

# AGENDA

## Cornell Institute for Healthy Futures

*Innovating Across Health, Hospitality, and Design*

### 2017 Roundtable: **Innovating Across Senior Living and Care**

**Thursday, March 30, 2017**

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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)

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## 2017 Roundtable: **Innovating Across Senior Living and Care**

**Friday, March 31, 2017**

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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**

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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*