

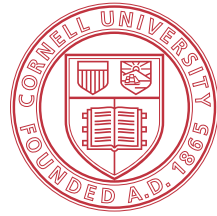
CORNELL SYMPOSIUM
HOSPITALITY HEALTH & DESIGN



IN SEARCH
OF A
HEALTHY
FUTURE

PROGRAM

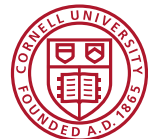
PRESENTED BY



Cornell University



Cornell University
College of Human Ecology



School of Hotel Administration

THANK YOU

The Cornell Institute for Healthy Futures would like to thank Hortus Forum, Cornell's undergraduate horticulture club, for letting us use their wonderful plants for the stage during our conference.

THANK YOU TO OUR SPONSORS

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THE RITZ-CARLTON
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THANK YOU

WELCOME

Welcome



Dear Colleagues and Friends,

Welcome to the inaugural Cornell Hospitality, Health and Design Symposium 2016 organized by the Cornell Institute for Healthy Futures (CIHF).

Although the words “hospitality” and hospital” invoke very different emotions, they stem from the same root word in Latin, hospes, meaning “guest” or “host”. While the hospitality and healthcare industries have evolved quite differently over the centuries, they continue to share many common characteristics. For example, both industries need to take care of the unique needs of their guests by providing comfortable lodging, food-service,

privacy / security, and many other similar amenities and supplementary services. Each industry can provide unique opportunities for companies operating in the other industry because of evolving customer preferences / business dynamics, and changing regulations and policies. Many new industry segments are emerging at the interface of hospitality and healthcare – they include senior housing and care; wellness and medical tourism; and concierge medicine; to name a few.

The purpose of this symposium therefore is to bring together academic scholars and industry leaders who have interest in exploring the rapidly evolving dynamics of hospitality and

healthcare industries. Furthermore, we believe that design thinking, along with a growing body of evidence based design research, provides an effective approach for exploring this exciting topic from both academic and practitioners’ perspectives. We are delighted that both academic scholars and industry leaders from around the world have chosen to participate in this engaging dialogue.

As symposium co-chairs and directors of CIHF, we are grateful for the generous support provided by the School of Hotel Administration (SHA), College of Human Ecology (CHE) and our industry collaborators in establishing this unique institute, which is first of its kind in the world. Going forward, we hope for engaged and active collaboration between industry and academia in search of a prosperous and healthy future!

Sincerely,

Symposium Co-Chairs

Rohit Verma, *CIHF Executive Director, Singapore Tourism Board Distinguished Professor, Service Operations Management, School of Hotel Administration, Dean of External Relations, Cornell College of Business*

Brooke Hollis, *CIHF Associate Director, Associate Director, Sloan Program in Healthcare Administration, Department of Policy Analysis and Management, College of Human Ecology*

Mardelle Shepley, *CIHF Associate Director, Professor, Department of Design and Environmental Analysis, College of Human Ecology*

WELCOME

MASTER SCHEDULE

Sunday, October 9, 2016

4:00 - 8:00 p.m.	Registration	Statler Hotel Lobby
5:00 - 7:00 p.m.	Welcome Reception	Johnson Museum, New Wing

Monday, October 10, 2016

7:00 a.m. - 4:00 p.m.	Registration	Statler Auditorium Lobby
7:00 - 8:00 a.m.	Breakfast	Park Atrium
7:45 - 8:00 a.m.	Conference Opening	Statler Auditorium
8:00 - 9:00 a.m.	Keynote Panel #1 - Healthcare	Statler Auditorium
9:30 - 11:00 a.m.	Concurrent Session #1	Statler Rooms, 196, 198, 396, 398, 391
11:00 - 11:30 a.m.	Break	Park Atrium
11:30 a.m. - 1:00 p.m.	Concurrent Session #2	Statler Rooms, 196, 198, 396, 398, 391
1:00 - 2:15 p.m.	Networking Lunch	Carrier Ballroom
2:15 - 3:45 p.m.	Concurrent Session #3	Statler Rooms, 196, 198, 396, 398, 391
3:45 - 4:15 p.m.	Break	Park Atrium
4:15 - 5:45 p.m.	Keynote Panel #2 - Design	Statler Auditorium
6:00 - 7:00 p.m.	Networking Reception	Park Atrium
7:00 - 9:00 p.m.	Banquet Dinner	Carrier Ballroom

Tuesday, October 11, 2016

7:00 a.m. - 4:00 p.m.	Registration	Statler Auditorium Lobby
7:00 - 8:00 a.m.	Breakfast	Park Atrium
7:45 - 8:00 a.m.	Conference Opening	Statler Auditorium
8:00 - 9:00 a.m.	Keynote Panel #3 - Senior Living	Statler Auditorium
9:00 - 9:15 a.m.	De-Stress Desk Stretches	
9:30 - 11:00 a.m.	Concurrent Session #4	Statler Rooms, 196, 198, 396, 398, 391
11:00 - 11:30 a.m.	Break	Park Atrium
11:30 a.m. - 1:00 p.m.	Concurrent Session #5	Statler Rooms, 196, 198, 396, 398, 391
1:00 - 2:15 p.m.	Healthy Box Lunch on your own	Park Atrium
2:15 - 3:45 p.m.	Concurrent Session #6	Statler Rooms, 196, 198, 396, 398, 391
3:45 - 4:00 p.m.	Break	Statler Hall
4:00 - 5:15 p.m.	Keynote Panel #4 - Hospitality	Statler Auditorium
	Closing Ceremony	
5:15 - 5:30 p.m.	Reverence	
5:30 - 6:30 p.m.	Closing Reception	Park Atrium

SCHEDULE

BREAK SCHEDULE

Monday, October 10, 2016 - 11:00 - 11:30 a.m.

- Healthy Food Break-Hydrate, Relax, Refuel
- A Balanced Body Therapy Facilitating Balance Through Therapeutic Massages
Four Massage Therapists will giving massages during the break, Park Atrium
- The Meditation Room - Open at all times, 192 Statler Hall
- Open Yoga room will be available during the conference Monday-Tuesday 193 Interview, Statler Hall
- Just a few Acres, Park Atrium
- CSA Cooperate Extension, Park Atrium

3:45 - 4:15 p.m.

- Healthy Food Break-vi-tal-i-ty. the state of being strong and active; energy
- Let's Meditate! Guided Meditation with Eve Abrams, LCSW-R from CAPS (Come for a restorative break and try out this practice! 395 Statler Hall)
- The Meditation Room - Open at all times, 192 Statler Hall
- Open Yoga room will be available during the conference Monday-Tuesday 193 Interview, Statler Hall
- Cooperate Extension CSA Information

Tuesday, October 11, 2016 - 9:00 - 9:15 a.m.

- Decompress with some stretch! Ruth Merle-Doyle, M.S., ACSM Exercise Specialist, ACSM RCEP, Alice Statler Auditorium. (Let's take 15 minutes to decompress with some simple stretching that can be done in your office space or on the go.)

11:00 - 11:30 a.m.

