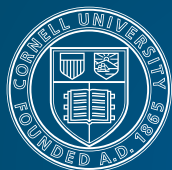


# 2019 | Annual Report

---

*Innovating across health, hospitality and design*



Cornell University

# THANK YOU TO OUR MEMBERS!

## Founding Members



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

## Corporate Members



CANYON RANCH.



**Deloitte.**



HERSHA



MERCYONE.



Perkins Eastman



## TABLE OF CONTENTS



### 1 Mission



### 2 Leadership



### 3 Educational Programs



### 4 Outreach and Engagement



### 5 Multidisciplinary Research



### 6 Publications & Communications



### 7 Collaborators



### 8 Students



### 9 Engage with CIHF



# A YEAR OF EXCITING CHANGES AT CIHF.

## From the CIHF Leadership Team

We are pleased to present the Cornell Institute for Healthy Futures' fourth Annual Report. The 2018-2019 academic year ushered in many exciting changes for us, including:

- CIHF Leadership Changes

- Brooke Hollis (Professor of the Practice in Policy Analysis and Management and Associate Director of Sloan Program in Health Administration) served his first full year as Executive Director.

- Heather Kolakowski (Lecturer in Food & Beverage Management in School of Hotel Administration) joined us as Associate Director.

- Nikki Cerra and Ellie Valenzuela-Menodoza joined the Institute as Program Manager and Program Assistant, respectively.

- In 2018, we officially launched our new summer course, DEA 1110 Making a Difference by Design: Tackling Hospitality & Healthcare Challenges. It was a very successful class, enrolling over 40 students.

- We started creating our new on-line certificate programs through eCornell, with the expectation of officially launching these in 2020.

- Our Healthy Futures undergraduate minor was officially launched in the Department of Design & Environmental Analysis and Alexina Federhen graduated as our first minor in May 2019!

- In May, we co-hosted a Thought Leadership Forum "Service Imperative for Health, Hospitality, and Design," which will result in a special issue of *Journal of Service Management* publishing papers from the nine themes of the conference. Over 65 academics and industry leaders participated in the forum.

- This year saw many new student-industry collaborative research projects, including: Hilton Wellness Project, Digital Transformation Hackathon, Pacific Life Design Engagement Project and Keeping People 60 and Better at their Best research project with Meredith Oppenheim.

With these new changes, we also continued our essential work through growing the Institute. Our corporate advisory board composed of senior-level leaders from 26 different global organizations, continued to help guide our work and bridge the fields of hospitality, design and health management/policy. We continued to grow our community of affiliates, so we currently have 54 faculty fellows from different colleges across Cornell, 45 academic scholars from leading universities

and 29 industry scholars.

Over 110 industry leaders, academics, researchers, students, healthcare professionals, government representatives and nonprofit administrators participated in our fall and spring Roundtables: "Dining and Service Innovations Across the Health Care Continuum," and "Nature, Health and Wellbeing."

As we settle into our new and continuing roles this coming year, we will harness the energy from this past years' changes to further engage our community, inspire students to look through the different lenses simultaneously, and maximize our resources to innovate across health, hospitality and design. We could not do this important work without your support and participation and we look forward to further building our community!

Yours in Healthy Futures,

Brooke Hollis, MBA/Sloan '78, CIHF Executive Director  
Heather Kolakowski, SHA '00, CIHF Associate Director  
Mardelle Shepley, CIHF Associate Director  
Nikki Cerra, CIHF Program Manager  
Ellie Venezuela-Mendoza, CIHF Program Assistant



*"Health is a large word. It embraces not the body only but the mind and spirit as well." - James H. West, physician*

# 01 MISSION



Photo Credit: Yu Hao, CHE PhD '20

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



# 02

## Leadership

### LEADERSHIP

#### **Brooke Hollis, MBA/Sloan '78**

Executive Director, CIHF  
Associate Director, Sloan Program in  
Healthcare Administration  
Department of Policy Analysis & Management  
College of Human Ecology

#### **Heather Kolakowski, SHA '00**

Associate Director, CIHF  
Lecturer, School of Hotel Administration  
Cornell SC Johnson College of Business

#### **Mardelle Shepley**

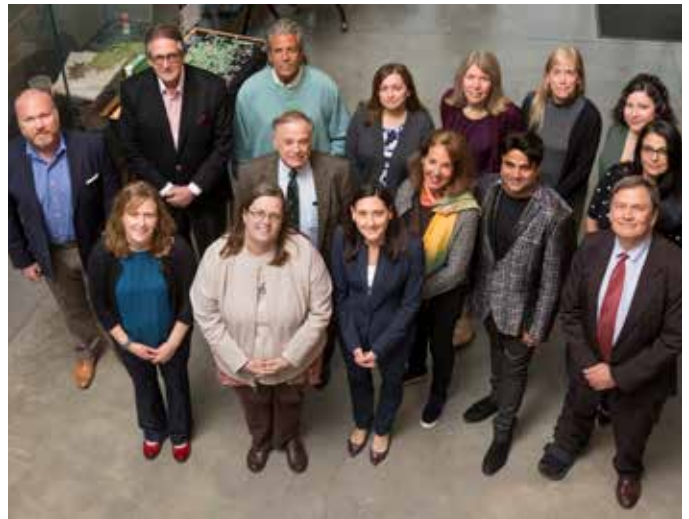
Associate Director, CIHF  
Chair, Department of Design and  
Environmental Analysis  
College of Human Ecology

#### **Nikki Cerra**

Program Manager, CIHF  
College of Human Ecology

#### **Ellie Valenzuela-Mendoza**

Program Assistant, CIHF  
College of Human Ecology



### GOVERNING BOARD

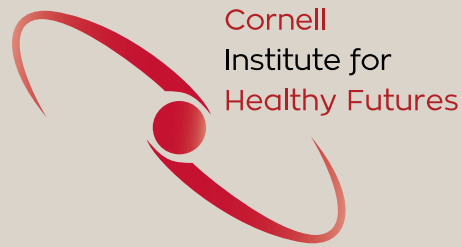
#### **Rachel Dunifon**

Interim Dean  
Professor of Policy Analysis and Management  
College of Human Ecology

#### **Kate Walsh**

Dean  
E.M. Statler Professor  
School of Hotel Administration





## CIHF ADVISORY BOARD



Kelly Andress  
President | Sage Senior Living



Ruth Browne  
President and CEO | Ronald McDonald  
House - New York



Melissa Cerialle, P'15, '16, '18  
Board of Trustees Member |  
Montefiore Medicine



Paul M. D'Alessandro  
Principal | PwC



Vaibhav Garg  
Director- Talent & Culture | Accor



Marcello Gasdia  
Manager of Center for Industry  
Insights | Deloitte



Whitney Austin Gray  
Executive Director of Research &  
Innovation | Delos



Karen Heidelberger  
Partner | Deerfield Management



Neil Jacobs  
CEO | Six Senses Hotels Resorts Spas



Joe Jedlowski  
President | Milestone Retirement



Tom Klein  
Chief Operating Officer |  
Canyon Ranch



Mary Leary  
CEO & President | Mather LifeWays



Pat McBride  
VP of Clinical and Compliance |  
Capella Living Solutions



Caitlin McKenna  
Senior Director, Strategic Innovation  
Delivery | Hilton Worldwide



Danielle Pere  
Associate Executive Director | American  
College of Preventive Medicine



Bradford Perkins  
Chairman & CEO | Perkins Eastman



John Rijos  
Co-Founder & Operating Partner |  
Chicago Pacific Founders



Lynne Rizk  
Principal, Director of Health, New York  
HKS, Inc.



Robert Ritz  
CEO | MercyOne



Daria Sharman  
Enterprise Insights and Strategic  
Analytics Officer | Pacific Life



William B. Sims  
Managing Principal | HJ Sims



Bennett Thomas  
Senior VP of Finance & Sustainability  
Hersha Hospitality and Trust



Lindsley Withey  
Principal | Percival Health Advisors



Peter Yesawich  
Chief Brand Officer | Brown Legacy  
Group



# 03

## Educational Programs

*CIHF helps develop trans-disciplinary educational programs and courses and provides support to instructors teaching courses offered by Cornell University related to the institute's mission.*

### HOSPITALITY, HEALTH, AND DESIGN INDUSTRY IMMERSION SEMINAR

HADM/DEA 3055/6055 Spring 2019

This 1 credit-hour speaker series provides a unique opportunity for students to learn from industry leaders with proven success in the emerging field that combines elements of hospitality and design with health, wellness, and senior living. Students in this course 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.

