FROM OUR DIRECTORS

Dear Friends and Colleagues,

Greetings! Following an extremely cold beginning to 2018, we are enjoying the start of a fresh semester with new and exciting projects in the works. With several CIHF events rolling out for spring, our HHD minor now underway, and the addition of several new members to our team, we are looking at a bright future here at CIHF!

We are pleased to introduce new members to our leadership and scholarship groups and provide brief features on these members in this issue:

Welcome Alex Susskind, Associate Director, Cornell Institute for Healthy Futures
Professor Alex Susskind has joined CIHF as an Associate Director after a long and productive stint as a Faculty Fellow. Alex is an associate professor at the Hotel School and will be bringing his expertise from Food & Beverage Management and Nutrition /Healthy Eating to add another dimension to the CIHF portfolio.

CIHF Advisory Board Members
William J. Sims, Managing Principal, HJ Sims
Jill Vitale-Aussem, Vice President of Consulting Services, Cappella Living Solutions
Lindsley Withey, Principal, MBRE/Percival Health Advisors

CIHF Scholars Programs
Dr. Andrew Jenis, Vice President, US Acute Care Solutions -CIHF Industry Scholars Program
Dr. Sue Sundar, David Eccles School of Business, University of Utah -CIHF Academic Scholars Program

CIHF Faculty Fellow
Susanne Bruyère, Director, Yang-Tan Institute on Employment and Disability; and Professor of Disability Services, School of Industrial & Labor Relations, Cornell University

Staff Change: Introducing Our New Program Manager
We recently bid farewell to staff member Elizabeth Hays who was instrumental in supporting the substantial growth we have enjoyed since the inception of CIHF. We are grateful for Elizabeth’s exceptional work as Program Manager and wish her well in her new position at Cornell.
In January, we welcomed new Program Manager, Brenda Smith to our leadership team. Brenda received bachelor's degrees from Cornell Engineering and the College of Agriculture and Life Sciences. Her 15 years of managerial experience at Cornell is a tremendous asset to the multi-faceted organization that distinguishes CIHF as a diverse and ambitious institute.

Brenda will work directly with CIHF's directors Brooke Hollis, Mardelle Shepley, Alex Susskind, and Rohit Verma to advance the mission and vision of CIHF. Welcome aboard, Brenda!

Other features in this issue include:
- CIHF Named Member of the American Institute of Architects (AIA) and the Association of Collegiate Schools of Architecture (ACSA) Design and Health Research Consortium
- Upcoming Events
- Profile on Cornell Healthy Futures Graduate Chapter

We invite you to become involved in the conversation as we collaborate to build a smarter, kinder, and healthier built-environment for healthy futures.

Rohit Verma, CIHF Executive Director / Cornell SC Johnson College of Business
Mardelle Shepley, CIHF Associate Director / Design and Environmental Analysis / College of Human Ecology
Brooke Hollis, CIHF, Associate Director / Sloan Program in Health Administration / College of Human Ecology
Alex Susskind, CIHF, Associate Director/ The School of Hotel Administration / Cornell SC Johnson College of Business

Join the CIHF Advisory Board and become part of the conversation:
- Participate as a speaker in class and at events
- Become a mentor to future leaders of the field
- Interact with highly-motivated students
- Help shape future activities of the institute
- Offer internships to students enrolled in the new Health, Hospitality and Design minor

CONTACT Melissa Carlisle '97, Assistant Director of External Relations for information on becoming an Advisory Board Member: 607.255.1078, mlp1@cornell.edu

Innovating Across Health, Hospitality, and Design to Create a Bright Future

The mission of the Cornell Institute for Healthy Futures is to provide a multidisciplinary platform for integrating health, hospitality, and design to enhance service excellence in healthcare, wellness, senior living, and related fields.

IMAGES OF NATURE throughout our publications reflect our mission to integrate the concepts of harmony, peace, and balance with human-centered design for wellness.