- Healthy Food Break-"An apple a day keeps the doctor away."
- Let's Meditate! Guided Mindfulness Meditation with Seth Strimas-Mackey (Come for a restorative break and try out this practice! 395 Statler Hall)
- The Meditation Room - Open at all times, 192 Statler Hall
- Open Yoga room will be available during the conference Monday-Tuesday 193 Interview, Statler Hall Cooperate
- Extension CSA Information, Park Atrium

1:00 - 2:15 p.m.

- Healthy Box Lunch on your own (A healthy lunch will be provided and you can decide if you want to take a tour of campus or plan a picnic.)

3:45 - 4:00 p.m.

- Healthy Food Break-Let Them Eat Greens
- The Meditation Room - Open at all times, 192 Statler Hall
- Open Yoga room will be available during the conference Monday-Tuesday 193 Interview, Statler Hall

CONFERENCE INFORMATION

Public Transit:

Tompkins Consolidated Area Transit (TCAT)
For information, 607.277.RIDE, www.tcatbus.com. Fares are \$1.50.

Taxi:

Ithaca Dispatch handles dispatching for University Taxi, Yellow Cab, and Cayuga Taxi. Their numbers are: 888.321.1149, 607.277.TAXI, 607.277.7777, 607.277.CABS, or 607.272.3333. Fares between Cornell and downtown are approximately US\$6.00.

Computer Access:

Conference participants may use the computers in the Binenkorb Computer Center, 8:00 a.m. to 6:00 p.m. The “Bin” is located in Statler Hall Room 365 (south end of the hallway). Information on Cornell’s free wi-fi Red Rover system is available throughout the building: www.cit.cornell.edu/services/redrover/howto/rrguest/index.cfm.

Emergencies and Urgent Needs:

Medical or police emergencies, dial 911 or pick up a Blue Light phone for an immediate connection to Cornell Police. For non-emergency police assistance, dial 607.255.1111. For urgent conference-related information, Valerie Kelly: 315.730.2228, or Rohit Verma: 607.279.0828.

Dress Code:

The dress code is business casual for the conference.

CONFERENCE INFORMATION

Accommodations

A block of rooms have been reserved at the following hotels under the name of Hospitality and Healthcare Design Symposium:

Hotel Ithaca
222 South Cayuga Street
Ithaca, NY 14850
607-272-1000

Argos Inn
408 East State Street
Ithaca, NY 14850
607-319-4437

Courtyard Marriott
29 Thornwood Drive
Ithaca, NY 14850
585.389.8300

Hotel Hilton Garden Inn
130 E. Seneca Street
Ithaca, NY 14850
607.277.8900 Group Block CIHF16

Homewood Suites by Hilton Ithaca
36 Cinema Drive
Ithaca, NY 14850
607.266.0000

Statler Hotel
130 Statler Drive
Cornell University
Ithaca NY 14853
1.800.541.2501

SCHEDULE AT A GLANCE

Sunday, October 9, 2016

4:00 - 8:00 p.m. Registration The Statler Hotel Lobby
 5:00 - 7:00 p.m. Welcome Reception Johnson Museum
 (Student guides will be available to escort you to the reception at the Johnson Museum. Please plan on meeting in the Statler Hotel Lobby at 4:30 pm.) *Parking is available by the museum if needed.*

Come kick off the conference with a welcome reception at the Johnson Museum.

Entertainment by Burns and Kristy

Americana group from Ithaca, N.Y. "Vocal rich, indie-folky-pop with a spiritual, whimsical attitude"

Johnson Museum Open House

Walk to the 5th floor to capture a picture and for an aerial view of Cornell campus, Cayuga Lake, and Ithaca.

Location: Johnson Museum, New Wing

Monday, October 10, 2016

7:00 a.m. - 4:00 p.m. Registration Statler Auditorium Lobby
 7:00 - 8:00 a.m. Breakfast Park Atrium
 7:45 - 8:00 a.m. Conference Opening Statler Auditorium
 8:00 - 9:00 a.m. Keynote Panel #1 Healthcare Statler Auditorium
 9:30 - 11:00 a.m. Concurrent Session #1 Statler 196, 198, 396, 398, 391

STATLER 196
 Session 1 Alpha
 Moderator:
 Peavey-Hsieh
 Presenters:
 Campbell
 Gavora
 Oppenheim

STATLER 198
 Session 1 Beta
 Moderator:
 Dinan
 Presenters:
 Lewis
 Karpman
 Muir

STATLER 396
 Session 1 Gamma
 Moderator:
 Segarra-Oña
 Presenters:
 Ding
 Pastor
 Sharma

STATLER 398
 Session 1 Delta
 Moderator:
 Sarkisian
 Presenters:
 Erickson
 Keehnen
 Schweder
 Leung

STATLER 391
 Session 1 Epsilon
 Moderator:
 Nanda
 Presenters:
 Hanlon
 Kaufman
 Martyn

SCHEDULE AT A GLANCE

Monday, October 10, 2016

11:00 - 11:30 a.m. Break Park Atrium
 11:30 a.m. - 1:00 p.m. Concurrent Session #2 Statler 196, 198, 396, 398, 391

STATLER 196
 Session 2 Alpha
 Moderator:
 Gray
 Presenters:
 O'Neill
 Pires de Souza
 Joglekar

STATLER 198
 Session 2 Beta
 Moderator:
 Andress
 Presenters:
 Sachs
 Tabacchi
 Vitale-Aussem
 Andrews

STATLER 396
 Session 2 Gamma
 Moderator:
 Beard
 Presenters:
 Arthur
 Garg
 Weiner

STATLER 398
 Session 2 Delta
 Moderator:
 Hanlon
 Presenters:
 DeMicco
 Lindsey
 McRoberts
 Nobbs
 Gao

STATLER 391
 Session 2 Epsilon
 Moderator:
 Walsman
 Presenters:
 Bardhan
 Susskind
 Cawley
 Leggio
 Kyricos
 Szivas

1:00 - 2:15 p.m. Networking Lunch Carrier Ballroom
 2:15 - 3:45 p.m. Concurrent Session #3 Statler 196, 198, 396, 398, 391

STATLER 196
 Session 3 Alpha
 Moderator:
 Maldari
 Presenters:
 Salawu
 Steele
 Lombarts

STATLER 198
 Session 3 Beta
 Moderator:
 Ding
 Presenters:
 Barrett
 Perry
 Braun

STATLER 396
 Session 3 Gamma
 Moderator:
 Green
 Presenters:
 Cheng
 Chryssikou
 Commet
 Gallan

STATLER 398
 Session 3 Delta
 Moderator:
 Oppenheim
 Presenters:
 Hill
 Krieger
 Matsushita

STATLER 391
 Session 3 Epsilon
 Moderator:
 Shockney
 Presenters:
 Andress
 Ohayon
 Walsman
 Anderson

3:45 - 4:15 p.m. Break Park Atrium
 4:15 - 5:45 p.m. Keynote Panel #2 Design Statler Auditorium
 6:00 - 7:00 p.m. Networking Reception Park Atrium
 7:00 - 9:00 p.m. Banquet Dinner Carrier Ballroom

SCHEDULE

SCHEDULE AT A GLANCE

Tuesday, October 11, 2016

7:00 a.m. - 4:00 p.m.	Registration	Statler Auditorium Lobby
7:00 - 8:00 a.m.	Breakfast	Park Atrium
8:00 - 9:00 a.m.	Keynote Panel #3 Senior Living	Statler Auditorium
9:00 - 9:15 a.m.	De-Stress Desk Stretches	Statler Auditorium
9:30 - 11:00 a.m.	Concurrent Session #4	Statler 196, 198, 396, 398