As part of the course, students have the opportunity to meet in small groups with the individual speakers. There is considerable demand for college graduates who understand the complexities of the emerging field, and this seminar provides students the opportunities to learn first-hand from the speakers. Students present their own reflections and perspectives on health and hospitality during a poster session at the end of the course.



### MINOR IN HEALTH, HOSPITALITY, AND DESIGN (HHD MINOR)

*Educating future innovators to bridge disciplines*

The Cornell Institute for Healthy Futures and the Department of Design + Environmental Analysis offers a minor in Healthy Futures open to all undergraduate students. This minor provides a high caliber, trans-disciplinary education in the fields of health, hospitality, and design. This innovative trans-disciplinary focus—the first of its kind—has the potential to change industry practices and professional attitudes by breaking down the silos that often undermine creative solutions. This minor may be of particular interest to students enrolled in health, wellness, policy, and hospitality related majors, or students interested in applying their education to problem-solving in the population health and wellness space.

Students earning the minor enroll in a minimum of 17 credits: 1-credit hour in the Health, Hospitality & Design Industry Immersion Seminar; 9 credit hours of required courses distributed across the three disciplines of design, healthcare administration, and hospitality; 6-credit hours of elective courses; and 1-credit hour participating in an internship.

Alexina Federhen graduated in May 2018 as the first Healthy Futures minor. There are currently seven students enrolled in our new minor. We will use our Engaged Cornell grant to market and recruit students in 2020.





## HEALTHCARE INNOVATIONS

Designing the Patient and Family Experience of Palliative Care in Tompkins and Cortland Counties: A Multidisciplinary Systems Approach

DEA 6550 Spring 2019

Rana Zadeh, CIHF Faculty Fellow

Assistant Professor, College of Human Ecology

A hands-on, multidisciplinary class on healing environments that prepares students for Evidenced-based Design Accreditation and Certification (EDAC), a formalized foundation for evidence-based design (EBD).

This year, students, along with Professor Rana Zadeh, conducted a site visit at Brookdale Senior Living to meet with key stakeholders to understand their goals and objectives, and seek sustainable and creative ways of transforming palliative care across the Tompkins and Cortland County communities. Split into multidisciplinary groups consisting of expertise spanning design, psychology, engineering, and healthcare administration, each team established their own vision, goals, objectives, and strategies to contribute to an accessible and affordable palliative care system. These goals outlined specific opportunities ranging from improved public awareness of the benefits of the palliative care ecosystem to integrated specialized care and education while lowering the overall economic burden on both the county and the residents.



## MAKING A DIFFERENCE BY DESIGN: TRACKING HOSPITALITY & HEALTHCARE CHALLENGES

DEA1110 Summer 2018

Brooke Hollis, Policy Analysis & Management

Gourab Kar, Design & Environmental Analysis

Rohit Verma, School of Hotel Administration, SC Johnson College of Business

This year, CIHF offered our first summer class with the Department of Design & Environmental Analysis through the Cornell School of Continuing Education (SCE). Making a Difference by Design is a three-week course examining design innovations in hospitality, communication, business, healthcare and senior housing, offered to high school juniors and seniors as well as first-year college students.

This course focuses on how leaders in a variety of fields can use design as a social change agent. It interweaves theories of leadership and creative problem-solving through case study examinations of a wide range of design innovations in technology, communication, business, education,

medicine, human development and ecology. Students learn how design affects their daily lives from the person to the planet. Additional topics include nurturing creativity, visual communications, values-led entrepreneurship, and designing across cultures.

The course is designed to accomplish a number of objectives, including:

Outcome 1: Demonstrates a basic understanding of creative design process - information gathering, idea exploration, iterative feedback loops, prototyping and testing - and an awareness of key factors affecting creativity and teamwork (innovate in research, design or practice).

Outcome 2: Recognize design as both a leadership and strategic business planning tool with both tangible and intangible outcomes and impacts across a variety of stakeholders (apply multi-disciplinary perspective).

Outcome 3: Understand the concept of whole systems designing as an integrative system of leverage points, decision-making and impact (critical thinking).



# 04

## Outreach and Engagement

*A core mission of the institute is to provide opportunities for active engagement between industry, faculty, and students. During the 2018-19 academic year CIHF undertook several initiatives to achieve these goals including the following symposia, roundtables, panels, seminars, and social events.*

### 2018 CIHF Fall Roundtable

#### *Dining and Service Innovations Across the Health Care Continuum*

Hospitals, college campuses, and retirement communities all serve different populations, but they have one feature in common: They feed people. As trends in dining have moved toward healthier options, these institutions are creating innovative strategies to offer farm-to-table, gluten-free, vegan meals to meet the dietary needs of their audiences. At the same time, they are leveraging food services to improve the overall experience their facilities provide by satisfying residents' expectations for nutritional value, flavor, and presentation in their dining options.

The Cornell Institute for Healthy Futures sponsored a roundtable on October 9 and 10 that explored the trends in food services across a range of institutional settings, from spas to senior living facilities. Nearly 60 industry leaders in health care, higher education, senior living, and wellness attended the conference at Cornell University.

The roundtable opened with an overview of the emerging trends in dining services at senior living facilities, college campuses, hospitals, and spas. The conference then explored the innovations institutions have launched in other services, including housekeeping, maintenance, guest relations, and patient services. The roundtable concluded with a discussion on the need to integrate a culture of hospitality at their institutions so that they can focus on the needs of their patients and residents.



The event was vidoerecorded and the video will be added to the CIHF CornellCast collection. Proceedings from the event were published and added to the CIHF Scholarly Commons collection.







## **2019 CIHF Spring Roundtable** *Nature, Health, and Wellbeing*



Taking a walk in the woods or even viewing nature through a window can improve our health and wellbeing in countless ways. It can reduce stress in our daily lives, help us recover from surgery, lower our blood pressure, and boost our memory. As the benefits of spending time in nature have been increasingly recognized, green spaces now play a critical role in how many communities are designed, how schools are structured, and how patients are treated at healthcare facilities.



The Cornell Institute for Healthy Futures (CIHF) sponsored a roundtable on April 26 that explored the impact nature can have on individuals in a variety of settings including: communities, schools, senior living, and healthcare facilities. Nearly 50 industry leaders, researchers, healthcare professionals, government representatives, and administrators of nonprofit organizations attended the conference at Cornell University.

The roundtable opened with a "State of the Science" overview of the research exploring the intersection of nature and health on issues ranging from the impact gardens have on people with autism to the effect green space has on crime in urban neighborhoods. The "State of the Practice" discussions then examined strategies to integrate therapeutic environments into architectural design, city planning, recreational areas, and park systems.



The roundtable concluded with a series of working groups that discussed identifying areas for future study, translating research into practice, and establishing a business case for the benefits of interacting with nature. Proceedings from the event were published and added to the CIHF Scholarly Commons collection.



# Thought Leadership

## Thought Leadership Forum

Service Imperative for Health, Hospitality, and Design

Forum Co-Chairs: Dr. Rohit Verma, Cornell University & Dr. Jay Kandampully, The Ohio State University

May 8-10, 2019

CIHF along with Journal of Service Management hosted the Thought Leadership Forum at the Cornell University campus. The goal of the conference was to bring together prominent thought leaders and young minds in the field of hospitality, tourism and service to extend our knowledge and cross disciplinary understanding of wellness. Professor Len Berry was the keynote speaker and a prestigious group of scholars from the US and overseas as track leaders for this event.

More than 60 academic and industry panelists were placed into nine different tracks, with the goal for all tracks to result in papers that will be published in a special issue in the Journal of Service Management in 2020 subject to peer review.



## Nature Innovation Challenge for Students

Spring 2019

Teams of 2-3 undergraduate and graduate students, representing more than one department or college within Cornell, came together to design a space or environmental feature that focused on some aspect of healing and wellbeing through connection with nature. The teams imagined they were approached by Cornell Health to create a healing or therapeutic space or environmental feature located on the Ithaca Cornell Campus to further promote nature in their care services.

