IN SEARCH OF A HEALTHY FUTURE PROGRAM
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.
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 proving 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
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     Statler Auditorium
4:15 - 5:45 p.m.  Concurrent Session #4     Statler Rooms, 196, 198, 396, 398, 391
5:45 - 6:15 p.m.  Break     Statler Hall
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 #2 - Design     Statler Auditorium
9:30 - 11:00 a.m.  Concurrent Session #5     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 #6     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.  Break     Park Atrium
3:45 - 4:00 p.m.  Keynote Panel #3 - Senior Living     Statler Auditorium
4:00 - 5:15 p.m.  Closing Ceremony     Statler Auditorium
5:15 - 5:30 p.m.  Reverence     Statler Auditorium
5:30 - 6:30 p.m.  Closing Reception     Park Atrium

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)

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.

INFORMATION

ACCOMMODATIONS

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, NY. “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 3 Alpha
Moderator: Maldor
Presenters: Salawu, Steele Lombarts

**STATLER 198**
Session 3 Beta
Moderator: Ding
Presenters: Barrett, Perez Braun

**STATLER 396**
Session 3 Gamma
Moderator: Green
Presenters: Cheng, Chrysikou, Coommet Gallan

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

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: Pevee-Hsieh
Presenters: Campbell, Gavora, Oppenheim

**STATLER 198**
Session 3 Beta Moderator: Segarra-Oña
Presenters: Ericksson, Keenhein, Schweder Leung

**STATLER 396**
Session 3 Gamma Moderator: Nanda
Presenters: Hanlon, Kaufman, Martyn

**STATLER 398**
Session 3 Delta Moderator: Ohayon
Presenters: Walsman, Anderson

11:00 - 11:30 a.m.  Break      Park Atrium
11:30 a.m. - 1:00 p.m.  Break Concurrent Session #2   Park Atrium

**STATLER 196**
Session 2 Alpha Moderator: Gray
Presenters: O’Neill, Pires de Souza, Joglekar

**STATLER 198**
Session 2 Beta Moderator: Andres
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, Nobbs Gao

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

**STATLER 196**
Session 1 Alpha Moderator: Pevee-Hsieh
Presenters: Campbell, Gavora, Oppenheim

**STATLER 198**
Session 1 Beta Moderator: Segarra-Oña
Presenters: Ericksson, Keenhein, Schweder Leung

**STATLER 396**
Session 1 Gamma Moderator: Nanda
Presenters: Hanlon, Kaufman, Martyn

**STATLER 398**
Session 1 Delta Moderator: Oppenheim
Presenters: Hill, Krieger, Matsushita

10:00 - 1:00 p.m.  Networking Lunch    Carrier Ballroom
1:00 - 2:15 p.m.  Networking Lunch    Carrier Ballroom
2:15 - 3:45 p.m.  Networking Lunch    Carrier Ballroom
3:45 - 4:15 p.m.  Networking Lunch    Carrier Ballroom
4:15 - 5:45 p.m.  Networking Lunch    Carrier Ballroom
6:00 - 7:00 p.m.  Networking Lunch    Carrier Ballroom
7:00 - 9:00 p.m.  Networking Lunch    Carrier Ballroom