<p>STATLER 196 Session 4 Alpha Moderator: Gavirneni Presenters: Cullen Dilani Dunn</p>	<p>STATLER 198 Session 4 Beta Moderator: Kaufman Presenters: Gray Thurlow Pradinuk Tait Robison</p>	<p>STATLER 396 Session 4 Gamma Moderator: Abramson Presenters: Creary Schweitzer Sydnor Sparrow</p>	<p>STATLER 398 Session 4 Delta Moderator: Boudreau-Scott Presenters: Carbone Griff Lee</p>
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11:00 - 11:30 a.m.	Break	Park Atrium
11:30 a.m. - 1:00 p.m.	Concurrent Session #5	Statler 196, 198, 396, 398

<p>STATLER 198 Session 5 Alpha Moderator: Lewis Presenters: Nowak Wolff</p>	<p>STATLER 196 Session 5 Beta Moderator: Weisenburger Presenters: Urdaneta Yesawich Piccoli</p>	<p>STATLER 396 Session 5 Gamma Moderator: Zhang Presenters: Easton D'Alessandro Zheng</p>	<p>STATLER 398 Session 5 Delta Moderator: Barrett Presenters: Smith Roscoe LaFontana Strong Thomas</p>
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1:00 - 2:15 p.m.	Healthy box lunch on your own (A healthy lunch will be provided and you can decide if you want to take a tour of campus or plan a picnic.)	Park Atrium
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SCHEDULE AT A GLANCE

Tuesday, October 11, 2016

2:15 - 3:45 p.m.	Concurrent Session #6	Statler 196, 198, 396, 398
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<p>STATLER 196 Session 6 Alpha Moderator: Pasha Presenters: Leon Sydnor Shockney Wolff</p>	<p>STATLER 198 Session 6 Beta Moderator: Chastain Presenters: Hargett Hua Slaugh</p>	<p>STATLER 396 Session 6 Gamma Moderator: Jones Presenters: Galbreath Kaufman Rudd Zhong Kong Zhang Verma Roth</p>	<p>STATLER 398 Session 6 Delta Moderator: Susskind Presenters: Alonso Chiu Rielly</p>
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3:45 - 4:00 p.m.	Break	Park Atrium
4:00 - 5:15 p.m.	Keynote Panel #4 Hospitality Closing Ceremony	Statler Auditorium
5:15 - 5:30 p.m.	Reverence	
5:30 - 6:30 p.m.	Closing Reception	Park Atrium

SCHEDULE

KEYNOTE PANEL #1 - HEALTHCARE

Monday, October 10, 2016
8:00 - 9:00 a.m.
Statler Auditorium

Moderator



Melissa Ceriale, P '15, '16, '18
*Board of Trustees
Montefiore Medicine*

Panelists



Andria Castellanos
*Group Senior Vice President
and Chief Operating Officer
NYP/Columbia New York
Presbyterian*



Robert Ritz, MHA '87
*President
Mercy Medical Center*



Dr. Phil Ozuah
*Executive Vice President
Chief Operating Officer
Montefiore*



**Peter Yesawich, SHA
'72, MS '74, PhD '76**
*Chief Growth Officer
Cancer Treatment Centers
of America*

KEYNOTE PANEL #2 - DESIGN

Monday, October 10, 2016
4:15 - 5:45 p.m.
Statler Auditorium

Moderator



Mardelle Shepley
*CHE Professor of Design and Environmental Analysis
College of Human Ecology
Cornell University*

Panelists



Jennifer Aliber
*Principal
Shepley Bulfinch*



Lance Hosey
*Chief Sustainability Officer/
Principal
Perkins Eastman*



Alan Dilani
*Professor, Architect/Public
Health
International Academy for
Design & Health*



Naomi Sachs
*Founding Director
Therapeutic Landscapes
Network*

KEYNOTE

BANQUET DINNER

Monday, October 10, 2016
7:00 - 9:00 p.m.
Carrier Ballroom

Guest Speaker “Beyond Return on Investment: Tracking Return on Community and Wellness”



Maggie Hsu
CEO
Zappos.com

KEYNOTE PANEL #3 - SENIOR LIVING

Tuesday, October 11, 2016
8:00 - 9:00 a.m.
Statler Auditorium

Moderator



Brooke Hollis
Associate Director
Sloan Program in Health
Administration, Cornell
University

Panelists



Tom McInerney
President and CEO
Genworth Financial



Joe Weisenburger
Vice President, Senior
Housing
Welltower Inc



John P. Rijos, SHA '75
Co-Founder
Operating Partner
Chicago Pacific Founders

KEYNOTE

KEYNOTE PANELS #4 - HOSPITALITY

Tuesday, October 11, 2016
4:00 - 5:30 p.m.

Moderator



Rohit Verma

Dean for External Relations, Cornell College of Business - Executive Director, Institute for Healthy Futures and Singapore Tourism Board Distinguished Professor in Asian Hospitality Management

Panelists



Alfredo Carvajal

*President
Delos Signature*



Dayssi Olarte Kanavos, SHA '85

*President and COO
Flag Luxury Group*



Jeff Hargett

*Senior Corporate Director
Culture Transformation*



Rob Rush, SHA '77

*Managing Director in the
Advisory Group of Deloitte & Touche LLP, and is
Managing Director of LRA
by Deloitte*

KEYNOTE

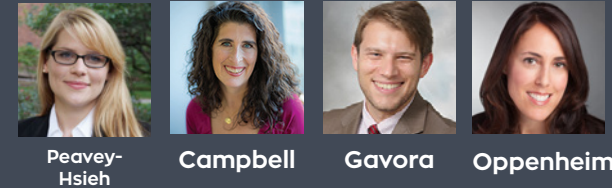
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 196 · 9:30 - 11:00 a.m. · Session 1 Alpha

Moderator: Erin Peavey-Hsieh, Research Chair and Trustee, Academy of Architecture for Health Foundation



Presentation #1: Moving from Surgery Patient to Surgery Participant!
Heather Campbell, *CEO, Co-founder, Ready Set Recover*

Presentation #2: The Intersection of Facility Design, Patient Experience, and Investing in Your People: A Case Study of Mercy West Lakes Hospital
Robert Gavora, *Hum Ec '15, Administrative Fellow, Mercy Medical Center-Des Moines*

Presentation #3: Achieving Service Excellence in Healthcare, Great Goal, but Good Luck!
Meredith Oppenheim, *A&S '95, Strategic Advisor, Oppenheim Architecture, Founder/CEO of Nurture Med*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 198 · 9:30 - 11:00 a.m. · Session 1 Beta

Moderator: Edward Dinan '79, Executive in Residence, Cornell University



Presentation #1: Operations Management and Older Life: Conceptual and Practical Challenges on the Care-Where Landscape
Mike Lewis, *Professor, University of Bath*

Presentation #2: Leveraging Academia, Clinical Practice and Entrepreneurship into Creating a Company to Preserve Physical Independence in Senior Adults
Robert Karpman, *Founder and CEO, Geri-Safe*