Teams presented their innovations to a group of advisory board members, faculty fellows, and industry scholars for judging prior to the CIHF Nature Roundtable in April 2019. The winning teams included:

**The PSB 182 Project:** Michael D. Chang, Annette Guan, & Yuhuan Ji

**Naturescapes:** Tim Dehm, James Lynch & Berit Schurke

**Cornell Health Healing Garden:** Yi Yang, Zhuohan Xie & Zikun Zhang

**Beebe Lake Multipurpose Room:** Madeline Haftel & Shivani Parmer





## CIHF Fall & Spring Advisory Board Meetings

The CIHF Advisory Board met on Cornell's Ithaca campus on Tuesday October 9, 2018 and Thursday April 25, 2019. Both the fall and spring meetings followed a similar format in which the first portions of the meetings, CIHF leadership focused on a detailed status report to advisory board members on the various elements of the institute, including updates on the newly approved minor and internship program, details of the course curriculum, updates on several research projects, and highlights of student engagement activities. Guest speakers included representatives from the student clubs and several faculty members.

The second half of the meetings were working sections where advisory board members were asked to break out into committee groups to discuss and develop priorities, and then report back to the group as a whole.





## Health and Hospitality Innovation: International Applications

CIHF panel as part of the Entrepreneurship at Cornell Celebration 2019  
April 20, 2019

Three panelists discussed innovation and entrepreneurial opportunities with an international twist including medical travel and international ventures in healthcare that touch on hospitality health and in some cases design.

Panelists included: Kelly Abramson, Executive, International Business Development, Penn Medicine; Scott Rosen '00, President & CEO, MDabroad; and Murat Uralkan '14, Program Manager, Houston Methodist Center for Innovation.



## CIHF Photo Competition

Fall 2018

CIHF held its third annual art competition, open to all Cornell University students. Students were encouraged to submit work that envisioned the integration of hospitality, health, and design. Winning designs evoked a sense of healing and captured healthy environments—both built and natural. CIHF received nearly 100 submissions. Congratulations to the top 3 winners whose works are displayed in the CIHF suite and used in the CIHF website and communication materials.

1st place: "Eyes in a Green Ocean" by Benjamin Shapiro, A&S, BA '22;  
2nd place: "Unbounded" by Emily Lin, PAM, CHE, BS '20; 3rd place:  
"New Beginnings" by Vaidehi Reddy, Art, AAP, BFA '22. Congratulations!





## CIHF@Events

CIHF was recognized across the globe during 2018-19. From Boston to Tokyo, representatives for CIHF presented at conferences, shared research findings, and collaborated with stakeholders across design, health, and hospitality.

**University of Wisconsin, Eau Claire Forum**  
(Brooke Hollis)  
Minneapolis, MN – September 2018

**American College of Preventive Medicine, 2018 Fall Corporate Roundtable**  
(Mary Tabacchi)  
Washington, D.C. – October 2018

**Hospitality Analytics Research Symposium**  
(Chris Anderson, Rohit Verma, and Alex Susskind)  
New York, NY – November 2018

**CIHF@Healthcare Design 2018**  
(Mardelle Shepley)  
Phoenix, AZ – November 2018

**Digital Transformation Hackathon**  
(Joseph De Los Santos)  
Ithaca, NY – November 2018

**AIA Architecture for Justice**  
(Mardelle Shepley)  
Jersey City, NJ – November 2018

**President's Council of Cornell Women**  
(Mardelle Shepley)  
Ithaca, NY – December 2018

**CIHF@LTC & Senior Living CXO Summit**  
(Rohit Verma)  
Orlando, FL – February 2019

**CIHF@Cornell Club of Northern New Jersey Health Care Entrepreneur Panel**  
(Brooke Hollis)  
Jersey City, NJ – February 2019

**CIHF@National Investment Center for Seniors Housing & Care**  
(Brooke Hollis)  
San Diego, CA – February 2019

**CIHF@American College of Healthcare Executives**  
(Brooke Hollis)  
Chicago, IL – March 2019

**CIHF@Hotel Ezra Hotel**  
(Heather Kolakowski)  
Ithaca, NY – March 2019

**CIHF@High Risk Infant Conference**  
(Mardelle Shepley)  
Clearwater Beach, FL – March 2019

**CIHF Panel@Entrepreneurship Celebration**  
(Brooke Hollis)  
Ithaca, NY – April 2019

**American College of Preventive Medicine**  
(Mardelle Shepley)  
Washington, D.C. – May 2019

**Environmental Design Research Association**  
(Mardelle Shepley)  
Brooklyn, NY – May 2019

**Thought Leadership Forum: Service Imperative for Health, Hospitality, and Design**  
(Rohit Verma)  
Ithaca, NY – May 2019

**CIHF@European Healthcare Design 2019**  
(Mardelle Shepley)  
London, UK – June 2019

**CIHF@Vision 2025: University and Senior Housing Care Symposium**  
(Brooke Hollis)  
Chicago, IL – June 2019



# 05

## Multidisciplinary Research

*During the 2018-19 academic year, CIHF supported selected research projects through seed grants and helped to facilitate collaborative research projects between students and partner organizations.*



### HEALTH DESIGN INNOVATIONS LAB (HDIL)

HDIL is a multidisciplinary community of faculty, students, practitioners, and community members in local, national and international projects committed to cutting-edge research on healthcare environments. HDIL is part of the Department of Design and Environmental Analysis in the College of Human Ecology and is affiliated with CIHF. HDIL's focus is a multidisciplinary and system approach in which designers, engineers, psychologists, clinicians and administrators work together to optimize medical and living environments and enable healthcare professionals to help deliver the best care. Their research projects focus on approaches to the planning, design, and management of settings that promote human health and well-being.

During the 2018-19 academic year, HDIL papers and projects included:

Prime: Program for Improving and Managing the Environment for Sleep

Technology Enhanced Environments: An Affordable Multipurpose environmental and people monitoring system

A student-created set of design goals and guidelines, to assist community partners in creating a systematic foundation for home palliative care in our region: Supporting care initiative for the marginalized community of Cortland and Tompkins Counties

Environment of care for aging: a summary of evidence-based recommendations for nursing practice

Optimizing work environment for the New York State Workers and the role of job characteristics and Socioeconomic status





## PACIFIC LIFE DESIGN ENGAGEMENT PROJECT

Daria Sharman, Pacific Life, CIHF Advisory Board Member  
Cornell University Healthy Futures Graduate Chapter Students

The project charter challenged the team to develop an interactive wellness application that helps individuals increase their financial health, considering the interplay of wellness across mind, body and wallet. The team focused our efforts around the vision of fostering a relationship with the Pacific Life brand by enabling meaningful conversations between target consumers, as well as suitably connecting those same consumers to financial professionals.



## HILTON WELLNESS PROJECT

Caitlin McKenna, Hilton Worldwide, CIHF Advisory Board Member  
Cornell University Healthy Futures Graduate Chapter Students

A group of interdisciplinary Cornell graduate students from the fields of health, hospitality, and design worked together to develop a design guide for the future of wellness within Hilton. Our hope was to actively support the pursuit of healthy behaviors, while also helping guests and staff achieve more holistic well-being.

This design guide is applicable to those developing a hotel, and those who currently have a facility, with each of our recommendations stemming from evidence-based research. This design guide demonstrates the importance of various elements of wellness and healthy behaviors that affect all Hilton brands. We have developed eight distinct theme categories and provided design guidelines for each area of focus: Ambient & Aesthetic, Organization, Active Design, Food & Beverage, Safety, Restoration, and Sustainability.



## KEEPING PEOPLE 60 AND BETTER AT THEIR BEST RESEARCH PROJECT

Meredith Oppenheim, Senior Specialist, CIHF Industry Scholar  
Cornell University Healthy Futures Graduate Chapter Students

Cornell graduate students from the Sloan program collaborated with Meredith Oppenheim (A&S, '95) to complete a study of the priorities, preferences and purpose of people 60 – 80 years of age. Knowing older people want to remain well and independent for as long as possible, this study intended to identify how this age segment wants to enjoy and invest their time. Students synthesized the primary data collected to propose attributes of a new vitality-focused venture. This alumni-student collaboration guided the Jan 2020 launch of Oppenheim's new venture Vitality Society™ ([vitality-society.com](http://vitality-society.com)) for people 60 and better to be at their best.





