

# JaMor M. Hairston, PhDc, MSHI, MS

Digital Health Leader | Scientist | AI & Data Advisor

CPHIMS, PMP, LSSBB

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## PROFESSIONAL SUMMARY

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An innate researcher, STEMM-Ed advocate, and data sleuth serving the total digital health industry as a subject matter expert. Senior digital health professional with 8+ years of progressive leadership and 12+ years in information technology, driving enterprise-scale digital transformation across rural healthcare organizations, 40M+ patient health systems, and nationally in U.S. federal agencies. Passionate about empowering others and continuous learning. Deep domain expertise in AI/ML implementation, biomedical informatics, public health, health equity, regulatory compliance, and governance. Currently focusing on utilizing LLMs and other artificial intelligence components to improve healthcare outcomes.

## EDUCATION

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### Doctor of Philosophy (Ph.D.) in Computer Science & Informatics (CSI)

*Emory University School of Medicine* | Atlanta, GA | Expected Fall 2026

### Master of Science in Computer Science & Informatics

*Emory University School of Medicine* | Atlanta, GA | Spring 2026

- Biomedical Informatics Concentration
- Research includes biomedical applications of natural language processing, LLMs, and other methodologies. Applications in public health (e.g., opiate use, alcohol use disorders, maternal mortality, lung cancer), health disparities, information retrieval, and clinical decision support.
- Opportunities: NIH's NLM + NIDA – Large Language Models and Natural Language Processing for Maternal Health and Drug Misuse (SU24); Amgen Inc. – Deep Learning Architecture for Binary Classification in Peptide MHC-II Binding (SU23)
- Key Courses: Ethical Data Science and Informatics; Biomed Natural Language Processing; Machine Learning; Biostatistics for ML; Reducing Drug-Related Harms Using Internet-Based “Big Data”: ML and AI Methods; Human-Computer Interaction

### Master of Science in Health Informatics (MSHI)

*University of Alabama at Birmingham* | Birmingham, AL | Spring 2023

- Data Analytics Concentration
- Capstone: HSA Department Stakeholder Database and App Development
- Key Courses: Databases and Data Modeling; Advanced Quant. Methods; Analysis & Design of Health IS; Research Methods; Security and Privacy in Health Care; Advanced Data Mgmt and Analytics

### Master of Science in Interdisciplinary Graduate Studies (MSIGS)

*University of Alabama at Birmingham* | Birmingham, AL | Fall 2022

- Disciplines: Information Technology Management (MIS) & Biotechnology and Regulatory Affairs (BT)
- Thesis: Exploration of Data Applications: Examining the Factors of Maternal Mortality of Women of Color in the United States
- Key Courses: IT Planning and Capital Budgeting; IT and Business Strategy; Clinical Dev. of Drugs, Biologics, Diagnostics, and Medical Devices; Food and Drug Regulation; Clinical Trial Implementation

### Bachelor of Science in Biology

*University of Alabama at Birmingham* | Birmingham, AL

- Molecular Biology Concentration & Chemistry Minor
- Key Courses: Calculus; Statistics; Physics; Organic Chemistry; Molecular Genetics; Biology

## PROFESSIONAL EXPERIENCE

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### Senior Consultant | *US Department of Health and Human Services (HHS)*

Remote / Washington, DC Area | February 2024 – Present

- Leading advisory projects for government and industry, including implementing the US Core Data for Interoperability Plus (USCDI+) for the Assistant Secretary for Technology Policy (ASTP/ONC) and collaborating agencies, blending clinical, policy, and tech expertise.
- Overseeing quantitative research to develop data standards and policies for HIEs and digital health, focusing on data analysis and modernization. Leading qualitative activities like federal public comment periods and readiness interviews.
- Advising and authoring HL7 FHIR implementation guides. Designing HL7 Connectathons testing sessions and curating data elements for domains such as behavioral health, quality, public health, and oncology, ensuring compliance with industry coding standards.
- Supporting the strategic vision and growth of Next Level's portfolio and talent with federal health agencies, most recently SAMHSA, CDC, FDA, CMS, HRSA, and NCI. And leading business development through speaking engagements and contract proposals. SBA8(a) awardee.