Presentation #3: Motivational Interviewing for Healthy Service Encounters
Clive Muir, *Associate Professor, Stephen F. Austin State University*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 396 · 9:30 - 11:00 a.m. · Session 1 Gamma

Moderator: Marival Segarra-Oña, Associate Professor, Innovation and Competitiveness, Universidad Politécnica de Valencia Spain



Segarra-Oña



Ding



Pastor



Sharma

Presentation #1: Age Difference in Patient Experience: An Opportunity for Utilizing Service Design Concepts to Improve Inpatient Care
Xin (David) Ding, *Associate Professor, University of Houston*

Presentation #2: Reimagining Food Service is Mission Critical
Thom Pastor, *Nutrition Services Manager, St Charles Healthcare*

Presentation #3: Does the Office of Patient Experience Matter in Improving Delivery of Care? An Econometric Study of US Hospitals
Luv Sharma, *Assistant Professor, University of South Carolina*

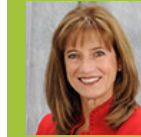
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 398 · 9:30 - 11:00 a.m. · Session 1 Delta

Moderator: Michelle Sarkisian, President, P3 Advisors LLC



Sarkisian



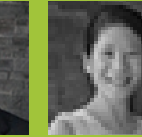
Erickson



Keehnen



Schweder



Leung

Presentation #1: Healthcare, Hospitality and Profit Pools: Intangibles Required for Success Across Industry Sectors
Scott Erickson, *Professor, Ithaca College*

Presentation #2: Grey Ocean @ Hospitality - Hospitality and Healthcare Combining Forces to Exploit the Opportunity of Aging as a Force Driving Change
Edgar Keehnen, *Lecturer, Hotelschool The Hague*

Presentation #3: Critical Success Factors for Planning and Designing a Wellness Resort
Ingo Schweder, *Founder and CEO, GOCO Hospitality*
Josephine Leung, *Group Director Design, GOCO Hospitality*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 391 · 9:30 - 11:00 a.m. · Session 1 Epsilon

Moderator: Upali Nanda, Director of Research, HKS Executive Director, Center for Advanced Design Research and Education



Presentation #1: Wellness Amenity Impact on Residential Resort Community Attractiveness

Brian Hanlon, *Director, Mindfolio*

Presentation #2: Lessons Learned from the Hotel Industry and the C-I-CARE Program at Stanford Health Care

Judy Kaufman, *Director of Patient Relationship Management, Stanford Health Care*

Presentation #3: Consistency is the Key to Customization

Elizabeth Martyn, *SHA '07, Senior Project Manager, Cornell University*

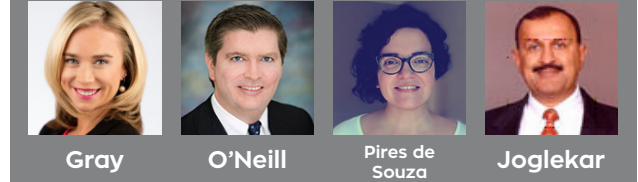
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 196 · 11:30 a.m. - 1:00 p.m. · Session 2 Alpha

Moderator: Whitney Austin Gray, Executive Director of Research and Innovation, Delos



Presentation #1: Do Private Hospital Rooms Reduce the Risk of Hospital-Acquired Infection? A Cross-Sectional Study of Texas Hospitals

Liam O'Neill, *Associate Professor, University of North Texas - HSC*

Presentation #2: Health and Environment: Functional Diversity as a Determining Factor in the Design Process

Eliana Pires de Souza, *Architect and Urban Designer, Aceplan*

Presentation #3: Design for Measuring and Managing User Engagement: Evidence from Wearable Technologies

Nitin Joglekar, *Associate Professor, Boston University*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 198 · 11:30 a.m. - 1:00 p.m. · Session 2 Beta

Moderator:
Kelly
Andress,
President,
Sage Senior
Living



Andress Sachs Tabacchi Vitale-Aussem Andrews

Presentation #1: Restorative Landscapes for Health and Healthcare: Learning from Other Industries
Naomi Sachs, *Founding Director, Therapeutic Landscapes Network*

Presentation #2: Business Proposition: Liberalized Dining and Service / Best Practices in Senior Living
Mary Tabacchi, *Professor Emerita, Cornell University*

Presentation #3: Is Hospitality Enough for Senior Living?
Jill Vitale-Aussem, *Chief Operating Officer, Cappella Living Solutions*
Carly Andrews, *Student, Cornell University*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 396 · 11:30 a.m. - 1:00 p.m. · Session 2 Gamma

Moderator: Amber Marie
Beard, Vice President
Sustainability, Six Senses



Beard Arthur Garg Weiner

Presentation #1: Recognizing Extraordinary Service: The Effect of an Employee Recognition Plan on Patient Satisfaction over Time
Jeffrey Arthur, ILR '87/ILR '90, *Associate Professor, Virginia Tech University*

Presentation #2: Wellness and Health - New Definition of Luxury and Lifestyle
Vaibhav Garg, *Cluster Director of Talent and Culture - Maldives, AccorHotels*

Presentation #3: The Power of Art in Healing
Elizabeth Weiner, P '11, *Owner, Elizabeth Weiner Gallery Inc.*

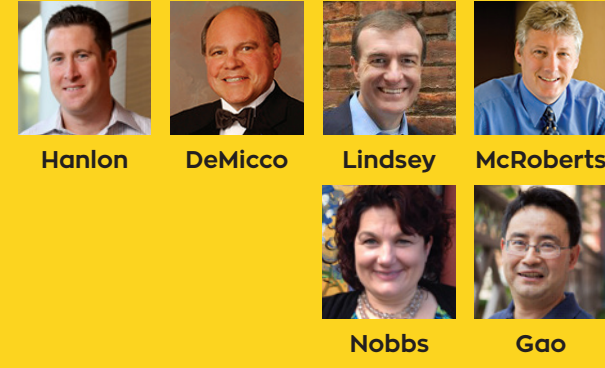
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 398 · 11:30 a.m. - 1:00 p.m. · Session 2 Delta

Moderator: Brian Hanlon,
Director, Mindfolio



Presentation #1: Hospitality Bridging Healthcare for the Patient/Guest Experience in Medical Tourism and Wellness Settings: New Curriculum Design
Frederick DeMicco, *Professor, University of Delaware*

Presentation #2: Live Life Vibrantly: How to Create a Culture of Hospitality
Steve Lindsey, *CEO, Garden Spot Village*
Eric McRoberts, *Partner, RLPS Architects*
Kim Daly Nobbs, *Chief Marketing Officer, Willow Valley Communities*

Presentation #3: From Transportation to Air Pollution and Public Health—Are We Doing the Right Thing, and Doing it Right?
H. Oliver Gao, *Director of Cornell Systems Engineering, Associate Professor, School of Civil and Environmental Engineering, Cornell University*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 391 · 11:30 a.m. - 1:00 p.m. · Session 2 Epsilon

Moderator: Matt Walsman '16, Assistant Professor, Department of Supply Chain Management, Rutgers Business School - Newark and New Brunswick



Presentation #1: Measuring Relative Performance of Accountable Care Organizations
Indranil Bardhan, *Professor, The University of Texas at Dallas*

