

# Wayne State University & Syntasa: Accelerating Public Health Insights with AI

## Background

Google Public Sector partnered with Netchannels to develop customer success stories showcasing how AI and data platforms are transforming public sector outcomes. One featured initiative highlighted Wayne State University’s collaboration with Syntasa to modernize public health reporting through Project PHOENIX—an integrated data exchange combining electronic health records with 70+ anonymized social, environmental, and demographic data sources to deliver deeper population health insights.

## Challenge

Community Health Needs Assessments (CHNAs) are federally required but historically manual, resource-intensive, and slow—often taking up to a year to complete. Google Public Sector needed a compelling customer narrative that could clearly demonstrate how AI and advanced analytics were compressing timelines, improving data relevance, and enabling faster public health decision-making.

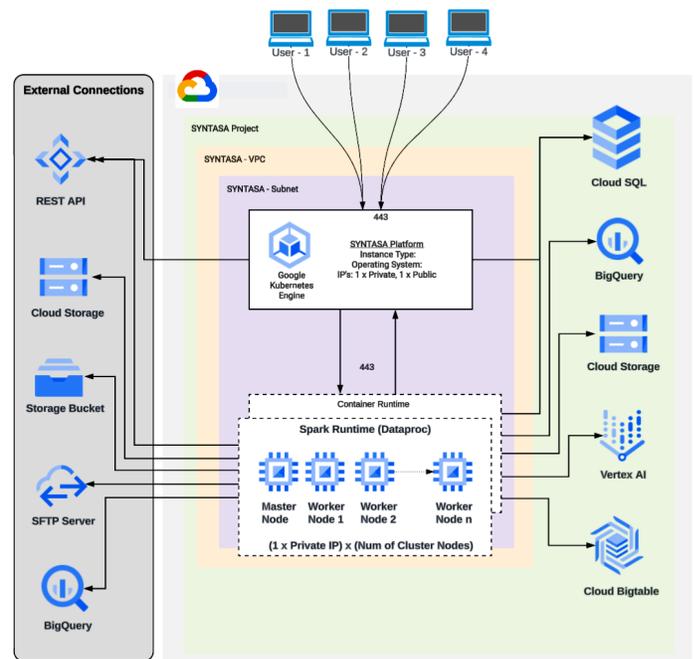
## Approach

Netchannels led the development and writing of the customer success story, translating complex technical architecture and public health workflows into a clear, outcome-driven narrative.

Content development included:

- Stakeholder and subject matter expert interviews
- Translation of PHOENIX data integration capabilities
- Alignment of AI innovation to public health outcomes

The story detailed how Wayne State University, Syntasa, and Google Public Sector collaborated to build CHNA 2.0 by combining PHOENIX data with Google Cloud and AI technologies.



Key solution components highlighted:

- Vertex AI and Gemini for report generation
- Syntasa Sentiment Analytics integrating survey, search, and social data
- BigQuery for large-scale sentiment analysis

The narrative also emphasized a human-plus-AI model, where analysts define report structures while AI extracts insights and drafts content—significantly accelerating production timelines.

## Results

The finished customer success story demonstrated how AI can transform public health planning from static reporting into dynamic, real-time intelligence.

Key impact themes included:

- Reduction of CHNA report development from up to one year to a matter of weeks
- Integration of 70+ anonymized health, social, and environmental data sources
- Real-time community sentiment analysis from search and social data
- Creation of “living” assessment documents with continuously updated insights
- Successful pilot deployment with the City of Dearborn, Michigan

By crafting a clear, outcome-focused narrative, Netchannels enabled Google Public Sector to showcase the scalable impact of its AI ecosystem—positioning CHNA 2.0 as a model for modernizing public health assessments nationwide.

## Relevant Links

Read the full story: [Wayne State University and Syntasa: Transforming public health assessments with AI](#)

