

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



Applied Research and
Industry Collaborations



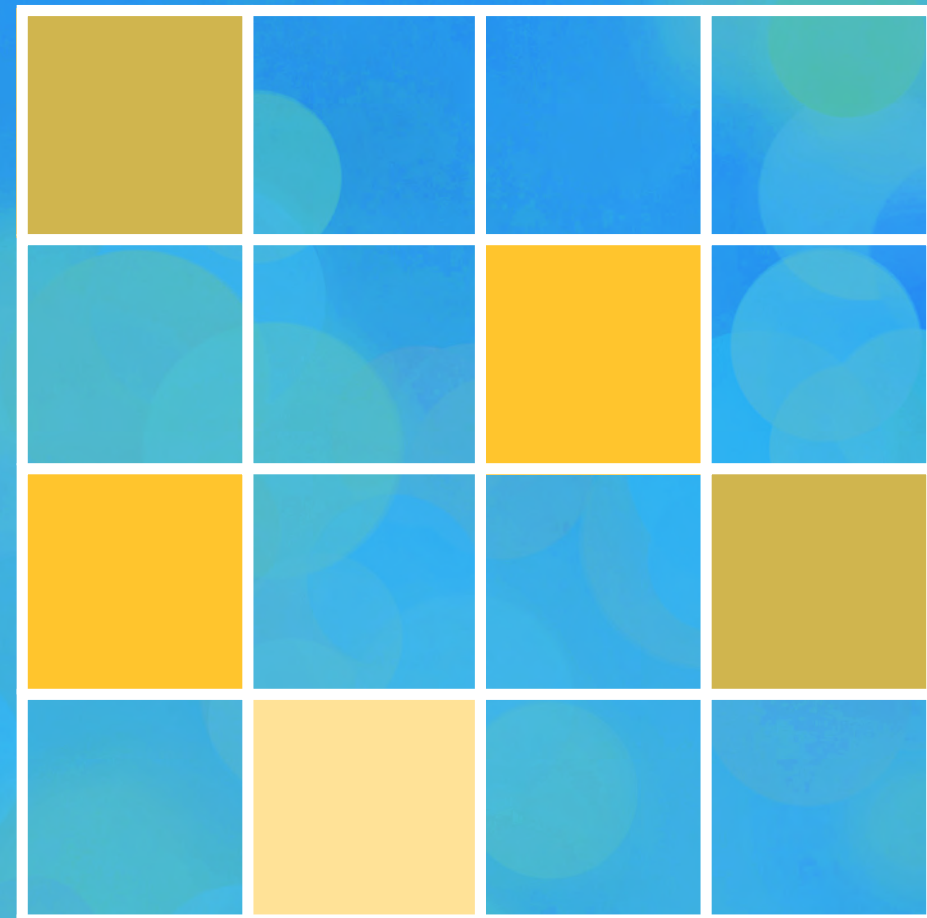
**KENNESAW STATE
UNIVERSITY**

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

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A MESSAGE FROM THE
EXECUTIVE DIRECTOR



Even before launching the MSHMI program, we knew that collaborating with the healthcare and information technology industries was going to be a critical component of its success. As the program celebrates its fifth anniversary, it is clear this was the right decision. Our students have the opportunity to prepare for careers in digital healthcare by connecting with businesses and other organizations driving

innovation in that space. In addition, they participate in leading edge research that will help improve healthcare delivery and patient outcomes. None of this would be possible without our industry colleagues' valuable support.

Sweta Sneha
Founder and Executive Director, MSHMI

A MESSAGE FROM THE
DEAN OF COLES COLLEGE OF BUSINESS



Throughout the past five years, the MSHMI program has grown both in size and reputation thanks in no small part to strong relationships with healthcare providers and technology companies. These relationships have ensured that our students have access to professional resources, perspectives, and data, and have provided steppingstones into exciting new careers. The MSHMI program

bridges the gap between multiple healthcare and technology disciplines while also bridging the gap between academic study and real-world application. It is no surprise that, after five years, Kennesaw State's MSHMI program remains the only one like it in Georgia.