Presentation #2: The Intersection of Healthcare, Spas, Nutrition, and Healthy Lifestyles in Hospitality
Alex Susskind, *Associate Professor, Cornell University*
John Cawley, *Professor, Cornell University*
Joe Leggio, *Director-Patient and Customer Experience, Northwell Health*
Mia Kyricos, *President and Founder, Kyricos & Associates LLC*

Presentation #3: The Development of Health, Wellness and Spa Tourism in China
Edith Szivas, *Director, SeaStar Consulting*

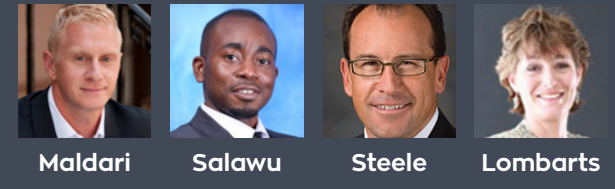
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 196 · 2:15 - 3:45 p.m. · Session 3 Alpha

Moderator: Ralph Maldari, Senior Director of Ambassador Services at the Hospital for Special Surgery



Presentation #1: Tracing Antecedents of Believability Affecting End-users Involved with Healthcare Robots: A Cross-cultural Study of Home Healthcare in the U.S. and Belgium

Joshua Salawu, *PhD Researcher, University of Namur*

Presentation #2: Implementation of Hospitality in Healthcare, Success and Challenges. The UT MD Anderson Cancer Center Experience

Joseph Steele, *Professor and Deputy Division Head of DI, MD Anderson Cancer Center*

Presentation #3: Happiness, the Linking-pin Between Hospitality and Healthcare

Angelique Lombarts, *Professor Hospitality, Happiness and Care, Hotelschool The Hague*

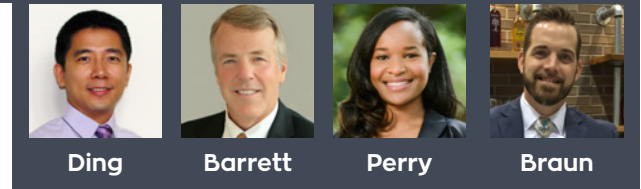
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 198 · 2:15 - 3:45 p.m. · Session 3 Beta

Moderator: David Ding, Associate Professor, University of Houston



Presentation #1: An Empirical Investigation of the Influence of Preparation and Implementation Capabilities on Lean Management Competence

David Barrett, *Executive Director, Ivey International Centre for Health Innovation*

Presentation #2: The Case for Weak Climate Strength: Impact of Team Power Dispersion and Level on Team Effectiveness

Jamie Perry, *Assistant Professor, Management and Organizations, Rachel Etes Green '98 and Jason Green Faculty Fellow, Cornell Institute for Healthy Futures Faculty Fellow, School of Hotel Administration, Cornell College of Business*

Presentation #3: Bombers Jackets and Baby Boomers

Benjamin Braun, *National Healthcare Account Manager, Oneida Ltd.*

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 396 · 2:15 - 3:45 p.m. · Session 3 Gamma

Moderator:
Keith Green,
Professor of
Design (DEA),
Professor of
Mechanical
Engineering (MAE),
Cornell University



Green

Cheng

Chrysikou

Commet

Gallan

Presentation #1: Capturing the Value of Next Generation Cyber Healthcare Services: Leveraging Commercial Telecom and Government Agency Operations Experience

Kong Cheng, PhD, MBA '10 and Lt. Colonel (Retired) Christian Fellows

Presentation #2: Co-creating Integrated Hospitality Across the Life Span: A Perspective for Supporting Healthy and Active Aging

Evangelia Chrysikou, Faculty of the Built Environment, University College London

Presentation #3: Designing Academic-Professional Partnerships to Improve Patient-Centered Care for Home Health Patients

Mike Commet, Vice President, Advocate Home Care Products, Advocate Health Care

Andrew Gallan, Assistant Professor, DePaul University

CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 398 · 2:15 - 3:45 p.m. · Session 3 Delta

Moderator: Meredith
Oppenheim, A&S '95,
Strategic Advisor,
Oppenheim Architecture,
Founder/CEO of Nurture
Med



Oppenheim

Hill

Krieger

Matsushita

Presentation #1: Measuring Culture: A Quantitative Approach to an Organizations' DNA

Jo-Anne Hill, Founder, JH Hospitality

Presentation #2: What Hospitality Means in Healthcare. PS It's Not All About Parking

Stephanie Krieger, HumEc '05, Service Designer, Gensler

Presentation #3: Systems Boundary and Fusion Between Hospitality and Healthcare

Hiro Matsushita '88, Professor, Tokyo University of Information Sciences

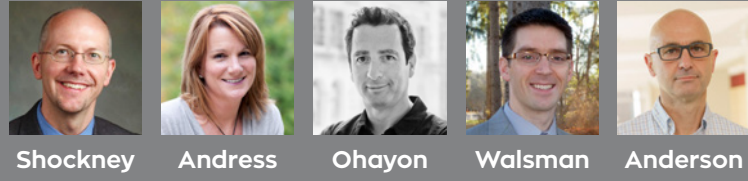
CONCURRENT SESSIONS

Monday, October 10, 2016

NOTES

STATLER 391 · 2:15 - 3:45 p.m. · Session 3 Epsilon

Moderator:
Brian Shockney,
Chief Operating Officer, Indiana University Health Arnett



Presentation #1: Would Carol Burnett Live Here? Understanding Today's Independent and Assisted Living Resident Through the Spectrum of Their Lives

Kelly Andress, *President, Sage Senior Living*

Presentation #2: What Hospitals Can Learn from Hotels

Lionel Ohayon, *CEO, ICRAVE*

Presentation #3: When Do Advisers Give Bad Advice? Evidence from the Health Care and Hospitality Industries of Co-Production Leading to Inferior Outcomes

Matthew Walsman '16, *Assistant Professor, Department of Supply Chain Management, Rutgers Business School - Newark and New Brunswick*
Chris Anderson, *Director, Center for Hospitality Research, Associate Professor, School of Hotel Administration, Cornell University*

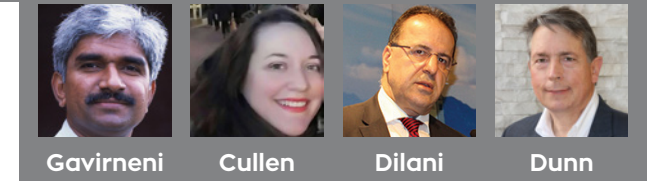
CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 196 · 9:30 - 11:00 a.m. · Session 4 Alpha

Moderator: Nagesh Gavirneni, Professor of Operations, Technology and Information Management



Presentation #1: Buildings that Make Us Blossom; the Living Building Challenge

Casey Cullen, *Sustainability Coordinator, Cosentini Associates*

Presentation #2: The Impact of Salutogenic Architecture and Health Outcomes

Alan Dilani, *Professor, Architect/Public Health, International Academy for Design and Health*