### Senior Health Informatics Consultant | *Elevance Health – Anthem Blue Cross Blue Shield*

Remote | May 2022 – January 2024

- Fortune 20 company. AI product and data lead for enterprise and commercial AI/NLP SaaS products, led digital transformation initiatives impacting 40M+ members across 14 states. Matrixed and liaising across the Data Science and AI org and the Digital Clinical Solutions org.
- Partnered with 100+ clinicians, varying specialty, for product and strategy development. Provided data science and analytics expertise with a clinical impact focus, utilizing big data and NoSQL DBs for product strategy and planning. Applied relevant clinical measures and standards in strategic planning. Achieved an average projected savings of over \$4.3M per initiative.
- Remained current on cloud services, AI in healthcare, data governance, clinical codes, and clinical performance measures (e.g., HEDIS, STAR, CAHPS) across the industry. And disseminated information amongst led teams and exec leadership.

### Clinical Data Manager | *The University of Alabama at Birmingham*

Birmingham, AL | December 2018 – November 2022

- Director-level role overseeing clinical quality data operations, managing complex data for 150+ clinical trials daily, and presenting KPIs to executives and board members. Led physician advisory committees for tech implementation in clinical workflows. Managed cross-functional teams of 25+ professionals across clinical, technical, and administrative domains. Ensured quality medical coding, including ICD, CPT, and SNOMED-CT.
- Developed and monitored adherence to data and clinical SOPs, performed GxPs, and ensured compliance with regulatory guidelines (IRB, FDA, HITECH). Created a knowledge management system for CDS and a relational database for integrating 30 years of clinical trial data, adhering to HL7 FHIR standards.
- Acted as the liaison between industry and institution staff. (Comprehensive Cancer Center). Served as a representative for multiple system-wide initiatives, including DE&I and remote work standards.
- Other Titles Held: Clinical Research Data Analyst, Clinical Research Administrator, and Business Analyst

### IT Project Manager | *The University of Alabama at Birmingham*

Birmingham, AL | September 2017 – February 2019

- IT Governance and Portfolio Management - worked on predictive and adaptive (agile and SAFe) methodologies projects. Led the creation and presentation of performance reports to the VP and CIO office. Served as an SME for student-focused and implementation projects across the portfolio.
- Served as the product manager for a system-wide product's development and implementation strategy – including SDLC.
- Experienced in all knowledge areas of the PMBOK and proven experience using the complete project management plan. Acted as a systems administrator for multiple platforms, including access management, implementation and support, and product training.

## CONTRACT EXPERIENCE

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### Managing Director and Principal Consultant | *Healthlytics Consulting Group*

Atlanta, GA | May 2022 – Present

- Advising clients using experience in health information technology, data strategy, project management, leadership and professional development, and STEM education.
- Principal AI and Data Advisor for PEP!IN (People Empowering People for Inclusion Now, LLC), startup company seeking to provide research, recruiting, and technology solutions, with a strong focus on promoting diversity, equity, and inclusivity in healthcare and clinical research. Providing PEP!IN with strategic guidance for data security, AI-readiness, and analytics.

### Technical Subject Matter Expert (SME) | *Next Level Advisory Services*

Remote | December 2022 – 2023

- Federal subcontractor for the Office of the National Coordinator for Health Information Technology (ONC) of the U.S. Department of Health and Human Services (HHS). Providing technical informatics support for the USCDI+ initiatives, like the development of the maternal health data element list.
- Supporting ONC in developing and analyzing datasets/elements to be used as national interoperability standards. Advising the Federal Health IT Coordinating Committee (FHIT CC) outputs, including data strategy and standards.
- Contract Vehicle #: A+ GS35F0565T-140D0420F0486

### Senior Business Analytics and Strategy Consultant | *Binnacle Capital Services (C3 Conferencing)*

Birmingham, AL | March 2020 – May 2022

- Led product research and development for private wealth projects, using business intelligence for strategic planning and implementation. Designed and developed business analytics dashboards to illustrate project scope, cost, and schedule alignment.
- Managed multiple budgets averaging \$10M+ for business acquisitions, technology development and investing, and real estate projects across the US. Established efficient procurement, cost, and scope management techniques, achieving 20-30% savings in resource allocation through process management and improvement.