## EXAMPLES OF CIHF FACULTY FELLOWS SCHOLARSHIP

### Publications

#### 2019

- Böckerman, Petri, John Cawley, Jutta Viinikainen, Terho Lehtimäki, Suvi Rovio, Ilkka Seppälä, Jaakko Pehkonen, and Olli Raitakari. 2019. "The Effect of Weight on Labor Market Outcomes: an Application of Genetic Instrumental Variables." *Health Economics*, 28(1): 65-77.
- Brodsky, D., & Shepley, M. M. (2019). Comparative Study of the Social Interactions of Two Differently Designed Long-Term Care Facilities for Individuals With Acquired Brain Injury. *HERD: Health Environments Research & Design Journal*, 1937586719888847.
- Bruyère, S. (2019, January 20). Hiring staff with disabilities makes great business sense. Here's why. [Web log post]. Retrieved from <https://www.weforum.org/agenda/2019/01/hiring-staff-with-disabilities-makes-great-business-sense-heres-why>
- Bruyère, S. & Martinez-Tur, M. (2019, January 4). International practice forum special series industrial-organizational psychology helps heal the world (Part 5): Employment, disability and the role of work psychology. In L. Zugec and W. Reichman (Series Eds.) [Web log post]. Retrieved from <http://my.siop.org/Publications/TIP/562/ArtMID/18540/ArticleID/697/International-Practice-Forum-Special-Series-Industrial-Organizational-Psychology-Helps-Heal-the-World-Part-5-Employment-Disability-and-the-Role-of-Work-Psychology>
- Bruyère, S., von Schrader, S. & Vanlooy, S. (2019). Chapter 16: Employment Strategies for Older Adults. Gatchel, Robert, Schultz, Izabela and Ray, Christopher (Eds.). *Handbook of Rehabilitation of Older Adults*. New York, NY: Springer Publishing.
- Cawley, John, Anne Marie Thow, Katherine Wen, and David Frisvold. 2019. "The Economics of Taxes on Sugar-Sweetened Beverages: A Review of the Effects on Prices, Sales, Cross-Border Shopping, and Consumption." *Annual Review of Nutrition*, 39: 317-338.
- Gharaveis, A., Hamilton, K., Shepley, M etc. (2019). The Influence of Visibility on Medical Teamwork in Emergency Departments—A Mixed-methods Study. *Health Environments Research & Design*.
- Gharaveis, A., Hamilton, K., Shepley, M. & Pati, D. (2019). Design suggestions for greater teamwork, communication, and security in hospital emergency departments. *Indoor and Built Environment*.
- Hollingsworth, Alex, Aparna Soni, Aaron E. Carroll, John Cawley, and Kosali Simon. 2019. "Gains in health insurance coverage explain variation in Democratic vote share in the 2008-2016 presidential elections." *PLoS ONE* 14(4): e0214206.
- Jatoi, I, & Sah, S. (2019). Clinical Practice Guidelines and the Overuse of Healthcare Services: Need for Reform. *Canadian Medical Association Journal*, 191(11), 297-298.
- Kong, L. (June, 2019) Usage and Impact of Information and Communication Technologies in Healthcare Delivery (Co-authored with Hessam Sadatsafavi and Rohit Verma). Accepted to Publish by Service Science
- Laquatra, J. and Tripathii, E. (2019). Animated feature about the Child Breathing Zone; <https://www.dropbox.com/s/788ggg8n16r8j1n/Joseph%20Lacquatra%2003-1.mp4?dl=0> produced by Science Animated.
- Laquatra, J. (2019) Indoor air quality, in A. Mujeeb (ed.) *Indoor Environmental Quality*. IntechOpen, DOI: 10.5772/intechopen.81192. Available from: <https://www.intechopen.com/books/indoor-environmental-quality/indoor-air-quality>
- Lee, J. & Shepley, M. (2019). Benefits of solar photovoltaic systems for low-income families in social housing of Korea: Renewable energy applications as solutions to energy poverty. *Journal of Building Engineering*.
- Lee, J., Shepley, M., & Chiang, J. (2019). Exploring the effects of a building retrofit to improve energy performance and sustainability: A case study of Korean public buildings. *Journal of Building Engineering*, 25, <https://doi.org/10.1016/j.jobe.2019.100822>
- Lee, J. & Shepley, M. (2019). The Green Standard for Energy and environmental Design (G-SEED) for Multi-Family Housing Rating System in Korea: A Review of Evaluating Practices and Suggestions for Improvement. *Journal of Green Building*, 14(2).
- Rakow, Donald A. and Gregory T. Eells. *Nature Rx: Improving College-Student Mental Health*. (Ithaca, NY and London: Cornell University Press). 2019.
- Rose, S., Sah, S., Dweik, R., Schmidt, C., Mercer, M., Mitchum, K., Karafa K., & Robertson, C. (2019). A randomized field experiment of patient responses to physician disclosures of industry conflicts of interest. *Organizational Behavior and Human Decision Processes*.
- Shepley, M. & Sachs, N. (2019). Mental & behavioral health design. In D. Battista & J. Wilhelm, *Architecture and Health: Guiding Principles for Practice*. New York, NY: Taylor & Francis/Routledge.
- Shepley, M. M., Sachs, N. A., Sadatsafavi, H., Fournier, C. Peditto, K. (2019). The Impact of Urban Greenspace on Mental Health and Violent Crime Reduction: An Evidence Synthesis. *International Journal of Environmental Research and Public Health*. 16, 5119; doi:10.3390.
- Sachs, N., Shepley, M., Peditto, K. et al. (2019). Evaluation of a Veterans Administration Mental and Behavioral Health Patient Room Mock-Up. *Health Environments Research and Design*.
- Sah, S., Loewenstein, G., & Cain, D. (2019). Insinuation anxiety: Concern that advice rejection will signal distrust after conflict of interest disclosures. *Personality and Social Psychology Bulletin*, 45(7), 1099-1112.
- Saleh, M., Golden, T. P., & Bruyere, S. M. (2019). Social policy and disability. In Dana Dunn (Ed.), *Disability: Social Psychological Perspectives*. New York, NY: Oxford University Press.
- Sogari G., Menozzi D. & Mora, C. (2019). The Food Neophobia Scale and Young Adults' Intention to Eat Insect Products. *International Journal of Consumer Studies*. 43(1):68–76. <https://doi.org/10.1111/ijcs.12485>.

#### 2018

- Bruyère, S. (2018, November). Disability and HR strategy. [SHRM HR people + strategy's white paper series]. Retrieved from [https://www.hrps.org/resources/Documents/WP\\_neurodiversity\\_18\\_final.pdf](https://www.hrps.org/resources/Documents/WP_neurodiversity_18_final.pdf)
- Cawley, John, Aparna Soni, and Kosali Simon. 2018. "Third Year of Evidence Shows Continuing Benefits of Medicaid Expansions." *Journal of*

General Internal Medicine, 33(9): 1495-1497.

- Choi, Anna, and John Cawley. 2018. "Health Disparities across Education: The Role of Differential Reporting Error." *Health Economics*, 27(3): e1-e29.
- Cook, L. (2018). Accommodating Persons with Physical Disability in the Lab. In *Accessibility in the Laboratory*. Ellen Sweet, Wendy Strobel Gower, and Carl E. Heltzel (Ed.), Washington, DC: Oxford Press.
- Cook, L. (2018). Workplace Bullying and Harassment of Individuals with Disabilities (December 2018). In Tamar Heller, Sarah Parker Harris, Carol Gill, and Robert Gould, Tamar Heller, Sarah Parker Harris, Carol Gill, and Robert Gould (Ed.), *Disability in American Life: An Encyclopedia of Concepts, Policies, and Controversies*. Santa Barbara CA USA: ABC-CLIO.
- Grossman, Daniel, John Cawley, and Damien de Walque. 2018. "The Effect of Stress on Later-Life Health: Evidence from the Vietnam War Draft." *Southern Economic Journal* symposium in honor of Michael Grossman. 85(1): 142-165.
- Lee, J. & Shepley, M. (2018). Analysis of Human Factors in a Building Environmental Assessment System in Korea: Resident Perception and the G-SEED for MF Scores. *Building and Environment*, 142, 388-397. doi.org/10.1016/j.buildenv.2018.06.044
- Sagah Zadeh, R., Shepley, M., Sadatsafavi, H., Owora, A. H., & Krieger, A. C. (2018). Alert Workplace From Healthcare Workers' Perspective: Behavioral and Environmental Strategies to Improve Vigilance and Alertness in Healthcare Settings. *HERD: Health Environments Research & Design Journal*, 1937586717729349.
- Sagha Zadeh, R., Shepley, M. M., Owora, A. H., Dannenbaum, M. C., Waggenger, L. T., & Chung, S. S. E. (2018). The Importance of Specific Workplace Environment Characteristics for Maximum Health and Performance. *Journal of occupational and environmental medicine*, 60(5), e245-e252.
- Sah, S. (2018). Conflicts of interest and disclosure. Submitted to The Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry.
- Sah, S., Malaviya, P., & Thompson, D. (2018). Conflict of interest disclosure as an expertise cue: Differential effects of automatic and deliberative processing. *Organizational Behavior and Human Decision Processes*, 147, 127-146. (Also part of the Best Paper Proceedings at the Academy of Management, 2018).
- Sogari, G., Velez-Argumedo, C., Gómez M.I., and Mora, C. (2018). College Students and Eating Habits: A Study Using an Ecological Model for Healthy Behavior, *Nutrients*, 10, 1823; doi:10.3390/nu10121823
- Thow, Anne Marie, Shauna Downs, Christopher Mayes, Helen Trevena, Temo Waqanivalu, and John Cawley. 2018. "Fiscal policy to improve diets and prevent NCDs: from recommendations to action." *Bulletin of the World Health Organization*, 96(3): 201-210.
- von Schrader, S., Cook, L. (2018). Disclosure and Self-Identification. In Tamar Heller, Sarah Parker Harris, Carol Gill, and Robert Gould (Ed.), *Disability in American Life: An Encyclopedia of Concepts, Policies, and Controversies*. Santa Barbara, CA, USA: ABC-CLIO.
- Wang, Z. & Shepley, M. (2018). Can aging-in-place be promoted by the built environment near home for physical activity - A case study of non-Hispanic White elderly in Texas. *Journal of Housing and the Built Environment*. 33, 749-766. DOI: 10.1007/s10901-017-9584-z.

