



CORNELL

SYMPOSIUM

HEALTH
HOSPITALITY
& DESIGN

2023

PROGRAM

PRESENTED BY



THANK YOU

The Cornell Institute for Healthy Futures would like to thank Mazzetti: MEP Healthcare Engineering, Planning & Design, the Cornell University Healthy Futures student chapter, Waterstone Student Presenters, College of Human Ecology's Office of Alumni Affairs and Development and the students in DEA 5305 Health and Healing Studio.

THANK YOU TO OUR SPONSORS



ARGENTUM
EXPANDING SENIOR LIVING

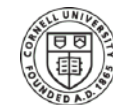


HART HOWERTON
NEW YORK • SAN FRANCISCO

MAZZETTI



RUTH BROWNE
RONALD MCDONALD HOUSE
NEW YORK



College of Human Ecology



Nolan
Cornell
SC Johnson College of Business

THANK YOU

WELCOME



Dear Colleagues and Friends,

Welcome to the 2nd Cornell Hospitality, Health and Design Symposium organized by the Cornell Institute for Healthy Futures (CIHF). In addition to speakers, we have expanded our event to include a workshop on the design of assisted living environments, thus providing both lecture and hands-on experiences.

The years since the last symposium in 2016 have been tumultuous, inspiring and challenging! More than ever, the importance of our mission rings true – we bring together academic scholars, industry leaders and engaged students who have interest in exploring the rapidly evolving dynamics of hospitality and healthcare industries in the context of the designed environment.

As symposium co-chairs and directors of CIHF, we are grateful for the generous support provided by the School of Hotel Administration (SHA) in the SC Johnson College of Business, the College of Human Ecology (CHE) and our industry collaborators.

We hope you enjoy our event!

*Mardelle Shepley, CIHF Executive Director, Department of Human Centered Design, College of Human Ecology
Heather Kolakowski, CIHF Associate Director, Nolan School of Hotel Administration, SC Johnson College of Business*

WELCOME

SCHEDULE

Thursday, May 11, 2023

4:00 – 8:00 PM	Registration	Statler Hotel Lobby
4:00 – 5:30 PM	CIHF Advisory Board Meeting	ILR 229
5:30 – 7:00 PM	Opening Reception	Taylor A & B, Statler Hotel

Friday, May 12, 2023

6:45 AM – 4:00 PM	Registration	Statler Ballroom Foyer
7:00 – 8:00 AM	Breakfast	Statler Ballroom
9:00 AM – 4:00 PM	Conference Refreshments	Statler Ballroom Foyer
8:00 – 8:15 AM	Opening Remarks <i>Dean Rachel Dunifon, Dean Kate Walsh, Mardelle Shepley, Heather Kolakowski</i>	Statler Ballroom
8:15 – 9:00 AM	Opening Keynote Senior Housing, Current Market Conditions <i>Beth Mace, Chief Economist, NIC</i>	Statler Ballroom
9:10 – 10:00 AM	Session 1 A Affordable Senior Living Panel <i>Severine Petras, Jay Woolford, Mitch Brown</i>	Statler Hall 196
9:10 – 10:00 AM	Session 1 B Hospitable Healthcare <i>Peter Yesawich</i>	Statler Ballroom
10:00 – 10:15 AM	Wellness Networking Break	Statler Ballroom Foyer
10:15 – 11:05 AM	Session 2 A Health Equity Panel <i>Julie Carmalt, Winnie Cudjoe, Jeff Niederdeppe, Troy Savage</i>	Statler Ballroom
10:15 – 11:05 AM	Session 2 B Beyond the Boundaries <i>Gérard van Grinsven, Oliver Olsson</i>	Statler Hall 196

SCHEDULE

Friday, May 12, 2023 continued

11:15 AM – 12:15 PM	Session 3 A Healing Waters Immersive Experience <i>Connie Lin</i>	1250 MVR
11:15 AM – 12:15 PM	Session 3 B Nature Walk <i>Don Rakow, Christine Tanner</i>	Cornell Botanic Gardens
11:15 AM – 12:15 PM	Session 3 C Hands-on Art <i>Christine Mullen</i>	Statler Ballroom
12:15 – 1:30 PM	Lunch Student Poster Presentations	Statler Ballroom
1:40 – 2:30 PM	Session 4 A Evidence Based Design <i>Mardelle Shepley, Kati Peditto, Rosalyn Cama</i>	Statler Ballroom
1:40 – 2:30 PM	Session 4 B Senior Living Design Panel <i>Meredith Oppenheim, Esther Greenhouse, Siobhan Farvardin, Catherine Montgomery</i>	Statler Hall 196
2:30 – 2:45 PM	Wellness Networking Break	Statler Ballroom Foyer
2:45 – 3:35 PM	Session 5 A Wellness in Hospitality <i>Tim McCarthy, Jessica Cooper, Mindi Morin, Garnie Nygren</i>	Statler Ballroom

