



TITLE: Emergency Medical Service Demand Forecasting Models & Methods: A Comparative Analysis

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ABSTRACT

Since the early 1970's researchers have published a wide variety of studies analyzing and forecasting demand for emergency medical services (EMS) across various localities. While much of this literature has come out of the field of operations research, investigators from several other fields such as medicine, business, computer science and the social sciences have made significant contributions to the current body of knowledge. In this presentation the various models and methods devised for solving the complex problems related to predicting EMS call demand will be compared and evaluated based on their contribution level to the field and effectiveness in application.

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BIOGRAPHY

Dr. R. Justin Martin is the Coca-Cola Fellow and Assistant Teaching Professor of Information Systems & Analytics at the Wake Forest University School of Business. His industry experience spans a wide variety of areas, including software and web development, information technology management, healthcare informatics, and logistics technology. Dr. Martin teaches courses in information systems management, application development, operations management, and analytics. His research interests are of an interdisciplinary nature and currently focus on the application of machine learning methods for developing advanced forecasting/prediction models within the Emergency Medical Services industry.

Dr. Martin earned a PhD in Computing and Information Systems, a MS in Systems Engineering (Engineering Management), and a BSBA degree in Management Information Systems & Operations Management from the University of North Carolina at Charlotte