## EXAMPLES OF CIHF FACULTY FELLOWS SCHOLARSHIP

### Presentations

### 2019

- Bruyère, S. (March 2019), Speaker, "Facilitating Retention and Career Development for Autistic Youth," NYS Consortium for Advancement of Supported Employment, Webinar, Online
- Bruyère, S. (January 2019), Speaker, "Disability Inclusion: Making It Work," 2019 World Economic Forum Annual Meeting, Davos, Switzerland
- Bruyère, S. (January 2019), Speaker, "Partnerships to Improve Employment Outcomes for Autistic Students," 20th International Conference on Autism, Intellectual Disability & Developmental Disabilities (DADD) Annual Conference, Maui, HI
- Cawley, J. (June 2019) Moderator, "The Compensation and Productivity of Health Economists: Results of the 2018 Survey of ASHEcom Membership," 8th Annual Conference of the American Society of Health Economists, Washington DC
- Cook, L. (May 2019) Featured Speaker, "Work-Life Balance and Disability: Expanding Workplace Inclusion," College and University Work Family Association, Vancouver, BC
- Hedge, A. (June 2019) Plenary Speaker, "Adverse Musculoskeletal Effects of Electronic Health Records Software Use on Health Professionals" at the 7th World Congress on Nursing & Healthcare (WCNH 2019), London, UK
- Hollis, B. (June 2019) Moderator, "Vision 2025: University and Senior Housing and Care Symposium," Center for Health Administration and Aging Services Excellence, Chicago IL
- Hollis, B. (April 2019) Moderator, "Health and Hospitality Innovation and Entrepreneurship: International Applications," Entrepreneurship at Cornell Celebration, Ithaca, NY
- Hollis, B. (May 2019) Co-Host, "Service Imperative in Health, Hospitality, and Design," Thought Leadership Forum, Ithaca, NY
- Laquatra, J. (March 2019) Speaker, "Child breathing zone; Lead in household products, Pesticide residues in homes," Cornell Cooperative Extension of Albany County, Albany, NY
- Laquatra, J. (April 2019) Speaker, "Housing Sustainability," Annual Conference of the American Association of Geographers, Washington, DC
- Laquatra, J. (June 2019) Speaker, "Managing Indoor Air Quality in the Child Breathing Zone. Building Family and Community Resiliency," Inservice for Cornell Cooperative Extension Educators, Ithaca, NY
- Kong, L. (May 2019) Speaker, "Standardization or Customization? Operations Strategy for Nursing Home Chains," POMS Annual Conference, Washington DC
- Rakow, D. (July 2019) Speaker, "Nature Rx – The Benefits are Real," Duke Farms, Summit, NJ

- Rakow, D. (March 2019) Speaker, "The Role of Public Gardens in their Communities," Tower Hill Botanical Garden, Worcester, MA
- Rakow, D. (March 2019) Speaker, "History and Current Trends in Urban Parks and Public Gardens," Institute of Museum and Library Services webinar
- Sah, S. (March 2019) Plenary Speaker, Association of American Medical Colleges (AAMC) Forum on Conflicts of Interest, Philadelphia, PA
- Shepley, M. (June 2019) Speaker, "Design for Mental and Behavioral Health," European Healthcare Design, London, UK
- Shepley, M. (May 2019) Speaker, "Design for Mental and Behavioral Health," American College of Preventive Medicine
- Shepley, M. (May 2019) Speaker, "Parks and Violent Crime," Environmental Design Research Association, Brooklyn, NY
- Sogari, G.; Li, J.; Lefebvre, M.; Huang, S.; Mora, C.; Gómez, M.I. (June 2019) Speaker, "Towards a better diet: college dining interventions with the Blend beef-mushroom burger," IFT19: Feed Your Future, New Orleans, LA

## Presentations

### 2018

- Bruyère, S. (October 2018) Keynote Speaker, "Workplace Disability Inclusion: Implications for Employer Policy and Practice," Viscardi Center, Long Island, NY
- Bruyère, S. (September 2018) Keynote Speaker, "The Forgotten Global Minority: Psychology's Role In Disability Inclusion," Japan Psychological Association, Sendai, Japan
- Bruyère, S. (September 2018) Speaker, "Workplace Disability Inclusion: Implications for Enterprise Policy and Practice," Beijing Normal University Business School, Beijing, China
- Bruyère, S. (August 2018) Speaker, "New Directions in Disability Research: Work Contexts, Inclusivity, and Wellbeing Interactions," Academy of Management Conference, Chicago, IL
- Bruyère, S. (August 2018) Speaker, "Employer Policies and Practices that Facilitate Workplace Disability Inclusion and Disclosure," NIMH Conference on Mental Health, Washington DC
- Cawley, J. (December 2018) Panelist Speaker, "Marijuana and Public Health," Marijuana: Justice, Equity, Reinvestment Conference, Start Smart New York, Albany, NY
- Cawley, J. (October 2018) Speaker, "The Impact of Information Disclosure on Consumer Behavior: Evidence from a Randomized Field Experiment of Calorie Labels on Restaurant Menus," Romesh K. Diwan Memorial Lecture in Economics at Rensselaer Polytechnic Institute, Troy, NY
- Cook, L., Strobel, W. (July 2018) Speaker, Annual n4a Conference, "Enhancing Your Capacity to Serve Older Adults with Disabilities," National Association of Area Agencies on Aging, Chicago, IL
- Cook, L. (June 2018) Speaker, "Bullying Disability in the Workplace," 2018 Work and Family Researchers Network Conference, WFRN, Washington, DC.
- Hollis, B. (June 2018) Speaker, "Teaching Facility Planning Tools To Healthcare Management Students: Techniques And Lessons Learned," AUPHA Annual Meeting
- Kong, L. (November 2018) Speaker, "Solving Big Problems in Healthcare Operations: Understanding Consumers' Perspectives," Decision Sciences Institute Annual Conference, Chicago, IL
- Rakow, D. (November 2018) Speaker, "Nature Rx – The Benefits are Real," Ecological Landscape Association, Winterthur, Wilmington, DE
- Shepley, M. (November 2018) Speaker, "Design of Mental & Behavioral Health Facilities," AIA Architecture for Justice
- Shepley, M. (June 2018) Speaker, "Design for Mental and Behavioral Health," AIA Annual Conference, New York, NY
- Shepley, M. (December 2018) Speaker (bookinar), President's Council of Cornell Women, Ithaca, NY





# 06

## Publications & Communications

### Scholarly Commons

CIHF offers a collection of its publications on Scholarly Commons, a service of the School of Hotel Administration at Cornell University. The Scholarly Commons provides access to the research and scholarly output of the School of Hotel Administration, as well as providing supporting materials for the community of scholars of the School.

### Healthy Futures Publications Series

Since 2016, CIHF has been publishing insights from symposia, roundtables, and research from CIHF Faculty Fellows and Visiting Scholars. The Healthy Futures series provides an in-depth look at specific event discussions and findings. The most recent addition to the catalogue include "Nature, Health, and Wellbeing—Insights from 2019 CIHF Roundtable."