Robin Cheramie
Dean, Coles College of Business



COLLABORATIVE RESEARCH
Students & Industry Partners Solving
Real Digital Health Challenges

Assessing the Relationship between Educational Attainment, Health Conditions, and Flu Vaccination: an Examination of the 2019 Behavioral Risk Factor Surveillance System



Using the 2019 BRFSS and two of the associated educational avenues – formal education level and prior health conditions – this paper examines/determines whether flu vaccination rates vary across levels, controlling for other demographic covariates. Additionally, it emphasizes the importance of improved public health education at the K-12 level.

READ MORE

Students: Regina Hale, Mumbi Kairu

Faculty Advisors: Lisa Hedenstrom, Sweta Sneha

Industry Sponsor: LeeAnna Spiva, Wellstar Health System

Designing Predictive Models for Weight Loss & Tobacco Cessation in a Worksite Wellness Program



The study evaluates the impact of a goal-setting program on weight loss and tobacco cessation in a comprehensive worksite wellness program. It includes a detailed review of the relationship between risk reduction and other variables ranging from demographic specifics to individual health conditions.

READ MORE

Students: Jacqueline Warren, Anastassia Cabrera, Emily Mantooth, Chelsey King

Faculty Advisor: Sweta Sneha

Industry Sponsor: Corporate Health Partners



Developing Consumer Engagement Strategies and Implementing Trend Analysis to Establish Risk Profiles for eHealth Briefcase's (eHB) Application



Some gaps exist between the information that eHealth applications provide and the way users engage with the app. This research focuses on addressing those gaps. Researchers built a framework and conducted a trend analysis of a chronic condition – specifically diabetes – and the associated health score features. An embedded conceptual framework illustrates a model of an optimal eHealth briefcase application based on the trend analysis & consumer engagement.

READ MORE

Students: Alina Panjwani, Brandon Lade, Emmanuel Adeyemi, Monica Vickery
Faculty Advisors: Soo Shin, Sweta Sneha
Industry Sponsor: eHealth Briefcase

Developing and Evaluating the Effectiveness of a Nursing Leadership Mentoring Pilot Program



By introducing 'Mentoring Up Theory' to the nurse leaders mentoring program, the researchers aim to reduce nurse leaders' turnover and improve job satisfaction. The data is based on facts and figures collated from workshops and online sessions attended by the participants.

READ MORE

Students: Regina Hale, Mumbi Kairu
Faculty Advisor: Lisa Hedenstrom, Sweta Sneha
Industry Sponsor: LeeAnna Spiva, Wellstar Health System

Examining the Impact of Social Video Game Tournaments on Gamers' Mental Well-Being



Researchers explore the impact that gaming on a social tournament platform can have on the mental well-being of college students. In this early-stage study, the authors used the scale of positive and negative experiences, player experience and 'Need Satisfaction Scale' to measure well-being, gaming motivation, and enjoyment.

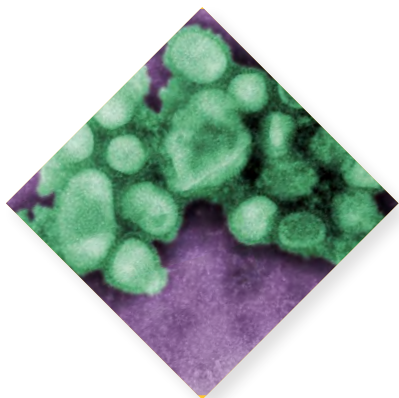
READ MORE

Student: Tanesha Jones

Faculty Advisors: Adriane B. Rudolph, Sweta Sneha

Industry Sponsor: United in Gaming

Exploring the Effects of Covid-19 Mitigation Strategies on Influenza Infection, Hospitalization, & Mortality Rates



Have community mitigation strategies to fight COVID-19 had an effect on influenza related infections, hospitalizations, and mortality rates? This study explores that link, as well as how a potential increase in the influenza vaccination rate for 2020-21 flu season can affect these rates.