Learn more about CIHF and meet our team!
CIHF Health, Hospitality & Design Industry Seminar [DEA/HADM 3055/6055]

This 1 credit-hour speaker series provides a unique opportunity for students to learn from industry leaders with proven success in the emerging industry that combines elements of hospitality and design with health, wellness, and senior living. Enrollment is offered to all students, including freshmen. Students are invited to take the course multiple times for credit to benefit from a new and diverse group of speakers each year.

Students have an unparalleled opportunity to gain insights directly from senior executives as they share their views on business, managerial, career, and other critical industry-related issues. In answer to the considerable demand for college graduates possessing knowledge of the complexities within the emerging industry, this seminar provides students the opportunities to learn first-hand from experienced industry leaders. As part of the course, students have the opportunity to meet in small groups with the individual speakers.

Rohit Verma (SHA), Brooke Hollis (PAM), Mardelle Shepley (DEA), representing each of the three integrated perspectives - hospitality, health, and design, respectively, co-lead the course.

Speakers for Spring 2018 include:

February 9: Christian Bigsby, CHE ’91, Senior Vice President, Worldwide Real Estate & Facilities, GSK
February 16: Naomi Sachs, Therapeutic Landscapes Network, Postdoctoral Associate, Design & Environmental Analysis, Cornell University
February 31: David Deininger, Healthcare Facility Master Planning Consultant, 2dplanning

March 2: John Cawley, PhD, Professor, Policy Analysis and Management and Economics, Cornell University and Alex Susskind, CIHF Associate Director and Associate Professor, School of Hotel Administration, Cornell University
March 9: Dick Argys, CHE ’80, CAO, Boston Children’s Hospital
March 16: Caitlin McKenna, SHA ’05, CIHF Advisory Board Member, Senior Director, Strategic Innovation Delivery, Hilton Worldwide
March 23: Bob Riter, Executive Director (retired), Cancer Resource Center of the Finger Lakes
TBA: Mark Furgeson, Healthcare Industry Advisor, FreemanWhite

For more information about this seminar visit:
Courses & Seminars: Health, Hospitality, and Design Industry Seminar

Click here for CIHF educational programs and courses / Teaching & Curriculum
CIHF Named as New Member of American Institute of Architects-Association of Collegiate Schools of Architecture Design and Health Research Consortium

On January 30, CIHF was asked to join the American Institute of Architects (AIA) and the Association of Collegiate Schools of Architecture (ACSA) Design and Health Research Consortium.

The consortium is dedicated to researching the link between health outcomes and design interventions and translating this research into architectural practice for design and public health professionals, policy makers and the general public.

"These new members add depth to the collective work of the consortium, particularly in areas of physical activity and workplace productivity," Michael Monti, ACSA Executive Director said. "Their work will translate findings for practice and add rigorous research that others can build on."

Founded in 1857, The American Institute of Architects consistently works to create more valuable, healthy, secure, and sustainable buildings, neighborhoods, and communities. Through more than 200 international, state and local chapters, AIA advocates for public policies that promote economic vitality and public well-being.

CIHF Sponsors Health Hackathon

March 2 - 4
eHub, Collegetown
409 College Avenue, Ithaca

Hack + Marathon = Hackathon

This interdisciplinary event brings together students from across
schools, colleges, and degrees to form diverse teams to produce viable solutions for one of the topics derived for the event. The marathon celebrates hacking in its most positive context - using minimal resources and maximum brain power to create outside-the-box solutions ("hacks").

This year's topic: **Solving the Antimicrobial Resistance Crisis**

Co-hosted by Entrepreneurship at Cornell, College of Engineering, Computer & Info Science, and the Cornell Institute for Healthy Futures with support from Johnson & Johnson, GlaxoSmithKline and National Science Foundation.

Click here for the Health Hackathon website

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**CIHF Panel at Entrepreneurship at Cornell Celebration: *Hospitality, Health, and the Nexus of Entrepreneurship***

**Celebration Event:** Full agenda  
April 18 - 20, Statler Hall  
CIHF Panel: April 20, 9:10 - 10:00 am, Statler Hall

CIHF will host, "Entrepreneurship Opportunities and the Nexus of Hospitality, Health, and Design," a panel moderated by Brooke Hollis, MBA '78, Associate Director, CIHF and Associate Director, Sloan Program in Healthcare Administration. This annual event draws over 700 students, alumni, faculty, industry, and community members across multiple colleges and programs and provides various presentation formats by innovators and emerging entrepreneurs.

