



WAYNE STATE

College of Nursing

The College of Nursing Presents:
Contemporary Issues in Urban Health:
Using Big Data to Improve Population Health
Wednesday, April 12, 2023,
8:30 a.m. – 4:30 p.m. (EST)
Wayne State University Student Center
5221 Gullen Mall | Student Center Ballroom | Detroit, MI 48202

Program Details

Event Purpose:

The purpose of the *Contemporary Issues in Urban Health Research Conference* is to further establish the college as a leader in urban health and to engage participants through thought-provoking presentations regarding the state of nursing science in urban environments. Researchers, practitioners, students and community partners from all disciplines will explore how big data can be used to improve population health. Areas that will be explored include:

- How electronic health records (EHR) can be investigated to identify population health needs.
- Strategies for using social media data to identify evolving population health concerns.
- Interdisciplinary collaboration efforts that can facilitate the use of big data in developing population-specific health interventions.
- How secondary analysis of large, publicly available data sets can identify and quantify population-specific health problems.

4.5 contact hours will be available for nurses based on the conference agenda.

Keynote #1: Jessica Castner, PhD, RN-BC, FAEN, FAAN

Keynote #2: Karen A. Monsen, PhD, RN, FAMIA, FNAP, FAAN

Tentative conference schedule is on the following page.



Sponsorship Details

Sponsoring the Urban Health Research Conference provides multiple opportunities for an organization – networking, recruiting, continuing education for employees, and community engagement. The higher the level of sponsorship, the more valuable impressions you'll be able to make with conference attendees. The conference will utilize Whova, an app used to connect attendees, organizers and sponsors before, during, and after an event. Here are some of the benefits of using Whova for a potential sponsor such as yourself:

- Increases impressions by displaying a sponsor's banner in the app.
- Schedule virtual one-on-one meetings with attendees.
- Job board for recruitment.
- Send messages to participants .
- Community Board access, meant to engage on specific topics and drive traffic to sponsor pages.

[Watch a tutorial on how to use Whova.](#)

Tentative Urban Health Research Conference Schedule

Wednesday, April 12, 2023

8:30-9 a.m.

- Registration and Continental Breakfast

9-9:15 a.m.

- Welcome

9:15-10:15 a.m.

- Keynote Address:
Jessica Castner, PhD, RN-BC, FAEN, FAAN
President, Castner Incorporated
Topic: *Healthy Nation, Healthy World: The Big Data Ecosystem*

10:15-10:30 a.m.

- Break & Poster Viewing

10:30-11:30 a.m.

- Panel Discussion: Using National Data to Understand Population-Specific Problems



11:30 a.m.-12:30 p.m.

- Lunch

12:30-1:30 p.m.

- Keynote Address:
Karen A. Monsen, PhD, RN, FAMIA, FNAP, FAAN
Professor Emeritus, University of Minnesota School of Nursing
Topic: *Population Health and Big Data: Why Nursing Matters*

1:30-2 p.m.

- Poster Discussion with Presenters

2-3 p.m.

- Breakout Session One
 - Mining Social Media Data
 - Interdisciplinary Approach to Big Data
 - The Nuts and Bolts of Big Data

3-3:15 p.m.

- Break

3:15-4:15 p.m.

- Breakout Session Two
 - Mining Social Media Data
 - Interdisciplinary Approach to Big Data
 - The Nuts and Bolts of Big Data

Keynote Speakers



Jessica Castner, PhD, RN-BC, FAEN, FAAN
President, Castner Incorporated

Dr. Castner is the president and principal investigator/consultant of Castner Incorporated, as well as editor-in-chief of the *Journal of Emergency Nursing*. She recently served as the 2021-2022 National Academy of Medicine (NAM) Distinguished Nurse-Scholar-in-Residence, leveraging her expertise to play a prominent role in developing health policy at the federal level while engaging in interprofessional collaboration with scholars at NAM during a year-long immersion experience.

An expert in emergency and environmental health, Dr. Castner hones her clinical, entrepreneurial, and research experience to develop the next generation of telehealth and emergency care that understands and addresses social determinants of emergency medicine utilization in order to create more equitable care. Her pioneering work to integrate environmental health research, emergency nursing, and data science modelling within a social justice framework has enabled her promotion of healthy environments and prevention of health emergencies.



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Karen A. Monsen, PhD, RN, FAMIA, FNAP, FAAN
Professor Emeritus, University of Minnesota School of Nursing

A globally recognized nursing researcher and consultant, Dr. Monsen retired recently as professor emeritus at the University of Minnesota School of Nursing, where she coordinated the DNP specialty program, directed the Center for Nursing Informatics, and chaired the Population Health and Systems Cooperative. Dr. Monsen also created and led international organizations to advance nursing knowledge discovery and health care quality through the Omaha System Community of Practice, and directed the Omaha System Partnership practice-based research network within the University of Minnesota Center for Nursing Informatics.

Dr. Monsen's expertise is intervention effectiveness research, in which she employs diverse methods including data-driven theory development, theory-based analysis, data mining, visualization, longitudinal analysis, and causal modeling. She has worked extensively with health care agencies and systems regarding documentation issues and data management and reuse.