READ MORE

Students: Deborah Titilayo Adedeji

Faculty Advisor: Sweta Sneha

Industry Sponsor: CVS

Healthcare ID & Group Number Standardization to Enhance RCM Processes



This real time implementation project focuses on the reduction of manual intervention associated with health insurance renewals, coverage changes and policy updates. The proposed solution is based on design theory and uses the pre-existing functionalities of the provider's database to identify changes by active coverage dates for each identifier. The project aimed to eliminate 19,000-man hours each month.

READ MORE

Student: Sri Varun Thalla

Faculty Advisor: Sweta Sneha

Industry Partner: Cognizant

An Integrative Review on New Nurse Leader Mentoring



What are the research-based best practices for conducting formal mentoring programs for nurses assuming new leadership roles? This paper uses an integrative review design to summarize theoretical literature on new nurse leader mentoring.

READ MORE

Students: Ijeoma Ikedum, Lorna Migiros, Rodney Brown SR

Faculty Advisor: Lisa Hedenstrom, Sweta Sneha

Industry Sponsor: LeeAnna Spiva, Wellstar Health System



The Revenue Cycle & Medicare: An Analysis of Chronic Condition Treatments and its Effect on Hospital Revenue



This study analyzes Medicare data from the Centers for Medicare & Medicaid Services (CMS) database and interprets the relationship between Medicare reimbursements for chronic disease treatments and the sociodemographic characteristics of beneficiaries receiving the treatment.

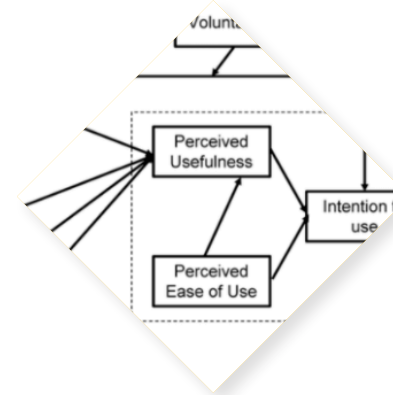
READ MORE

Students: Kennedy Craig, Akasha Lawrence, Chineze Okpala, Kara Wright

Faculty Advisor: Sweta Sneha

Industry Sponsor: Children's Healthcare of Atlanta / Medicare

Study Using Jeeva Platform for Clinical Trials to Compare Metrics Between Jeeva Software and REDCap



Jeeva and REDCap are two commonly used clinical research systems. This project examines the interfaces & usage of both to better understand users' intentions, attitudes, and behavior towards them. The paper uses the original Technology Acceptance Model (TAM) to gauge critical parameters like ease of use, behavioral patterns, intentions, and acceptance.

READ MORE

Students: Temitope Balogun, Evbusogie Sogbesan

Faculty Advisor: Sweta Sneha

Industry Sponsor: Jeeva

Using Power BI to Empower HR Consulting



The article evaluates a 'Power BI' based clinical utilization platform built for a global benefits consulting firm. It focuses on clinical setting, the associated timings, costs & conditions. It also studies the underlying challenges/barriers and addresses future trends linked to adoption of 'Power BI' applications in a clinical setup.

READ MORE

Student: Valerie Payne

Faculty Advisor: Sweta Sneha

Industry Sponsor: Gallagher





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.



About MSHMI

The Master of Science in Healthcare Management and Informatics is the first degree of its kind in Georgia, and integrates information technology, computing, data analytics, and health care delivery processes with leadership and management principles. Our collaborative approach to health care IT allows our graduates to understand the complexity of relationships that must be considered when making technology decisions within a care delivery organization, and prepares them to succeed as leaders.



Transforming and Securing Life through People and Technology

About the ISS Department

The Department of Information Systems and Security helps students understand how people, data, and technology work together within the business context. Through five undergraduate and graduate degree programs, students develop skills to increase the effectiveness of business processes, secure organizational data, and enhance an organization's overall competitiveness.



**KENNESAW STATE
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COLES COLLEGE OF BUSINESS
*Department of Information Systems
and Security*