Included in this year's celebration will be a symposium with a wide range of topics, eLab demonstrations, Shark Tank, business idea competition finals, new business and tech showcase, networking, and panels with invited guests.

More information and panelists will be announced soon. Please watch our website for updates!

Click here to visit the Entrepreneurship at Cornell Celebration 2018 website  
CIHF Upcoming Events  
Click here for highlights of CIHF past events

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**CIHF Mini-Symposium:**  
*Patient Experience Rx: Healing the Whole Human*

April 13, 7:30 am - 3:00 pm  
Statler Hotel, Cornell University

The Cornell Institute for Healthy Futures (CIHF) mini-symposium is aimed at the timely and relevant topic of patient experience in healthcare. Health policy and a general trend toward consumerization has shifted the power from a more paternalistic dynamic to one in which the consumer is slowly taking center stage.

The intention of this event, which is purposely designed as a smaller forum, is to bring industry experts, academic scholars, leaders, and students together to grapple with the greatest needs and biggest hurdles in our achievement of a patient-centric healthcare system. Ideally, by breaking down the silos of academia and industry and harnessing the energy and talent of students eager to make a change, this mini-symposium will be a ripple in the pond of a new era of healthcare delivery.
Reception: Mini-Symposium Participants / CIHF Advisory Board Members
Meet participants of the Patient Experience Rx: Healing the Whole Human Mini-Symposium and Advisory Board Members
April 12, 5:30 - 7:00 pm
Statler Hotel, Cornell University

Posters will be on display from: Health, Hospitality and Design Seminar (HADM/DEA 3055/6055); Health and Healing Studio (DEA 3304); Graduate Independent Research (HADM 6990)

CIHF Advisory Board Meeting
April 12, 3:00 - 5:00 pm
Statler Hall, 5th Floor Tower, Cornell University

Advisory Board members

Winners Announced: CIHF Photo Competition
"Healing through photography"

In December CIHF announced the top three winners and honorable mentions for our second annual photography competition. In addition to the top three winners who received monetary awards, eight honorable mentions were recognized. Work will be used in CIHF publications, programs, and on our website.

The top three images are on permanent display in the CIHF suite.

Visit our website for the list of winners and to view the gallery of work by our talented students!

CIHF PROMOTED EVENTS

2018 Cornell Global Health Case Competition

The Global Health Case Competition is now underway, offering students a unique opportunity to collaborate with others from multiple disciplines to creatively address a real-world global health challenge in a competitive environment.

Cornell students from any academic major will be given the opportunity to explore global health through the diverse disciplinary perspectives related to topics such as public health, business, and public policy. Winners of the Cornell competition may compete at the 2018 International Emory Global Health Case Competition in the spring.

Click here for more information on the Cornell Global Health Case Competition

CIHF ASSOCIATE DIRECTOR SPOTLIGHT

Alex Susskind
Associate Professor, Food & Beverage Management,
We are very happy to announce the addition of Alex Susskind to the CIHF leadership team. Alex teaches undergraduate and graduate courses addressing the operational and strategic elements of the restaurant business. He also teaches in the Hotel School's Executive Education Program to managers and executives both on and off campus and has recently developed and launched a six-course online certificate program in Food and Beverage Management for eCornell.

Through his active research program, Alex is currently examining how: (1) customer-service provider interaction with guests and managers influences organizational performance, (2) technology is influencing/changing the relationship between guests and service-based employees and managers; and (3) nutrition information provided by restaurants on menus (as required by the Affordable Care Act starting in May 2018) is influencing guests' food choices when they dine out in full service restaurants.

In July, Professor Susskind received the Best Paper of the Year Award for "Guest-Server-Exchange Model and Performance: The Connection Between Service Climate and Unit-Level Sales in Multiunit Restaurants," from the Journal of Hospitality & Tourism Research (JHTR). JHTR is a peer-reviewed publication of the International Council on Hotel, Restaurant, and Institutional Education. Susskind received his award at the 2017 ICHRIE Summer Conference in Baltimore, MD.