## OTHER EXPERIENCES

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### Informatics Research Consultant | 2021 – Present

- Using AI – Natural Language Processing (NLP) to explore Opiate Use Disorders (OUD) trends. Conducting phenotypic research in electronic health records to train models to detect the pattern and potential for OUD. Work is in collaboration with the UAB Dept of Biomedical Informatics and Data Science and the UAB Dept of Health Services Administration.

### Graduate Teaching Assistant | 2022 – 2025

- Initiate and facilitate classroom discussions. Lead and conduct lab sessions. Evaluate students' assignments and provide appropriate feedback on overall performance. Hold office hours to advise and assist students, per request. Create and improve engaging course structure and lesson plans.
- UAB Courses: HI613 - Analysis & Design of Health IS (FA22 – 2 Sections), HI614 – Clinical and Admin Sys (SP23 – 2 Sections, SP24 – 2 Sections), HI619 – Databases and Data Modeling (SU23 – Design)
- EU Courses: CS 170 – Intro to Comp Sci I (FA23), CS 377 – Database Systems (SP24), CS 224 Found of Comp Sci (FA24)

### Medical Informatics Research Trainee – NLM and NIDA | 2024

- Studying and developing national applications of NLP and Large Language Models (LLM) through the U.S. National Institute on Drug Abuse (NIDA) and National Library of Medicine's (NLM) National Center for Biotechnology Information (NCBI). Research covers evaluating the effectiveness of LLMs when answering maternal care questions, sourced from social media data. Working in collaboration with senior investigator, Dr. Zhiyong Lu (NLM-NCBI) and associate investigator, Dr. Brenda Curtis (NIDA).

### Digital Biologics Discovery Graduate Fellow – Amgen Inc. | 2023

- Served as a fellow in Amgen's R&D Center for Research Acceleration by Digital Innovation (CRADI). Assisted in developing machine learning and language learning models to generate protein sequences based on desirable conditions, including handling large data lakes and sequences. Worked with other domain experts to strategize metrics and market viability, gauging real-world performance.

#### **Innovation and Entrepreneurship Fellow | 2022**

- Managed the newest inventions across enterprises while also exploring careers within technology transfer. Tasked with performing market (competition and partner), prior art, and patent analyses to assess the commercial merit of new inventions.

#### **STEM Education and Outreach Instructor | 2017 – 2019**

- With Birmingham City High Schools through the UAB RIFE program. Designed individualized academic lessons, small group activities, and a positive classroom environment for Pre-Calculus, Trigonometry, and Algebra I & II. Identified community needs and initiatives and tracked progress.

#### **IT Help Desk Specialist | 2014 – 2017**

- Led the development and execution of system and application support and provided end-user support and training. Managed IT strategy for sourcing and vendor management.

## **SKILLS**

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- Programming Languages: SQL; R; Python; HTML
- Tools & Libraries: Pandas; dplyr; NLTK; NumPy; Matplotlib; Pytorch; PyMongo; Scikit-learn; Rshiny; ggplot2; tidyverse; spaCy
- Software: Tableau; Excel; MongoDB; ArangoDB; Anaconda; Jupyter Notebook; Epic; Cerner; AWS; Azure; Jira; Asana; Trello
- Industry Skills: RDBMS; NoSQL; Medical Coding – ICD, DRG, CPT, HCPCS, LOINC, etc.; Project & Program Management; Scrum; Product Management; Accounting; OOSAD; Grant and Technical Writing; Prompt Engineering

## **ACCOMPLISHMENTS**

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### **Certifications**

- Certified Professional in Healthcare Information and Management Systems (CPHIMS) – May 2023
- Lean Six Sigma Black Belt (LSSBB) – July 2022
- Project Management Professional (PMP) – May 2022

