Healthcare)
 Mariah Hubbard —MSHMI Candidate
 Carter Hughes—Certified Athletic Trainer & Physician Extender, Emory Health
 Joy Ihedioha—Patient Care Coordinator, Tend
 Saiyida Jabeen—Graduate Research Assistant, HMI
 Ann Johnson—MSHMI Candidate
 Kay Kellerhouse—Business Information Consultant, Elevance Health
 Nomana Khan – Senior Director, Maximus Public Health
 Nickya King—Daycare Teacher, ABC Kids Academy
 Grete Lawrence—Patient Care Coordinator – Complex
 Caroline Lazaro—Registered Nurse/Emory Electronic Medical Record Resource Nurse Prec III, Emory
 Dabnei LeBlanc—Oncology Pre-Sales Software Planner, Varian

Angelica Lewis—Public Health Educator, Georgia Department of Public Health
 Divya Mamtora—Project Management Intern, Elevance Health
 Olu Mbanugo—Pioneer Country Business Management, Denk Pharma
 Shanil McFarlane-Fuller—Clinical Research Coordinator, Emory University
 Shaniqua McNeil—Infusion Nurse, Shepherd Center
 Rolanda Mills—MSHMI Candidate
 Oghoreye Obazee—Graduate Research Assistant, HMI
 Deborah Ojumu—Healthcare Administrator, A&S Healthcare
 Dipti Paldhikar—General Dentist, A Private Clinic, Inc.
 Khushbuben Patel—TAG Ecosystem Intern, TAG Digital Health Scheduler, Winship Cancer Institute/Emory Healthcare
 Jayline Paniagua—Clinical Research Coordinator, U.S. Renal Care
 Kalyn Simmons—Account Manager, McKesson
 Olubunmi Simpson—Hospital Medicine Lead Clinical Informaticist, Wellstar
 Zainab Suara—SCA Appeals Rep, Elevance Health
 Denise Thomas—Senior System Analyst, Northside Hospital
 Elizabeth Vasquez—Senior Application Analyst, Northside Hospital
 Kesjiah Wilcher—Graduate Research Assistant
 Brianna Williams —Behavioral Therapist, Achievements ABA Therapy
 Natasha Williams—Microbiologist, CDC
 Latisha Wilson—Benefits Coordinator, Board of Regents of the University System of Georgia



MSHMI Alumni Cohort 8

Kayla Adams – Access Operations Coordinator, Children’s Healthcare of Atlanta	Alekhya Koduri - Dentist, Dr. Madhukar Reddy Dental Clinic
Andrea Armstrong – Intensive Care Unit Technician, Emory Healthcare	Sydney Lindsay - Behavioral Health Technician, Children’s Healthcare of Atlanta
Ashley Barclay – Provider Capacity Coordinator, Children’s Healthcare of Atlanta	Salud Lopez - Occupational Health Nurse, Engineered Floors
Constance Briggs - Patient Care Technician, Wellstar Atlanta Medical Center	Moulika Markonda - Duty Medical Officer, Yashoda Super Specialty Hospitals, Hyderabad
Maranie Brown – Vice President, BlackRock	Brandon McKie - Injury Prevention, Select Medical
Dalisia Brown – Patient Access Associate, Children’s Healthcare of Atlanta	William Mikel - Implementation Specialist, Meditech
Shirlee Burton – Center Operation Director, Concentra	Maryann Mugo - Physician/Staff Endocrinologist, Atrium Health Floyd Medical Center
Paris Carter – Creditable Coordinator, Friends of Disabled Adults and Children	Ricnesha Priester - Resident Care Coordinator, Brookdale Green Hills Cumberland
Katherine Chadwick – Graduate Research Assistant, Kennesaw State University	Ashleen Randhawa - Partners in Health Engage, University of California Riverside
Tevin Craft – Cardiac Rehab Exercise Physiologist, Northside Hospital	NeCole Reese - Associate Medical Writer, Merck
Kelli Craig – Interventional Radiology Nurse, Northside Hospital	Ajah Rountree - Registered Behavior Technician, Able Kids
Adama Diallo - Business Owner, Birth Doula Services	Macy Roy – MSHMI Candidate
Shania Fernandes - Dental Assistant, Artistic Dentistry of Atlanta	Bernadette Serebour - Associate Consultant, Oracle
Jervontae Gates - Local Travel RN, Emory University Hospital	Jalyn A. Smith - Radiology Assistant, Quantum Radiology
Christopher Graff - Army Reserve Career Counselor, United States Army Reserve	Jalyn I. Smith - Front Office Referral and Physician Scheduler Specialist, Wellstar Kennestone OB/GYN
Hannah Griffis - Patient Liaison, Northeast Georgia Imaging Center	Seher Syed - Medical Assistant, Marietta Family Medicine
Kiera Hughes - Medical Assistant, Clinic Lead, Upperline Health-Village Podiatry	Mubeen Tariq - Lab Technician, Archer-Daniels-Midland Company
Jalyn Jackson - Medical Records Specialist, HealthMark Group	John Taube - Counselor Assistant BHT Lead, High Focus Centers Johns Creek
Eric Jaenichen - Integration Program Manager, Athena Health	Ilhem Touati - Paraprofessional, Cobb Country School District
Alfreda Jayblee Young - Pro Associate, The Home Depot	Linsey Trinh – MSHMI Candidate
Jasmine Johnson - Interventional Radiology Nurse, Northside Hospital	Jerrika Washington - IV Pharmacy Technician, Emory Healthcare
Michaelia Jonas - Healthcare Assistant, Dunwoody Pediatrics	Deanna Watkins - Medical Assistant, Dermatology and Surgery Specialists of North America
La’Kea Kelly - Assistant Manager, Wellstar Health System	Katherine Wolz - Feeding Specialist, Children’s Healthcare of Atlanta



Discover More About the MSHMI Program



**KENNESAW STATE
UNIVERSITY**

COLES COLLEGE OF BUSINESS
*Master of Science in Healthcare
Management and Informatics*