Professor Alex Susskind joined the faculty at Cornell's School of Hotel Administration in the Department of Food and Beverage Management in 1998. He earned his PhD in Communication from Michigan State University, his undergraduate degree at Purdue University in Restaurant, Hotel, and Institutional Management and a degree in Culinary Arts from The Culinary Institute of America. Prior to starting his career in academia, Alex was a chef and restaurant operator for both independent and multi-unit restaurant companies in the Northeastern and Southeastern United States.

We are very excited to welcome Alex to the institute!

Alex Susskind Paper JHTR_SAGE Journal
Press: Awards and Honors: Professor Alex Susskind earns JHTR Best Paper of the Year Award

Lindsley Withey, MHA, FACHE
Founder and Principal, MBRE/Percival Health Advisors

We are very excited to introduce Lindsley Withey, Founder and Principal at MBRE/Percival Health Advisors, as a new member of the CIHF Advisory Board.
With over 15 years of consulting, project management, and health administration experience, Lindsley provides valuable insights into the analytics of health systems and the changing landscape of healthcare business and community health improvement.

Percival Health Advisors and MB Real Estate (MBRE) Healthcare provide strategic innovation, facility planning, and real estate solutions that prepare healthcare clients to stay ahead of the constantly changing and demanding market landscape. Their dynamic and person-centered approach is directly aligned with CIHF's mission to enhance service excellence in healthcare, wellness and senior living. "We are honored to participate with such a forward-thinking organization," said Ms. Withey.

Lindsley has served as faculty with American College of Healthcare Executives (ACHE) with specific focus on developing ambulatory networks and associated physician alignment strategies. She has worked across the healthcare spectrum with both payers and providers as Director of Advisory Services at Hammes Company, Vice President of Strategy and Physician Relations at Swedish Medical Center (HCA) and as a Senior Consultant at Cap Gemini Ernst & Young.

Ms Withey obtained her MS in Health Administration and a Bachelor of Science in Health Information Management at Saint Louis University.

Jill Vitale-Aussem, MMH '96
Vice President of Consulting Services, Cappella Living Solutions

Jill Vitale-Aussem has nearly 20 years of experience leading senior living organizations. She is Vice President of Consulting Services at Cappella Living Solutions, a consulting and third party management firm serving not-for-profit and for-profit owners of Continuing Care Retirement Communities and Assisted Living and Memory Support Communities across the country. Jill is also a licensed nursing home administrator, a certified assisted living administrator, and an Eden Alternative Guide and Educator.

Cappella Living Solutions and its parent company, Christian Living Communities, have been at the forefront of innovations in senior living service, culture and design since 1972. Involvement with CIHF provides access to new ideas and inspiration to continue these efforts while providing the opportunity to engage with the best and brightest leaders of tomorrow.

Jill brings to the CIHF agenda her expertise and passion for creating community cultures of excellence, growth, and empowerment and writes and speaks nationally on the topics of culture, leadership and ageism. In October 2016 she presented a paper "Is Hospitality Enough for Senior Living?" at the CIHF Symposium, "Hospitality, Health & Design (HHDS2016) In Search of a Healthy Future." Her paper is published in the Proceedings which can be downloaded through the School of Hotel Administration's Scholarly Commons CIHF Collection.

She earned a Master of Management in Hospitality degree from Cornell University School of Hotel Administration and a Bachelor of Science degree from Alfred University.

William B. Sims
Managing Principal, HJ Sims
William Sims is nationally known for his expertise in the senior living industry where he has overseen the financing of hundreds of projects at HJ Sims since he joined the firm in 1973. HJ Sims is one of the nation's oldest underwriters of tax-exempt bonds with expertise in some of the fastest growing project sectors - senior living, health care, education and energy.