### **Research Grants**

- NIDA T32 Training in Advanced Data Analytics to End Drug-Related Harms (TADA) Grant: T32DA050552 (\$170K+; 2025-28)
- NIH HEAL Initiative Supplement Grant: 3R01DA057599-01S1 (\$82K+; 2024-25)
- Emory School of Medicine Centennial Scholar Fellowship Awardee (\$575,000)
- National GEM Consortium Ph.D. Fellowship (NSF-funded) (\$26,000)

### **Featured Honors and Awards**

- 2026 Edward A. Bouchet Graduate Honor Society at Emory University Inductee
- UAB HSA Health Leaders Alumni Association 2025 Emerging Leader of the Year Award
- UAB BAN 25 for 2025 Awardee
- 2025 Mary Jane Seacole Award in Healthcare Technology
- KPMG's PhD Project Doctoral Scholar 2024
- 2024 GA HIMSS David Cowan Scholarship Recipient
- Mid-South Computational Biology & Bioinformatics Society (MCBIOS) Young Scientist Excellence Award 2024 Finalist and Honorable Mention

- HIMSS 23 Emerging Healthcare Leaders Poster Participant
- National Association of Health Services Executives AL Scholarship
- 2022 AL HIMSS Student Merit Scholarship (\$1,250)
- 2x AL HIMSS Travel Grant Awardee (\$2,000)
- AHIMA Foundation 2022 National Merit Scholarship (\$7,000)

## COMMUNITY INVOLVEMENT

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### Primary Affiliations

- American College of Healthcare Executives (ACHE)
- American Medical Informatics Association (AMIA)
- Health Information Management Systems Society (HIMSS)
- International Medical Informatics Association (IMIA)
- Kappa Alpha Psi Fraternity Inc.

### Current Volunteer Leadership

- AMIA Board of Directors – Board Member
- AMIA Membership and Outreach Committee – Member
- AMIA Public Health Informatics Working Group – Chair-Elect
- Birmingham, AL City Tech Council – Member
- CMS Medicaid Information Technology Architecture (MITA) Interoperability WG – Member
- HIMSS Georgia Advocacy Committee – Member
- HIMSS Global Professional Development Committee – Member
- HIMSS Global Proposal Review Task Force – Member
- IMIA Student and Emerging Professionals Special Interest Group – Co-Chair
- UAB HSA Health Leaders Alumni Association (HLAA) – Board Member
- UAB Young Alumni Council – Board Member

### Featured Past Volunteer Experience

- AHRQ CDS Innovation Collaborative (CDSiC) Implementation, Adoption, and Scaling WG – Member, 2024-25
- AMIA Governance Nominating Committee – Member, 2024-25
- Emory Research Integrity Committee – Ethics Reviewer, 2025
- Emory University Senate – Member, 2024-25
- Emory University Governance Committee – Member, 2024-25
- HIMSS Emerging Healthcare Leaders Task Force – Member, 2024
- HIMSS Professional Development Committee (PDC) – Subject Matter Expert, 2024
- AMIA Student Working Group – Member-at-Large, 2021-23
- UAB SHP HSA Department Chair Search Committee – Member, 2022
- HIMSS 22 Conference – Program Assistant
- UAB Biomedical Research Information Technology Enhancement (U-BRITE) Hackathon 2022 – Participant

### Submission Reviewer

- Journals: JMIR, JAMIA
- Events: AMIA Annual Symposium 2023-25; AIME 2025; 2024-25 AMIA/HL7 FHIR App Competition; AMIA and the Coalition for Health AI 2024 AI Evaluation Showcase; AMIA Clinical Informatics Conference 2024; AMIA Informatics Summit 2024;

CMD-IT ACM Tapia Conference 2023; HIMSS 2024-26; HIMSS Emerging Healthcare Leaders Poster Competition 2025-26; IEEE ICHI 2026 (The Fourteenth IEEE International Conference on Healthcare Informatics); UAB UG Research Expo 2021-23

## RESEARCH, PUBLICATIONS, AND INVITED TALKS

Google Scholar: [scholar.google.com/citations?user=4mXFSYQAAAAJ](https://scholar.google.com/citations?user=4mXFSYQAAAAJ) | ORCID: 0000-0001-6069-5869