- David Deininger, "Multi-Disciplinary Decision Making"
- John Rijos and Frances Showa, "Graceful Dining: Innovations at Grace Management"

### SPONSORSHIPS

CIHF sponsored the following:

- Digital Transformation Hackathon: Changing Business, Changing Education, Changing Lives
- Entrepreneurship at Cornell Celebration 2019
- HTR Thought Leadership Forum: Service Imperative for Health, Hospitality, and Design

### VIDEOS

CIHF has compiled video recordings of industry leaders from a variety of CIHF's compelling seminars, panels, in-depth individual interviews, and keynote addresses. In 2018-19, CIHF added 19 recordings, and 58 videos are available via Cornell University's CornellCast, covering a range of topics including senior living, entrepreneurship, and architecture.

**This video series includes the following recordings added in 2018-19:**

- Alan Lee, "An Intersection of Hospitality and Healthcare"
- Sarajane Eisen, "The Boomers Have Arrived: Now how do we meet their ever-growing demands"
- Andrew Jenis, "Unscheduled Emergency Care and Urgent Health"
- Paul Levesque II, Andrew Bodewes, Scott Whitham, and John Rudd, "Carpenter Park Development: Creating a Healthy Community"

### CIHF In the News

- A December 16, 2018 Wall Street Journal article, "Hotel-Style Hospitality Comes to Hospitals," highlighted innovations at Montefiore Medical Center in New York City. CIHF Founding Member, Melissa Ceriale, is a Montefiore board of trustees member and has long been an advocate of applying hospitality ideas to healthcare. The article highlights some of the ideas that Montefiore has implemented to develop a more patient and family-centric hospital experience. CIHF's Executive Director Brooke Hollis was also featured in the article.

### SOCIAL MEDIA

CIHF has seen increased online engagement through the CIHF Facebook page and LinkedIn Group. The two social media platforms enable members to learn about CIHF's happenings, watch conference videos, and read interesting articles about health, hospitality, and design.

### NEWSLETTER

In 2018-2019, CIHF issued eight newsletters, reaching over 1800 CIHF supporters and affiliates. The newsletter offers highlights of recent news, activities, events, and current research. Advisory Board members, researchers, and staff are featured in each bi-monthly issue. Sign up to receive the newsletter on the CIHF website.

# 07

## Collaborators

CIHF is invested in shaping the future by capitalizing on the intersections of knowledge among diverse industries and individuals. The institute provides a platform for engagement, an intellectual home for research, and a portal to cutting-edge ideas and integrated thought.

Faculty members from Cornell and other universities and industry executives serve as Faculty Fellows, Academic Scholars, and Industry Scholars. CIHF hosts visiting scholars from around the world and supports the student organization Cornell University Healthy Futures, CUHF.

Through shared perspectives, experience, and intrinsic knowledge among the collective, CIHF deepens the understanding for best practices in moving forward in this new field of study integrating health, hospitality, and design.

CIHF welcomed a number of new collaborators in 2018-19.





## VISITING SCHOLARS

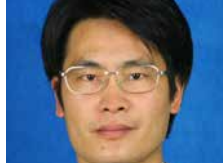
*CIHF Visiting Scholars are faculty members at universities other than Cornell University who visit CIHF to collaborate in research projects, educational activities, or industry events that link hospitality, health, and design.*



**Hae-Ryong Kim**  
Professor of Marketing  
Knokuk University  
Chungju, Korea



**Jiyoung Kim**  
Prof. Lecturer of Marketing  
Yonsei University  
Seoul, Korea



**Zongwei Li**  
Assistant Professor  
Shanghai University of  
Science and Engineering  
Shanghai, China



**Angel Peiro Signes**  
Assistant Professor  
Polytechnic Univ. of València  
València, Spain



**Marival Segarra-Ona**  
Associate Professor  
Polytechnic Univ. of València  
València, Spain



**Lina Zhong**  
Assistant Professor  
Beijing International Studies  
University  
Beijing, China

## INDUSTRY SCHOLARS

*CIHF Industry Scholars are colleagues from non-educational organizations who collaborate in research projects, educational activities, or industry events that link hospitality, health, and design. A number of industry scholars joined us for various activities over the past year.*



**Anna Bjurstam**  
Vice President | Six Senses Spa



**Denise Boudreau-Scott**  
President | Drive



**John DeHart**  
Co-Founder | Nurse Next Door



**David Deininger**  
Architect & Healthcare Facility Master  
Planning Consultant | 2dplanning



**Srisatish Devapatla**  
Dept. of Pediatrics | Cayuga Medical Center



**Esther Greenhouse**  
Environmental Gerontologist



**Jill Guindon-Nasir**  
Senior Director | Ritz Carlton  
Leadership Center



**Asheesh Gupta**  
Co-Founder | Samarth Community



**Maggie Hsu**  
Business Development | AirSwap



**Zain Ismail**  
Principal Transformation Consultant |  
Henry Ford Health System



**Andrew Jenis**  
Vice President | US Acute Care Solutions



**Garima Goel Lal**  
Founder | Traffic Light Cook



**Barbara Lang**  
Founder | B. Lang Consulting



**Elizabeth Martyn**  
Principal | Sophos Hospitality Consulting



**Catalina Hoffman  
Munoz-Seca**  
Founder & Chairman | Hoffman Group



**Meredith Oppenheim**  
Strategic Advisor | Oppenheim Architecture



**John Rijos**  
Co-Founder and Operating Partner |  
Chicago Pacific Founders



**Naomi Sachs**  
Founding Director | Therapeutic  
Landscapes Network



**Nancy Schlichting**  
Retired Chief Executive Officer |  
Henry Ford Health System



**James Sherman**  
Senior Vice President | Doughtery  
Mortgage, LLC



**Suzanne Simonetta**  
Director of Policy, Legislation & Regulations |  
US Department of Labor



**Joseph Tasse**  
Interim President & CEO |  
Trinity Health System



**Pelin Thorogood**  
President & Co-Founder | Wholistic  
Research and Education



**Mitchell Weisberg**  
Managing Director | Lumen Solutions, Inc.



**B.J. Wiley Williams**  
CEO & Founder | SoHook

## FACULTY FELLOWS PROGRAM

*The CIHF Faculty Fellows Program provides collaboration opportunities and support for invited Cornell University faculty in developing or enhancing research, curriculum, and industry-related activities that link hospitality, health, and design. CIHF Fellows form a diverse yet cohesive learning community and collectively create a strong multi-disciplinary knowledge base.*

### COLLEGE OF HUMAN ECOLOGY



Frank Becker



John Cawley



Brooke Hollis



Alan Hedge



Ying Hua



Joseph Laquatra



Sean Nicholson



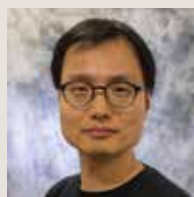
Anthony Ong



Karl Pillemer



Mardelle Shepley



Jay Yoon



So-Yeon Yoon



Rana Zadeh

### SC JOHNSON COLLEGE OF BUSINESS



Tracy Brandenburg



Li Chen



Nagesh Gavirneni



Shawn Mankad



Elizabeth A. Mannix



Mona Anita Olsen



Larry W. Robinson



Sunita Sah

### COLLEGE OF ARTS AND SCIENCES

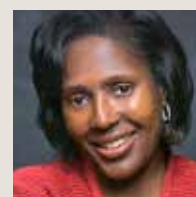


Malte Ziewitz

### DYSON SCHOOL OF APPLIED ECONOMICS AND MANAGEMENT



Anke Wessels



Lynn Perry Wooten



## DIVISION OF NUTRITIONAL SCIENCES



Beth McKinney



Laura Barré

## COLLEGE OF AGRICULTURE AND LIFE SCIENCES



Donald Rakow

## SCHOOL OF HOTEL ADMINISTRATION



Judi Brownell



HaeEun Helen Chun



Jan A. deRoos



Cathy A. Enz



Michael Giebelhausen



Sheryl Kimes



Ravinder Kingra



Heather Kolakowski



Robert Kwortnick



Peng Liu



Brett Massimino



Reneta McCarthy



Peggy Odom-Reed



Jamie Perry



Stephani Robson



Sean Rogers



Tony Simons



Vince Slaugh



Alex M. Susskind



Mary Tabacchi



Gary Thompson



Rohit Verma



Kate Walsh

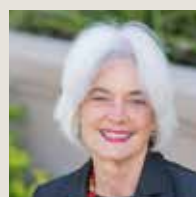


Brad Wellstead



Kristina Workman

## SCHOOL OF INDUSTRIAL AND LABOR RELATIONS



Susanne Bruyere



Diane Burton



LaWanda Cook

## ACADEMIC SCHOLARS

*CIHF Academic Scholars are faculty members at universities other than Cornell University who collaborate in research projects, educational activities, or industry events that link hospitality, health, and design. Thirty-six faculty members from other universities representing 12 countries are now affiliated with CIHF as Academic Scholars.*