Presentation #3: Certified Healthy - Making the Healthy Choice the Easy Choice

Chris Dunn, *Founder, Certified Healthy*

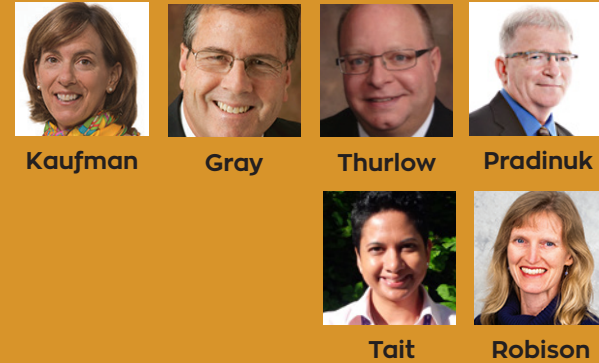
CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 198 · 9:30 - 11:00 a.m. · Session 4 Beta

Moderator: Judy Kaufman, Director of Patient Relationship Management at Stanford Health Care and the Stanford University Medical Center Development office



Presentation #1: Rapid Prototyping of Communications Technology in Hospitality and Healthcare

Michael Gray, *Senior Vertical Practice Manager, Hospitality, NEC Corporation of America*
Howard Thurlow, *Solutions Architect, NEC*

Presentation #2: Risky Business: Challenging Boundaries and Barriers Within Residential Care Homes

Ray Pradinuk, *Principal, Stantec*
Jo-Ann Tait, *Director Elder Care and Palliative Services, Providence Health Care*

Presentation #3: "Life Has Been Given Back to me": The Experience of Transitioning from Institutions to Community Living for Older Adult and People with Disabilities and their Families

Julie Robison, *Professor of Medicine, UConn Health, Center on Aging*

CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 396 · 9:30 - 11:00 a.m. · Session 4 Gamma

Moderator: Kelly Abramson, Administrative Director, Penn Medicine



Presentation #1: Adopting Hospitality-Based Practices in Healthcare Settings: Challenges in Bridging Interpretations of "Satisfaction" and "Quality"

Stephanie Creary, *Assistant Professor, Cornell University SHA - College of Business*

Presentation #2: Engagement Injection; A Storytelling Strategy That Encourages Healthy Collaboration

Cathy Dolan Schweitzer, *President, Health Well Done*

Presentation #3: The Hospitality Healthcare Internship Program

Sandra Sydnor, *Associate Professor, Purdue University*
Randy Sparrow, *Director, Food and Environmental Services, ProHealth Care, Inc.*

CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 398 · 9:30 - 11:00 a.m. · Session 4 Delta

Moderator: Denise Boudreau-Scott, Owner, Denise B. Scott, LLC



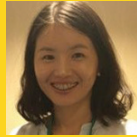
Boudreau-Scott



Carbone



Griff



Lee

Presentation #1: The Value of Intentional Experience Design based on Customer Emotion

Lou Carbone, *Founder and CEO, Experience Engineering*

Presentation #2: Coordinating Service Delivery: How to Apply Design Thinking

Adam Griff, *Director, Brightspot Strategy*

Presentation #3: The Financial and Market Impact of Wellness-Inspired Guest Room New Service Design Features on Hotel Performance: Exploratory Analyses

Min Kyung Lee, *PhD Candidate, Clemson University*
Co-Authors Aleda Roth and Rohit Verma

CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 198 · 11:30 a.m. - 1:00 p.m. · Session 5 Alpha

Moderator: Mike Lewis, Professor, University of Bath



Lewis



Nowak



Wolff

Presentation #1: Determining Patient Preferences for Hotel-Like Hospital Attributes

Courtney Suess-Raeisinafchi, *Assistant Professor, Boston University, School of Hospitality Administration*

Presentation #2: Las Vegas: A Past of Hospitality, a Future in Health, a Present Linking Both Through Design Innovation

Glenn Nowak, *AAP '06, Associate Professor, University of Nevada, Las Vegas*

Presentation #3: Alert Fatigue and the Challenge of Connected Patients and Environments

Mark Wolff, *Chief Health Analytics Strategist, SAS Institute*

CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 196 · 11:30 a.m. - 1:00 p.m. · Session 5 Beta

Moderator: Joe Weisenburger, Vice President, Business Development, Seniors Housing, Welltower, Inc.



Weisenburger Urdaneta Yesawich Piccoli

Presentation #1: SiforAGE: an European Platform with Social Innovations for Healthy Aging

Elena Urdaneta, *Research Director, Basque Culinary Center*

Presentation #2: How CTCA's Unique Consumer-Facing Marketing Model Reaches and Engages Prospective Patients

Peter Yesawich, SHA '72, MS '74, PhD '76, *Chief Growth Officer, Cancer Treatment Centers of America*

Presentation #3: Hoxell: Scaling Successful Customer Experience Management Work System in Hospitality and Health Care

Gabriele Piccoli, *Edward G. Schlieder Endowed Chair of Information Sciences, Department of Information Systems and Decision Sciences, Center for Computation and Technology, Louisiana State University, Director, Digital Data Streams Lab*

CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 396 · 11:30 a.m. - 1:00 p.m. · Session 5 Gamma

Moderator: Jie Zhang, Assistant Professor, University of Victoria



Zhang Easton D'Alessandro Zheng

Presentation #1: Administering Inhaled Medications in Hospitals with Swarm Staffing

Fred Easton, *Professor of Supply Chain Management, Syracuse University*

Presentation #2: Environments of Consumption: What Service Industries Can Teach Healthcare About the Holistic Human Experience and the Power to Heal Through Positive Consumption

Paul D'Alessandro, *Principal, PwC*

Presentation #3: The Impact of Internal Service Quality on Nurse Inefficiency and Medical Errors

Sarah Zheng, *Doctoral Student, Boston University*

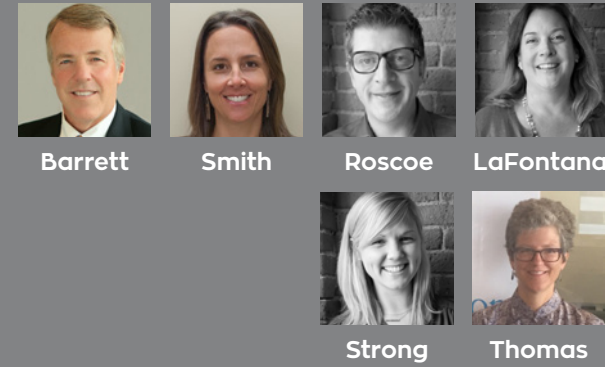
CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 398 · 11:30 a.m. - 1:00 p.m. · Session 5 Delta

Moderator: David Barrett, Assistant Professor, Executive Director, Ivey International Centre for Health Innovation



Presentation #1: Elevating Health: A Hotel Case Study on LEED V4
Whitney Smith, *Director, Sustainable Services, Cosentini Associates*

Presentation #2: Curation and Analysis of Experience-Related Data Elements to Provide Personalized Patient Experience Journeys and Services

Paul Roscoe, *Co Founder and CEO, Docent Health*
Kim LaFontana, *Chief Product Officer, Docent Health*
Alexis Strong, *MMH '08, Director, Transformation, Docent Health*

Presentation #3: The Value of Patient Experience
Sarah Thomas, *Managing Director, Health Care Solutions, Deloitte*