### Publications – Published

- **Hairston, J.**, Ranjan, R., Lakamana, S., Spadaro, A., Bozkurt, S., Perrone, J., Sarker, A. (2025) Automating inductive thematic analyses of health content using large language models: A proof-of-concept study using social media data. *JAMIA Open*, 2025, 8(5), ooaf102.
- Spadaro, A., **Hairston, J.**, Lakamana, S., Wightman, R., Love, J., Perrone, J., Sarker, A. (2025) A Characterization of Reddit Posts About Xylazine-Associated Wounds: Qualitative Study. *JMIR Dermatol* 2025;8:e70329.
- Elkin, P. L., Lindsell, C., ... **Hairston, J.**, et al. (2025). Data science and Artificial Intelligence in Biology, Health and Healthcare. *Journal of Clinical and Translational Science*, 1–6.
- Perrone, J., Love, J., **Hairston, J.**, Lakamana, S., Sarker, A. (2025) Characterization of Reddit Posts on Nitazenes. *Drug and Alcohol Dependence*.
- **Hairston, J.** (2025) Well, that was fun! Now what? Post-Conference Networking. HIMSS JobMine.
- Das, S., Ge, Y., Guo, Y., Rajwal, S., **Hairston, J.**, et al. (2024) Two-layer retrieval augmented generation framework for low-resource medical question-answering: proof of concept using Reddit data. *Journal of Medical Internet Research*.
- Almudaifer, A., Covington, W., **Hairston, J.**, et al. (2024) Multi-task Transfer Learning for the Prediction of Entity Modifiers in Clinical Text: Application to Opioid Use Disorder Case Detection. *Journal of Biomedical Semantics*.
- Almudaifer, A. I., Feldman, S. S., O’Leary, T., Covington, W. L., **Hairston, J.**, et al. (2024). Annotation of Opioid Use Disorder Entity Modifiers in Clinical Text. *Studies in health technology and informatics*, 310, 1458–1459.
- **Hairston, J.** (2022, November 17). Exploration of Data Applications: Examining the Factors of Maternal Mortality of Women of Color in the United States [thesis]. UAB Graduate School, the University of Alabama at Birmingham.

### Publications – Submitted for Publication

- Wu, D.T.Y., Shan, Z., **Hairston, J.**, Pena, D., Lewis, D., English, E. (2025) Using Data as a Competitive Advantage in Healthcare (chapter) in Feldman, S., Schooley, B. (2025) *Information Technology for Healthcare Managers*, 10th ed. ACHE Health Administration Press (HAP). Pre-print (+ textbook copyediting)

### Publications – In Progress

- **Hairston, J.**, Das, S., Lakamana, S., Spadaro, A., Wightman, R., Love, J., Perrone, J., Sarker, A. (2025) Polysubstance paper. In-progress.
- **Hairston, J.**, ..., Sarker, A., Lu, Z. (2025) Evaluating the effectiveness of LLMs when addressing pressing maternal care concerns. In-progress.
- **Hairston, J.**, Williams, K. S., Osuchuji, J., Subbian, V. (2026) Interviews and Personal Insights (chapter) in Bright, T., Moore, J. (2026) *Developing and Sustaining Diversity and Inclusion in Informatics*. Springer Nature. In-progress (+ textbook copyediting)

### Talks + Leadership

- (2026, April) Automating Thematic Characterization Using Large Language Models for Substance Use Disorders [Presentation]. 2026 Yale Bouchet Conference. April 11, 2026. New Haven, CT.
- (2026, March) Social Media as Health Data: Discovering New Risks with AI [Webinar]. UAB Department of Biomedical Informatics and Data Science PowerTalks. March 6, 2026.
- (2025, December) Emerging AI in Health IT: Risks, Rewards, and Readiness [Webinar Panel]. HIMSS Professional Development Committee. December 10, 2025.
- (2025, October) The Power of Us: Generations Connected by Purpose [Panel]. Don’t Be Left at the Water Cooler: Unlocking Career Pathways by Increasing Your Understanding of AI. University of Alabama at Birmingham. October 22, 2025. Birmingham, AL.