**Tor W. Andreassen**  
Professor of Marketing,  
NHH Norwegian School of  
Economics



**Susan P. Baker**  
Professor Emerita,  
Bloomberg School of Public  
Health, Johns Hopkins  
University



**Aravind Chandrasekaran**  
Associate Professor of  
Management Sciences,  
Fisher College of Business,  
The Ohio State University



**Sunmee Choi**  
Professor, School of  
Business, Yonsei University



**Kyunghwa Chung**  
Lecturer, Department of  
Fashion Design,  
Chung-Ang University



**Stephanie J. Creary**  
Assistant Professor of  
Management,  
Wharton School,  
University of Pennsylvania



**David Ding**  
Associate Professor of  
Project & Supply Chain  
Management, Black School  
of Business, Penn State  
Behrend



**David Dobrzykowski**  
Associate Professor, Director;  
Supply Chain Management  
Institute, School of Business,  
Bowling Green State  
University



**Bo Edvardsson**  
Professor and Assistant  
Vice Chancellor,  
Karlstad University



**Marie Elf**  
Associate Professor of  
Nursing / Architecture;  
Dalarna University /  
Chalmers University of  
Technology



**Mariana G. Figueiro**  
Professor, Light & Health  
Program Director for  
Lighting Research Center,  
Rensselaer Polytechnic  
Institute



**Craig Froehle**  
Professor of Business  
Analytics & Information  
Systems, Carl H. Lindner  
College of Business,  
University of Cincinnati



**Andrew Gallan**  
Assistant Professor of  
Marketing, Kellstadt  
Graduate College of  
Business, DePaul University



**Brian Galli**  
Assistant Professor of  
Project Management &  
Management Engineering,  
Long Island University—  
Post



**Susan Goldstein**  
Associate Professor of  
Supply Chain & Operations,  
Carlson School of  
Management, University of  
Minnesota



**Anders Gustafsson**  
Professor of Business  
Administration,  
Service Research Center,  
Karlstad University



**Wafa Hammedi**  
Associate Professor of  
Service Innovation &  
Marketing,  
University of Namur



**Spring H. Han**  
Assistant Professor, Emlyon  
Business School, East  
China Normal University





**Janelle Heineke**

Professor/ Chair of  
Operations and Technology  
Management, Questrom  
School of Business, Boston  
University



**Kejia Hu**

Assistant Professor of  
Operations Management,  
Vanderbilt University



**Philippa Hunter-Jones**

Reader in Marketing,  
Department of Marketing &  
Operations Management,  
University of Liverpool



**Jay Kandampully**

Professor  
Service Management &  
Hospitality  
The Ohio State University



**Byron Keating**

Professor of Management,  
Research School of  
Management, Australian  
National University



**Catharina von Kosskull**

Associate Professor,  
Department of Marketing,  
University of Vaasa



**Michael Lewis**

Professor of Operations  
& Supply Management,  
School of Management,  
University of Bath



**Susan F. Lu**

Associate Professor of  
Management, Krannert  
School of Management,  
Purdue University



**Janet R. McColl-Kennedy**

Professor of Marketing,  
UQ Business School,  
University of Queensland



**Douglas Morrice**

Professor of Business,  
McCombs School of  
Business, University of  
Texas - Austin



**Pedro Oliveira**

Associate Professor,  
Católica Lisbon School of  
Business & Economics



**Lia Patricio**

Associate Professor,  
School of Engineering,  
University of Porto



**Aleda Roth**

Distinguished Professor of  
Supply Chain Management,  
College of Business &  
Behavioral Science,  
Clemson University



**Warren S. Sandberg**

Professor of  
Anesthesiology, Surgery &  
Biomedical Informatics;  
School of Medicine,  
Vanderbilt University



**Glen Schmidt**

David Eccles Professor of  
Business, Department of  
Operations & Information  
Systems,  
University of Utah



**Rachna Shah**

Associate Professor of  
Supply Chain & Operations,  
Carlson School of  
Management, University of  
Minnesota



**Subhashree (Sue) Sundar**

Assistant Professor,  
Department of Operations  
& Information Systems,  
University of Utah



**Courtney Sueß-Raeisinafchi**

Assistant Professor of  
Tourism & Hospitality  
Operations, Texas A&M  
University



**Vikram Tiwari**

Associate Professor  
of Anesthesiology &  
Biomedical Informatics,  
School of Medicine,  
Vanderbilt University



**Anita Tucker**

Associate Professor of  
Operations & Supply Chain  
Management, Questrom  
School of Business,  
Boston University



**Liana Victorino**

Associate Professor,  
Peter B. Gustavson School  
of Business,  
University of Victoria



**Matthew Walsman**

Assistant Professor,  
Department of Supply  
Chain Management,  
Rutgers Business School –  
Newark & New Brunswick



**Michele Williams**

Assistant Professor,  
Department of  
Management &  
Organizations,  
University of Iowa



**Jochen Wirtz**

Professor, Department of  
Marketing, NUS Business  
School, National University  
of Singapore



**Jie Zhang**

Assistant Professor of  
Operations Management,  
University of Vermont



**Xiande Zhao**

Professor of Operations &  
Supply Chain Management,  
China Europe International  
Business School

# 08 Students

*Students are involved in many aspects of CIHF. Volunteering at events, participating in the undergraduate and graduate student affiliated organizations, working at the institute, conducting research, sharing experiences & perspectives, and networking with industry leaders, are some of the ways students are an integral part of CIHF.*

## HEALTHY FUTURES STUDENT ORGANIZATION

In 2016, a group of undergraduates formed the Cornell University Healthy Futures Student Organization, creating a collaborative environment for students interested in hospitality, healthcare, and design.

By fall 2018, the club had over 35 members from four schools and colleges across the university. Club members meet bi-weekly during the school year, hold an annual fundraiser, and engage with local community partners.

---

## GRADUATE CHAPTER

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, started by CUHFG President Joseph De Los Santos, MHA/ Sloan '19 is actively recruiting students from any discipline across campus to provide a deeper educational experience through a trans-disciplinary 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.

In 2018-19, the chapter traveled to New York City to visit a hospital and hotel, helped to host a Hackathon, and held numerous panel discussions and fireside chats with visiting scholars and industry leaders.





# Student Events

## DIGITAL TRANSFORMATION HACKATHON

Changing Business, Changing Education, Changing Lives  
Healthy Futures Graduate Club & Cornell SC Johnson College of Business

November 30- December 2, 2018

We are living in an unprecedented period of digital transformation in all facets of life. The speed and extent of transformation is leading to enormous disruptions in established practices of business, politics, education, healthcare, and everyday life around the world. Future leaders in business, education, health, hospitality, and design will need to develop creative, interdisciplinary, and sustainable solutions to meet these challenges. The Hackathon provided real-world challenges to help future leaders hone these skills.

The winning teams included:

Grand Prize Winner (Health Vertical) - Wavex

This team developed a solution for the opioid crisis by making pain diagnostics objective rather than subjective. They created a pain diagnostic ecosystem for people in pain that included: a device that objectively measures pain (EEG), a health monitoring app connected to the EEG, and a medication adherence device controlled by doctors. Team members included Dayan Garmaev, Samuel Mbgua, Nancy Peng, and Mahum Siddiqi.

Top Prize Winner (Health Vertical) - Life Hacks

This team addressed obesity in truck drivers by developing an in-game app-concept for a social fitness and education platform to encourage healthy fitness behaviors. Team members included Won Young Choi, Alexander Lee, and Kathy Wong.

Top Prize Winner (Business Vertical) - RMG Life

This team developed a concept for a next generation app focused on long term budgeting for graduate school students. Team members included Gyurme Karma, Ryan Lee, and Melanie Roberts.



## WEBINARS & FIRESIDE CHATS

Healthy Futures Graduate Club

Several Events Throughout the Academic Year

The Club hosted many industry experts through webinars and fireside chats at the Ithaca campus. These gatherings offered a more informal setting in which students industry leaders could converse about career trajectories, industry trends and innovations.