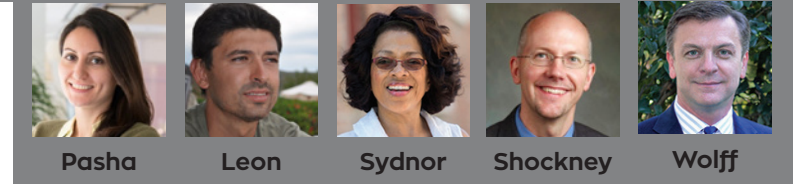
CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 196 · 2:15 - 3:45 p.m. · Session 6 Alpha

Moderator: Samira Pasha, Senior Designer, Health Sciences, CallisonRTKL



Presentation #1: Restorative and Emotional Experience in Tourism Environment
Ivan Alvarez Leon, *Restorative and Emotional Experience in Tourism Environment, Polytechnic University of Catalonia*
Co-Author Debora Lombardi

Presentation #2: Optimizing Guest Experiences: Hospital-University Partnerships
Sandra Sydnor, *Associate Professor, Purdue University*
Brian Shockney, *Chief Operating Officer, Indiana University Health Arnett*

Presentation #3: Methods and Application for Determining the Integrity and Veracity of Medical Device Safety Related Data in Social Media
Mark Wolff, *Chief Health Analytics Strategist, SAS Institute*

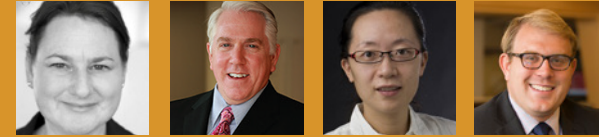
CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 198 · 2:15 - 3:45 p.m. · Session 6 Beta

Moderator: Christine Chastain, Senior Consultant, Human-Centered Solution Design



Chastain Hargett Hua Slaugh

Presentation #1: Designing a Healthy Culture of the Future
 Jeff Hargett, *Senior Corporate Director, Culture Transformation*

Presentation #2: An Emerging Urban Mix: New Trends of Healthcare Environments
 Ying Hua, *Associate Professor, Cornell University*

Presentation #3: Consistent Staffing for Long-Term Care Through On-Call Pools
 Vince Slaugh, *Assistant Professor of Operations Management, Cornell University, School of Hotel Administration*

CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 396 · 2:15 - 3:45 p.m. · Session 6 Gamma

Moderator: Julie Jones, Director of Nutrition Services, Ohio State University Wexner Medical Center



Jones Galbreath Kaufman Rudd Zhong



Kong Zhang Verma Roth

Presentation #1: Cayuga Birthplace: Putting Hospitality into the Hospitality Birthing Experience
 Sarah Galbreath, *AIA, HOLT Architects*
 Cindy Kaufman '86, *Principal Associate, HOLT Architects*
 John Rudd, *President and CEO, Cayuga Medical Center*

Presentation #2: Wellness Tourism in China: Research, Industry and Market
 Lina Zhong, *Visiting Professor, Cornell University*

Presentation #3: Build Hospitality with Wellness - the Intersection between Hospitality and Healthcare Industries
 Lu Kong, *PhD Student, Cornell University*
 Jie Zhang, *Assistant Professor, University of Victoria*
 Rohit Verma, *Executive Director, Cornell Institute for Healthy Futures, Singapore Tourism Board Distinguished Professor in Asian Hospitality Management, Professor, Service Operations Management, School of Hotel Administration, Cornell University*
 Aleda Roth, *Burlington Industries Distinguished Professor, Clemson University*

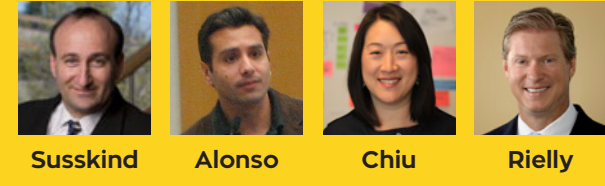
CONCURRENT SESSIONS

Tuesday, October 11, 2016

NOTES

STATLER 398 · 2:15 - 3:45 p.m. · Session 6 Delta

Moderator:
Alex Susskind,
Associate
Professor,
School of Hotel
Administration,
Cornell
University



Presentation #1: Self-disruption – How Design Thinking and Design Sprints can Help the Hospitality and Healthcare Industries Prepare for the Next Wave of Innovation

Miguel Alonso Jr., *Director of Research and Economic Development, Florida International University*

Presentation #2: Lessons Learned Building a Human-Centered Design and Innovation Team at Memorial Sloan-Kettering: Two Short Cases

Ophelia Chiu, *Director, Design Strategy and Innovation, Memorial Sloan Kettering Cancer Center (MSKCC)*

Presentation #3: Blurred Lines: Redefining Medical Tourism - Disruption at the Crossroads of Healthcare and Hospitality

Todd Rielly, *Chief Operating Officer, SkyMedicus*

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Peter Yesawich, SHA '72, MS '74, PhD '76, Chief Growth Officer, Cancer Treatment Centers of America

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Mardelle Shepley, Associate Director, CIHF, Professor, Department of Design and Environmental Analysis, College of Human Ecology

Vivek Bhogaraju, Director, Global Strategic Alliance, IDEaS-A SAS COMPANY

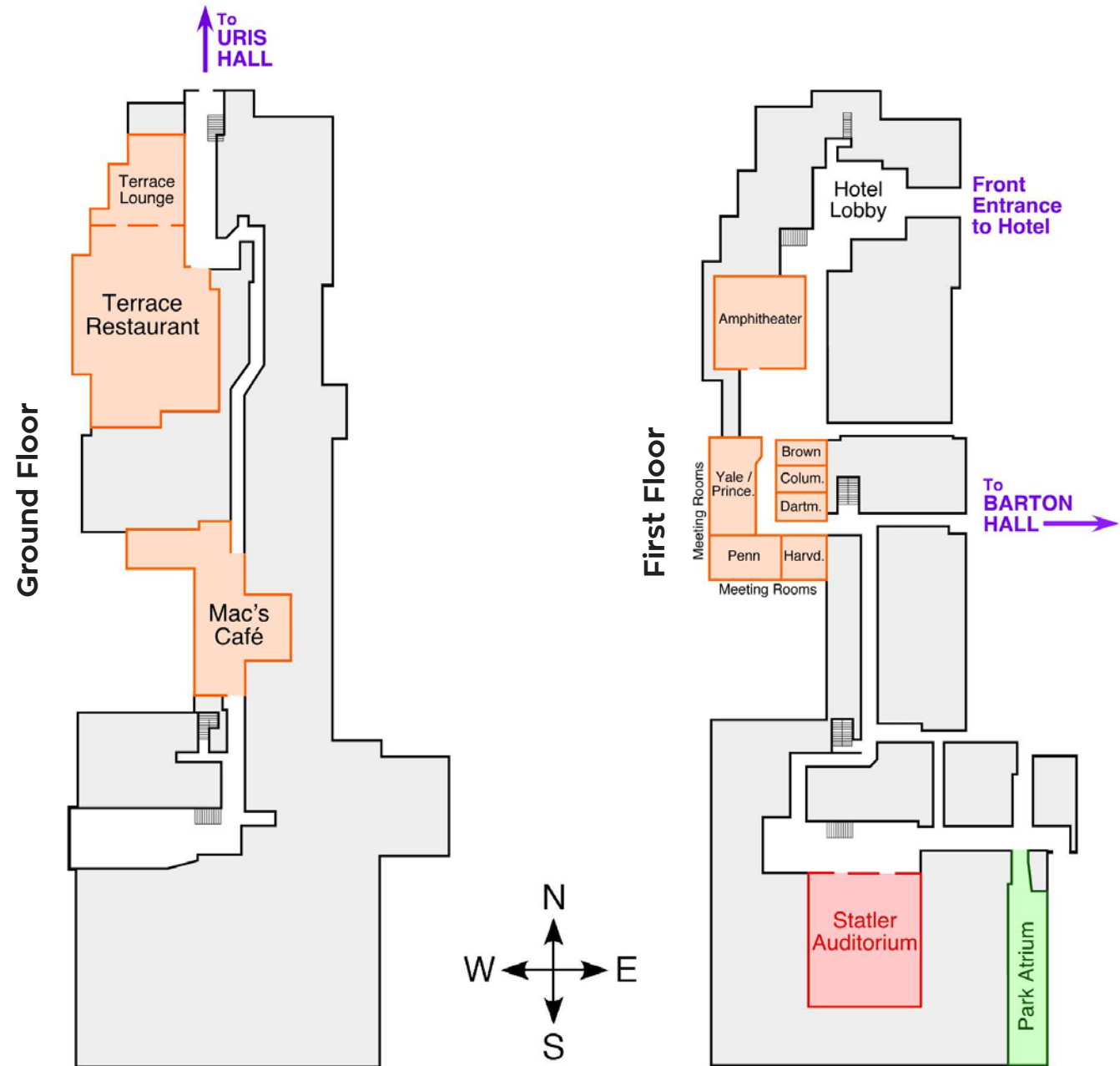
Elizabeth Hays, Program Manager, CIHF, College of Human Ecology

