AGENDA

Cornell Institute for Healthy Futures
Innovating Across Health, Hospitality, and Design

2017 Roundtable: Innovating Across Senior Living and Care

Thursday, March 30, 2017

4:30 – 5:30 p.m.  Career Paths and Internships Q&A  398 Statler Hall, Cornell University

Moderator: David Schless, President, American Seniors Housing Association

Denise Boudreau-Scott, MHA ’94, President, Drive
Gabriel Corredor, Regional Director of Operations – Pennsylvania, Enlivant
Alice Katz MBA ’76, President, The Vinca Group L.L.C.
Robert Kramer, Founder and CEO, National Investment Center for Seniors Housing & Care
John Rijos, SHA ’75, Operating Partner, Chicago Pacific Founders, American Seniors Housing Association
Betsy Schermerhorn, Director of Marketing and Admissions, Kendal at Ithaca
Jill Vitale-Aussem, MMH ’96, Chief Operating Officer, Capella Living Solutions

5:30 – 7:00 p.m.  Welcome Reception  Carrier Ballroom, Statler Hotel

Introductions of participants
Roundtable Chair: Brooke Hollis, MBA/Sloan ’78, Associate Director Sloan Program in Health Administration & Cornell Institute for Healthy Futures

Posters from students in courses including:

Hospitality, Health, and Design Industry Immersion Seminar (HADM/DEA 4055/6055)
Health and Healing Studio (DEA 3304)
Operations and Planning of Senior Living and Related Facilities (PAM 5500/HADM 6033)
Fundamentals of Health Facilities Planning for Managers (PAM 5740)
Graduate Independent Research (HADM 6990)
2017 Roundtable: Innovating Across Senior Living and Care

Friday, March 31, 2017

7:30 – 8:15 a.m.  Registration and Networking Breakfast  Carrier Ballroom Foyer
Statler Hotel

8:15 – 8:45 a.m.  Welcome and Introductions  Carrier Ballroom
Roundtable Chair:  Brooke Hollis, MBA/Sloan '78, Associate Director Sloan Program in Health Administration & Cornell Institute for Healthy Futures

8:45 - 10:00 a.m.  Design Ideas That Have Worked
How to repurpose older facilities with high impact renovations to compete with newer facilities
Co-moderators:
Daniel Governanti, Executive Director, Kendal at Ithaca
Joseph Hassel, Principal, Perkins Eastman

10:00 – 10:15 a.m.  Break  Ballroom Foyer

10:15 – 11:30 a.m.  Who are the customers we should be planning for from 2020 to 2030? And, what will they really want?
Co-moderators:
John Rijos, SHA ’75, Operating Partner, Chicago Pacific Founders, American Seniors Housing Association
Robert Kramer, Founder and CEO, National Investment Center for Seniors Housing & Care

11:30 – 11:45 a.m.  Dealing with Challenges in Recruiting: Outsourcing and Staffing Firms Pros and Cons
Instructions for luncheon discussion
Brooke Hollis, MBA/Sloan ’78, Associate Director Sloan Program in Health Administration & Cornell Institute for Healthy Futures

11:45 a.m. – 12:00 p.m.  Photo of Roundtable Participants
Student participants in Careers Luncheon set up in Rowe Room
12:00 – 1:00 p.m.  **Training and Careers Luncheon and Discussion**  
Rowe Room

*How to Recruit and Train Talent – especially given new competition*

Students and Roundtable participants share their ideas and experience about:

- Ideas for improved recruiting and retaining younger talent
- Hospitality training and customer service techniques to engage, empower and inspire staff to improve satisfaction
- Other best practices for retaining established talent in the face of new competitors’ recruiting efforts
- Emerging trends and ideas to effectively utilize outsourced service providers and staffing firms in the face of projected labor shortages

1:00 - 1:30 p.m.  **Reports from Lunch Work Groups**  
Carrier Ballroom

1:30 - 2:45 p.m.  **Financing and Paying for Services: Long-term Care Insurance and Potential Alternatives**

Moderator:  
**Tom McInerney**, President and CEO, Genworth Financial

2:45 - 3:00 p.m.  **Wrap-Up and Next Steps**

*Hand in 2018 Roundtable Survey*