The people invited to participate this year included: Stacey Chang, University of Texas at Austin Dell Medical School; Dick Argys, Boston Children's Hospital; Cate O'Brien, Mather Senior Living; Vaibhav Garg, Accor Hotels; Dana Beninati, The Kitchen on Food Network; Allen Lee, New York-Presbyterian; Andrew Jenis, US Acute Care Solutions; Bob Ritz, MercyOne; John DeHart, Nurse Next Door; David Deninger, 2dplanning; Dr. Sarajane Eisen, Eisen Interiors; and B.J. Wiley Williams, SoHookd.



# Student Collaborators

Meet the team of students who keep CIHF up and running!



**Nayanica Banerjee**  
CIHF Program Assistant

Nayanica is a student in the Sloan Program in Health Administration. She believes the intersection of health, hospitality, and design is not only an interesting crossroad but also one that is becoming increasingly relevant to the industry. As she steps into her role as Program Assistant, she aims to promote the CIHF vision and mission by supporting every new endeavor.



**Joseph De Los Santos**  
President, CUHFG

Joseph is a student in the Sloan Program in Health Administration. He is serving his second year as the president of the graduate student/professional club Cornell University Healthy Futures: Graduate Chapter (CUHFG). Joseph's career interests are patient experience, compassionate care, innovation, and healthcare delivery.



**Mio Jia**  
CIHF Graphic Designer

Miao is pursuing her M.A. in the department of Design and Environmental Analysis. She received a B.Arch in 2017 prior to attending Cornell for graduate school. Her research interests include senior living, healthcare innovation, strategic design, and human-computer interaction. Her thesis research focuses on design for special populations.



**Jialin Ke**  
CIHF Student Researcher

Jialin Ke is a Design and Environmental Analysis major in the College of Human Ecology. She works for CIHF as a student researcher, coding survey responses and making graphs to visualize data. She is interested in designing the environment for wellness and aims to create beautiful healing experiences through evidence based decisions.



**Lu Kong**  
PhD Candidate

Lu is a fourth-year doctoral candidate in Service Operations Management at SHA. Lu's research interests are in service innovation, sustainable operations, social network, and the Sharing Economy. Currently, she is working on a project that explores the intersection between hospitality and healthcare industries and how they can learn from each other.



**Kathy Lin**  
CIHF Social Media Manager and Webmaster

Kathy is a student in the Sloan Program in Health Administration. She is originally from the San Francisco Bay Area and is passionate about improving health through a multidisciplinary approach, including health administration, health policy, and the evidence-based design of health facilities.



**Kati Peditto**  
PhD Candidate

Kati is a fourth-year doctoral candidate in Human Behavior + Design. She is an AIA Tuttle Fellow in Health Facility Planning and Design. Her research aims to improve facilities for adolescents and young adults (AYA) with cancer. She is currently investigating the influence of the built environment on social support and quality of life for young people with cancer.



**Alexis Strong**  
PhD Researcher

Alexis is a second-year doctoral student who has long been passionate about the intersection of hospitality and healthcare and the rise of consumerism in an industry that desperately needs that paradigm shift. Her research focuses on patient experience cultures, patient choice modeling, and the ROI of provider patient experience initiatives.



# 09

## Engage with CIHF

*Cornell Institute for Healthy Futures is supported by a network of member organizations who are critical for CIHF's mission. Individuals and industry supporters are invited to participate in research projects, industry seminars, roundtables, symposiums, and other special events.*

### Corporate Membership

- Join the Advisory Board and participate as a speaker in class and at events, have the opportunity to mentor and interact with highly motivated students, and help shape future activities of the institute.

### Sponsorship and Philanthropy

- Industry Distinguished Seminar Series
- Naming Opportunities
- Practicum Projects
- Roundtables
- Symposia

**If you or your company is interested in becoming a corporate member or would like more information, please contact:**

**Melissa Carlisle, '97**  
**Director, External Relations**  
**Cornell SC Johnson College of Business**  
**Phone: 607.255.1078**  
**mlp1@cornell.edu**

## COLLABORATE WITH CIHF

**BECOME**

- an Advisory Board Member
- an Academic Scholar
- an Industry Scholar
- a Student Scholar
- a Visiting Scholar





College of Human Ecology



The Hotel School  
Cornell  
SC Johnson College of Business

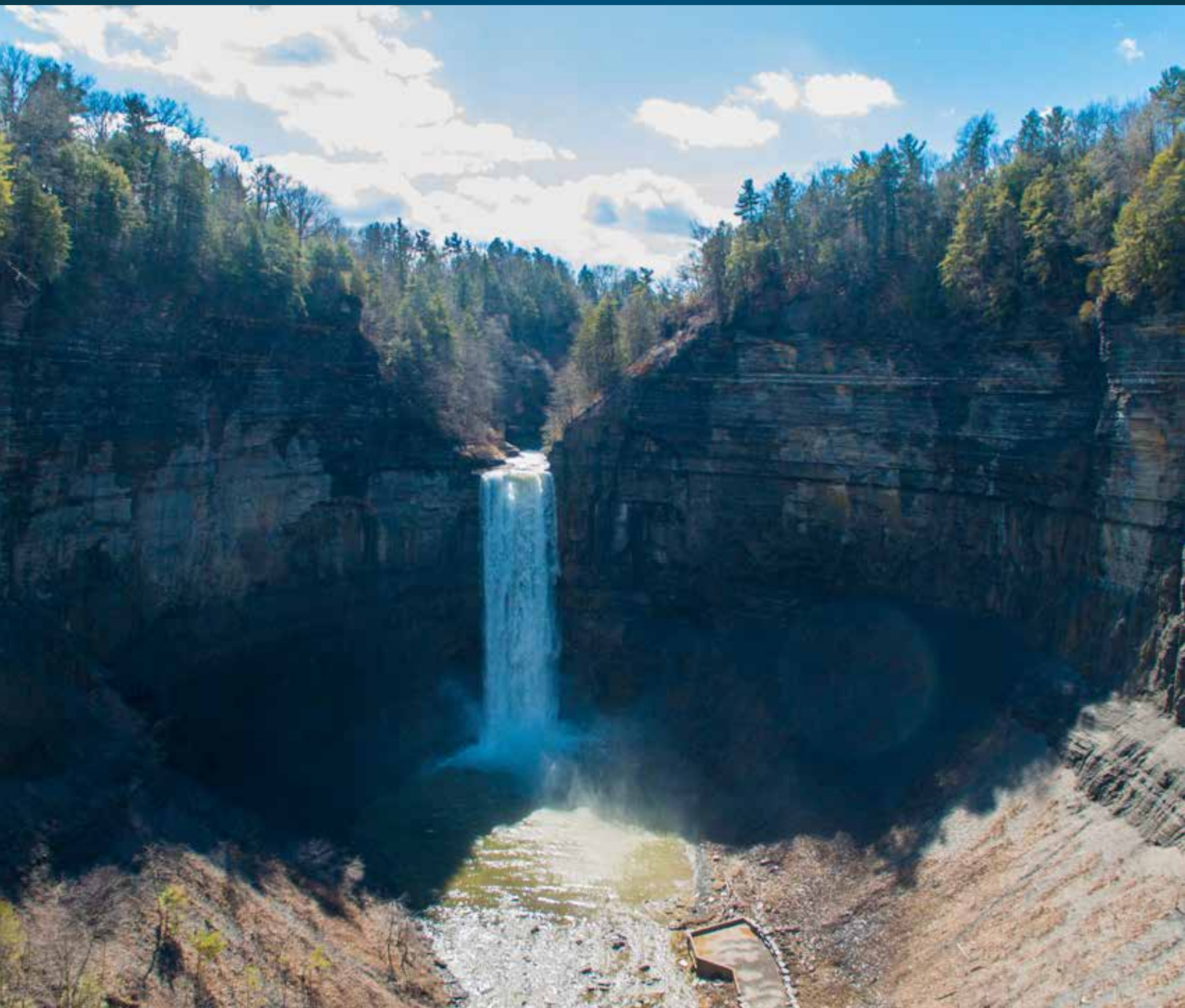


Photo Credit: Madeline Haftel, Sloan '20

**HEALTHYFUTURES.CORNELL.EDU**

Cornell University  
Cornell Institute for Healthy Futures

3250 Martha Van Rensselaer Hall

Ithaca, NY 14853

Phone: 607.255.2428

CIHF@cornell.edu