Valerie Kelly, Events Coordinator, CIHF, College of Human Ecology

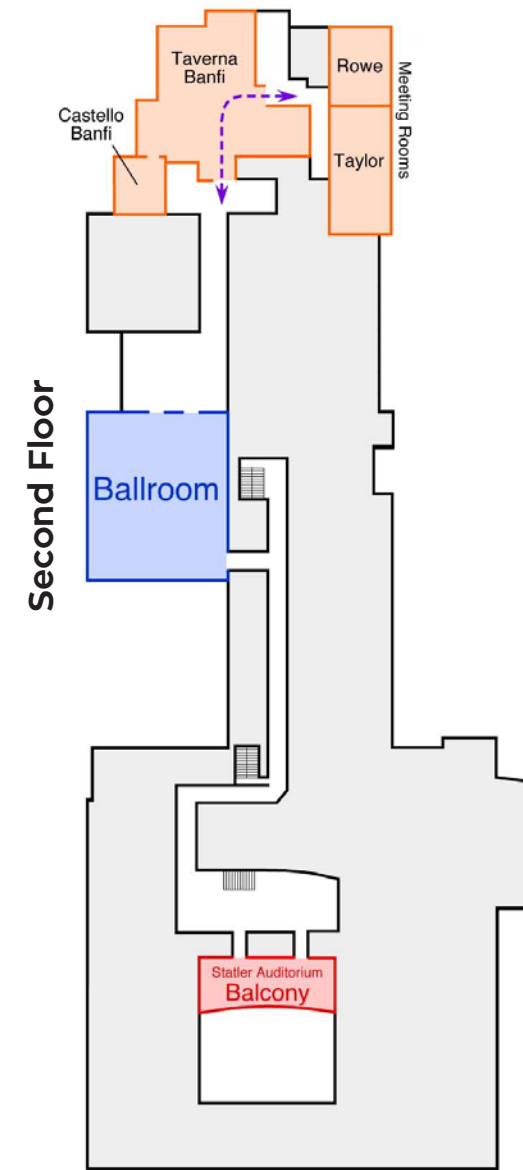
Melissa Carlisle, '97, Assistant Director, Corporate Relations, School of Hotel Administration

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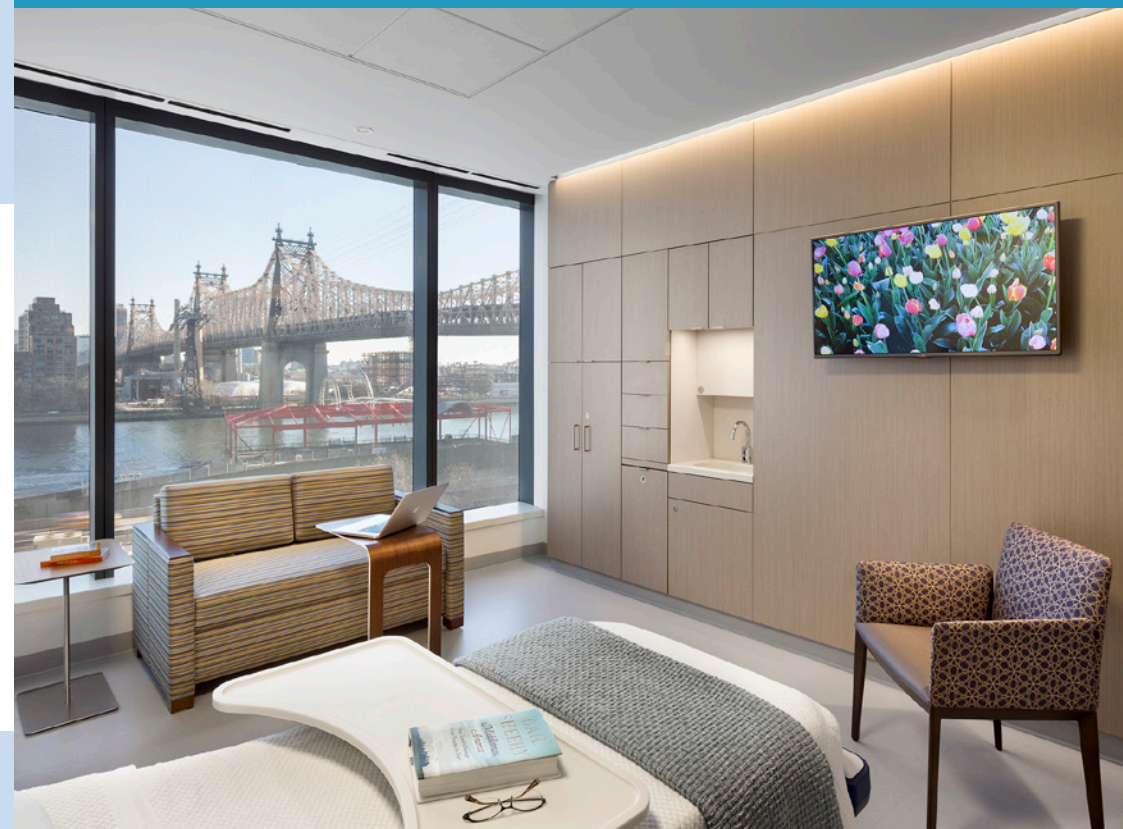
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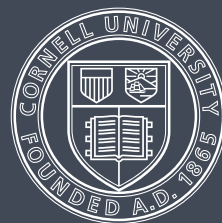
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