Bill brings his exceptional knowledge, expertise, and insights into the planning for future senior living providers. He has been a guest speaker at dozens of investment seminars and is the author of numerous articles. He is the Immediate Past Chairperson of the Board of Directors of a non-profit senior living organization, and in 2005 was honored by Aging in America Inc. In 2009 he was recognized by the Miriam Osborn Memorial Home Association for his contributions to senior living.

Mr. Sims graduated from the Hotchkiss School and received his Bachelor of Arts degree from Yale University. He attended the Stanford University Graduate School of Business and earned his Masters of Business Administration degree from New York University.

**CIHF Advisory Board Members**

**CIHF INDUSTRY SCHOLAR**

Designed to provide collaboration opportunities for colleagues from non-educational organization, the CIHF Industry Scholars Program is a diverse, yet cohesive learning community that helps build a multi-disciplinary knowledge-base, develop educational programs, and create academic-industry partnerships to explore innovations across hospitality, health, and design.

**Andrew Jenis, MD, FACEP**

We are pleased to announce Andrew Jenis, MD, as an incoming Industry Scholar at CIHF. Dr. Jenis is currently one of six vice presidents of US Acute Care Solutions (USACS), East & Mountain region. US Acute Solutions is a powerhouse think tank of clinical leadership dedicated to improving the quality of patient care. Through a collaborative and integrated model, USACS supports physician ownership and hospital partnerships and serves over 6 million patients annually in 180 locations in 22 states.

Dr. Jenis provides unique perspectives as a new member of the Industry Scholars Program. Certified in emergency medicine, he is a member of the American College of
Emergency Physicians. Dr. Jenis received his medical degree from the State University of New York and completed a General Surgery Residency and Emergency Medicine Residency at State University of New York at Buffalo. He has served as a medical director since 2003 and a traveling medical doctor since 2008.

Actively pursuing a healthy lifestyle, Andrew enjoys hiking, boating, single track mountain biking, and vinyasa yoga. Welcome to the CIHF team!

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**CIHF ACADEMIC SCHOLAR**

The Academic Scholars Program is designed to provide collaborative opportunities for faculty members at universities other than Cornell in developing or enhancing their research, curriculum, and industry-related activities that link hospitality, health, and design. The knowledge and insights from these collaborations are invaluable as we develop long-term priorities and pursue the mission of the institute.

**Subhashree (Sue) Sundar, PhD, MBA**
Assistant Professor (Lecturer), David Eccles School of Business, University of Utah; and Director, Operations Management Program

We are very happy to introduce Dr. Sue Sundar, Assistant Professor at the David Eccles School of Business and Director, Operations Management Program, who joined the CIHF Academic Scholars Program in January. Sue’s specific research interests are in the area of Healthcare Operations. She has worked with leading healthcare organizations researching the effects of implementing operations management principles in the healthcare forum. She also worked on understanding disaster preparedness and its impact on adverse outcomes following mass events such as the flu pandemic.

As a CIHF scholar, Dr. Sundar may engage with students on research projects related to areas within CIHF’s mission that intersect with her academic interests. She has related experience at University of Utah, and has overseen several Capstone student projects with top U.S. companies, some of which resulted in significant impacts on the associated companies.

We look forward to collaborations with Dr. Sundar and welcome her to CIHF!

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**CIHF FACULTY FELLOW**

CIHF Faculty Fellows are faculty members at different colleges and departments in Cornell University who collaborate on research projects, educational activities, or industry events that link hospitality, health, and design. Within this valuable community fellows share knowledge and insights that help shape the long-term priorities and mission of the institute.

**Susanne Marie Bruyère, Director, K. Lisa Yang and Hock E. Tan Institute on Employment and Disability; and Professor of Disability Services, Industrial & Labor Relations, Cornell University**

Professor Bruyère is Project Director and a Co-Principal Investigator of research efforts focused on employment disability nondiscrimination and disability employment policy. She is also responsible for the strategic and financial direction of research, training, technical
assistance, and information dissemination to improve employment outcomes and inclusive communities for people with disabilities.

Dr. Bruyère has served as the director or co-director of numerous federally-sponsored research, information dissemination, and technical assistance efforts focused on employment and disability policy and effective workplace practices for people with disabilities, and served as the Director of Cornell University's Faculty-Staff Health Program.