**10:00 - 1:00 p.m.  Networking Lunch    Carrier Ballroom**

**1:00 - 2:15 p.m.  Networking Lunch    Carrier Ballroom**

**2:15 - 3:45 p.m.  Networking Lunch    Carrier Ballroom**

**3:45 - 4:15 p.m.  Networking Lunch    Carrier Ballroom**

**4:15 - 5:45 p.m.  Networking Lunch    Carrier Ballroom**

**6:00 - 7:00 p.m.  Networking Lunch    Carrier Ballroom**

**7:00 - 9:00 p.m.  Networking Lunch    Carrier Ballroom**
## Schedule at a Glance

### Tuesday, October 11, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. - 4:00 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>7:00 - 8:00 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 - 9:15 a.m.</td>
<td>Keynote Panel #3 Senior Living De-Stress Desk Stretches Concurrent Session #4</td>
</tr>
<tr>
<td>9:00 - 9:15 a.m.</td>
<td>Statler Auditorium Lobby Park Atrium</td>
</tr>
<tr>
<td>9:30 - 11:00 a.m.</td>
<td>STATLER 196 Session 4 Alpha Moderator: Gavirneni Presenters: Cullen Dilani Dunn</td>
</tr>
<tr>
<td>11:00 - 11:30 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>11:30 a.m. - 1:00 p.m.</td>
<td>Concurrent Session #5</td>
</tr>
<tr>
<td>1:00 - 2:15 p.m.</td>
<td>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.)</td>
</tr>
<tr>
<td>2:15 - 3:45 p.m.</td>
<td>Concurrent Session #6</td>
</tr>
<tr>
<td>3:45 - 4:00 p.m.</td>
<td>Keynote Panel #4 Hospitality</td>
</tr>
<tr>
<td>4:00 - 5:15 p.m.</td>
<td>Closing Ceremony</td>
</tr>
</tbody>
</table>

### STATLER 196

- **Session 5 Alpha**
  - Moderator: Lewis
  - Presenters: Nowak, Wolff

- **Session 5 Beta**
  - Moderator: Weisenburger
  - Presenters: Urdaneta, Yesawich, Piccoli

- **Session 5 Gamma**
  - Moderator: Zhang
  - Presenters: Easton, D’Alessandro, Zheng

- **Session 5 Delta**
  - Moderator: Boudreau-Scott
  - Presenters: Carbone, Griffin, Lee

### STATLER 198

- **Session 4 Alpha**
  - Moderator: Kaufman
  - Presenters: Gray, Thurlow, Pradinuk, Tait, Robison

- **Session 4 Beta**
  - Moderator: Abramson
  - Presenters: Creary, Schweitzer, Sydnor, Sparrow

- **Session 4 Gamma**
  - Moderator: Gavirneni
  - Presenters: Cullen, Dilani, Dunn

- **Session 4 Delta**
  - Moderator: Kaufman
  - Presenters: Galbreath, Kaufman, Ruffino, Yoo, Zhong, Zhang, Verma, Roth

### STATLER 396

- **Session 6 Alpha**
  - Moderator: Pasha
  - Presenters: Leon, Sydnor, Shockney, Wolff

- **Session 6 Beta**
  - Moderator: Hargett
  - Presenters: Hua, Slaugh

- **Session 6 Gamma**
  - Moderator: Kaufman
  - Presenters: Galbreath, Kaufman, Ruffino, Yoo, Zhong, Zhang, Verma, Roth

- **Session 6 Delta**
  - Moderator: Kaufman
  - Presenters: Galbreath, Kaufman, Ruffino, Yoo, Zhong, Zhang, Verma, Roth

### STATLER 398

- **Session 6 Alpha**
  - Moderator: Susskind
  - Presenters: Alonso, Chiu, Reilly
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

Dr. Phil Ozuah
Executive Vice President
Chief Operating Officer
Montefiore

Robert Ritz, MHA ’87
President
Mercy Medical Center

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

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

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

Lance Hosey
Chief Sustainability Officer/Principal
Perkins Eastman

Naomi Sachs
Founding Director
Therapeutic Landscapes Network
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

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

Joe Weisenburger
Vice President, Senior Housing
Welltower Inc
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
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
Monday, October 10, 2016

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

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

Monday, October 10, 2016

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

Moderator: Michelle Sarkisian, President, P3 Advisors LLC

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
Monday, October 10, 2016

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

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, Acceplan

Presentation #3: Design for Measuring and Managing User Engagement: Evidence from Wearable Technologies
Nitin Joglekar, Associate Professor, Boston University
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

Moderator: Kelly Andress, President, Sage Senior Living
### 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

Moderator: Brian Hanlon, Director, Mindfolio

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

Monday, October 10, 2016

### 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

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

### 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

Presentation #3: The Development of Health, Wellness and Spa Tourism in China

Edith Szivas, Director, SeaStar Consulting

Monday, October 10, 2016
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

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 Etess 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.
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

**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

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**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

**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
Monday, October 10, 2016

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

Tuesday, October 11, 2016

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
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
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

Presentation #1: Determining Patient Preferences for Hotel-Like Hospital Attributes
Courtney Suess-Raeisafchi, 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
Tuesday, October 11, 2016

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

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

Presentation #1: SforAGE: 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. Schieder 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

Tuesday, October 11, 2016

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

Moderator: Jie Zhang, Assistant Professor, University of Victoria

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
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

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

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

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
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
Ophelio 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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