- (2025, August) Automating inductive thematic analyses of health content using large language models: A proof-of-concept study using social media data [Poster]. 20th World Congress on Medical and Health Informatics: MedInfo 2025. August 09 – 13, 2025. Taipei, Taiwan.
- (2025, August) Developing Resilience and Adaptability in a Rapid Evolving Health Informatics Field [Workshop, Co-Organizer]. 20th World Congress on Medical and Health Informatics: MedInfo 2025. August 09 – 13, 2025. Taipei, Taiwan.
- (2025, May) 3rd Annual Data for Good for Education (D4G4ED) 2025 [Workshop, Co-Organizer] (NSF-Funded #2431858; \$49k+). Trinity Christian College. May 28 – 30, 2025. Chicago, IL.
- (2025, February) W.E.B. Du Bois Data Science Symposium 2025: Charting New Horizons [Webinar]. AUC Data Science Initiative.
- (2024, October) Data for Good for Education (D4G4ED) 2024 [Workshop, Co-Organizer]. Academic Data Science Alliance (ADSA) Annual Meeting. October 28 – 31, 2024. Ann Arbor, MI.
- (2024, September) Transcending and Elevating in Our Career Fields [Webinar Panel]. National Association of Health Service Executives (NAHSE) Young Professionals Committee.
- (2024, August) Men as the CHARM: The CHampions in Reducing Mortality and Morbidity (CHARM) in Maternal and Child Health to Reduce Disparities in Outcomes [Webinar Panel, Moderator]. PEP!IN (People Empowering People for Inclusion Now, LLC).
- (2024, June) Characterization of Reddit Posts on Nitazenes [Poster]. The College on Problems of Drug Dependence. CPDD 86th Annual Scientific Meeting. June 15-19, 2024. Montreal, Canada.
- (2024, May) Innovations in Telemedicine, Advance Care Planning, Pediatric Care, and Emergency Medicine Documentation in the Evolving Landscape [Session Chair]. American Medical Informatics Association (AMIA) 2024 Clinical Informatics Conference. Minneapolis, MN.
- (2024, May) Emoji Reactions, Nationwide Efficiency Studies, and Machine Learning-Driven Clinical Alerts [Session Chair]. American Medical Informatics Association (AMIA) 2024 Clinical Informatics Conference. Minneapolis, MN.
- (2024, April + August) Using LLMs for the Classification of Social Media Posts Covering Xylazine Wounds [Poster]. 2024 Georgia Tech Biomed STAR-AI Symposium. April 10 – 11, 2024. Atlanta, GA. + 22nd International Conference on AI in Medicine (AIME 2024) July 09 – 12, 2024. Salt Lake City, UT.
- (2024, April) Reddit Discussions of Xylazine Associated Wounds [Poster]. American College of Medical Toxicology. 2024 ACMT Annual Scientific Meeting. April 12 –14, 2024. Washington, DC.
- (2024, March) Mining SM Data About Xylazine Associated Wounds: LLM Classification. Mid-South Computational Biology & Bioinformatics Society (MCBIOS) Young Scientist Excellence Award Competition. Atlanta, GA.
- (2023, November) Making the Mark: Journey to HIMSS Professional Certifications and Beyond [Webinar]. Healthcare Information and Management Systems Society, Inc. (HIMSS).
- (2023, August) Blazer Male Excellence Network Induction Ceremony [Keynote Speaker]. University of Alabama at Birmingham. Birmingham, AL.
- (2023, April) Emerging Healthcare Leaders [Panel]. Maternal Mortality of Women of Color in the United States. 2023 HIMSS Global Conference. April 18, 2023. Chicago, IL.
- (2023, April) Maternal Mortality of Women of Color in the United States [Poster]. 2023 Healthcare Information and Management Systems Society, Inc. (HIMSS) Global Conference. April 18, 2023. Chicago, IL.
- (2022, September) AMIA at Tapia Conference 2022 [Board Representative]. CMD-IT ACM Tapia Conference 2022. Washington, DC.
- Other Invited Talks: Morehouse School of Medicine, the University of Alabama at Birmingham, Black in AI Emerging Leaders in AI, various conferences, and various grade schools.

*CV as of February 2026*