K. Lisa Yang and Hock E. Tan Institute on Employment and Disability

Get to Know the Cornell University Healthy Futures Graduate Chapter

With only one year under its belt, Cornell University Healthy Futures Graduate Chapter has established itself as a productive and engaged club focused on the intersection of health, hospitality, and wellness. The chapter, led by CUHFG President Joseph De Los Santos, MHA Candidate, Sloan Program in Health Administration, is actively recruiting students from any discipline across campus to provide a deeper educational experience through a transdisciplinary forum.

Through coordination with Cornell Institute for Healthy Futures, CUHFG facilitates academic and networking opportunities with prospective employers, professional development programs, social activities, mentorship, and community services. "Primary goals are to build on our 30 student membership from graduate programs and to promote our vision of a transdisciplinary approach to health, hospitality and wellness," says De Los Santos.

Program initiatives include:
- Hospitality and Facility Planning: A Transdisciplinary Discussion about Building Wellness Services to Meet the Changing Desires of Clients - an interdisciplinary seminar
- Healthy Minutes, meeting format for members to present and lead discussions on various topics

Plans for spring:
- Immersive, off-site visits to senior living providers in the Ithaca community
- Webinar discussions with professionals in hotel administration/hospitality, health systems, and design and consulting firm
- Fireside chats with speakers from the Hospitality, Health, and Design Industry Immersion Seminar (HADM/DEA 3033/6055)

For more information visit the CUHF Graduate Chapter website
CIHF eCornell Webinar Series

*Innovations in Health, Hospitality, Design, and Senior Living eCornell Channel* provides WebCasts giving viewers access to the most recent discussions and investigations on topics related to health, hospitality, and design to bring you the latest in industry news, trends, and best practices.

Conferences and webinars with experts from Cornell’s School of Hospitality Management, College of Human Ecology, and Sloan Program in Health Administration are streamed live for participants to partake with Q&A sessions and audience exercises. Learn from experts at the Cornell Institute for Healthy Futures, the first academic center in the country dedicated to integrating hospitality, health management/policy, and design thinking to enhance service excellence in healthcare, wellness, senior living and related industries. Available through subscription to the eCornell WebSeries channel.

Anticipated topics may include:
- Entrepreneurship in health, hospitality, and design
- Innovations in senior living design and care
- Service excellence in home health care
- Behavioral health environments
- Wellness and medical tourism, including hotel design and operations

Click here for Archived Webinars
Press Release: New eCornell WebSeries Highlights Breakthrough Opportunities at the Intersection of Health, Hospitality, & Design

**CIHF CornellCast Videos**

Visit CornellCast to view interviews with industry leaders in health, hospitality, and design:
*Mardelle Shepley: Art + Science*
*Cornell Institute for Healthy Futures takes holistic view of health*

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*Sharing Ideas, Inviting Yours*
Be in touch with information about your related events, research, and what is trending in your industry. Do you have feature ideas for future CIHF Newsletters? We would like to hear from you!

We look forward to sharing news features, articles, and updates each month to keep you informed and connected with CIHF. Watch for our next issue!

Be well,

Cornell Institute for Healthy Futures

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FOUNDING CORPORATE MEMBERS + CORPORATE MEMBERS

The Institute functions through a network of corporate members to provide perspective across diverse fields of study. Through these relationships, we help facilitate hands-on learning opportunities to help shape the next generation of thinkers and builders. Through shared experience and knowledge we further develop ideas and best practices within this emerging field that combines health, hospitality, and design.

With the contributions from our Corporate Members, Cornell Institute for Healthy Futures is on the forefront to help advance service excellence. Becoming a Corporate Member is an excellent way to contribute towards this goal and help make a difference.

Contact Melissa Carlisle '97, Assistant Director, External Relations for information on becoming a Corporate Member: 607.255.1078, mlp1@cornell.edu.

See our growing list of members

THANK YOU TO OUR FOUNDING CORPORATE MEMBERS + CORPORATE MEMBERS