SCHEDULE

Friday, May 12, 2023 continued

2:45 – 3:35 PM	Session 5 B Healthcare Practitioner Panel <i>Peter Yesawich, Dr. Robert Corona, Laurence Geller, Dr. Martin Stallone</i>	Statler Hall 196
3:45 – 4:45 PM	Session 6 Brainstorm Sprint	Statler Ballroom
4:45 – 5:25 PM	Closing Keynote <i>Rohit Verma</i>	Statler Ballroom
5:25 – 5:30 PM	Closing Remarks <i>Mardelle Shepley, Heather Kolakowski</i>	Statler Ballroom

5:00 – 6:00 PM	Reimagining Workshop Registration	ILR, Room 425
6:00 – 7:30 PM	Reimagining Workshop Working Dinner	ILR, Room 425

Saturday, May 13, 2023

7:30 – 8:00 AM	Breakfast	ILR, Rooms 423 & 425
8:00 – 11:45 AM	Reimagining Workshop <i>Troy Savage</i>	ILR, Rooms 423 & 425
11:45 AM – 1:00 PM	Lunch	ILR, Rooms 423 & 425
1:00 – 4:00 PM	Reimagining Workshop <i>Troy Savage</i>	ILR, Rooms 423 & 425

SCHEDULE

KEYNOTE PANELS

Opening Keynote

Senior Housing, Current Market Conditions
Friday, May 12, 8:15 - 9:00 AM



Beth Mace

Beth Burnham Mace is the Chief Economist at the National Investment Center for Seniors Housing & Care (NIC). Prior to joining the staff at NIC, she served as a member of the NIC Board of Directors for seven years and chaired NIC's Research Committee.

Closing Keynote

Friday, May 12, 4:45 - 5:25 PM



Rohit Verma

Rohit Verma is the Founding Provost (Chief Academic Officer) of VinUniversity (Hanoi, Vietnam), currently on leave from Cornell University. Prior to his current appointment, he was the Dean of External Relations for Cornell SC Johnson College of Business (May 2016 – June 2019); Singapore Tourism Board Distinguished Professor (January 2014 – June 2019); Executive Director for Cornell Institute for Healthy Futures (July 2015 – June 2018); and Executive Director of Cornell Center for Hospitality Research (July 2009 – June 2012).

WORKSHOP FACILITATOR

Reimagining Workshop Dinner

Friday, May 12, 6:00 - 7:30 PM

Reimagining Assisted Living Workshop

Saturday, May 13, 7:30 - 4:00 PM



Troy Savage

Associate, Project Manager
Mazzetti

At Mazzetti, Troy serves as an associate project manager for MEP engineering work in concert with change management strategies around sustainability behavior/culture change services. He manages a project to create a unique comprehensive energy strategy for a large health care organization. Working with facility staff and management to implement policy and improve processes, Troy also assists in reducing issues and streamlining the process for implementation of energy conservation measures.

The Reimagining Workshop will open with a dinner for participants on the evening of Friday, May 12. On Saturday, May 13, the Assisted Living Workshop will feature a more intimate hands-on thought design workshop led by Troy Savage. Designers will join healthcare and senior living leaders to collaborate in an interactive day of re-imagining the design of assisted living facilities in response to changing needs.

CONCURRENT SESSIONS

Friday, May 12, 2023

NOTES

STATLER Ballroom · 9:10 - 10:00 a.m. · Session 1A



Severine Petras



Jay Woolford



Mitch Brown

Affordable Senior Living Panel

Moderator:

Severine Petras, CEO/Co-Founder, Priority Life Care

Speakers:

Jay Woolford, SVP-Development, CIRC Development, a Transforming Age Affiliate, Sustainable Housing for Ageless Generations (SHAG)

Mitch Brown, Principal, Senior Housing Consulting

The demand for affordable senior living is high, and there is a growing need for senior living options for low-income and middle-income older adults. Finding affordable senior living is crucial for older adults who are living on fixed incomes. It is even more vital for older adults who are living below the national poverty level. This session will identify challenges and opportunities within the affordable senior living industry.

STATLER HALL Room 196 · 9:10 - 10:00 a.m. · Session 1B



Peter Yesawich

Hospitable Healthcare

Peter Yesawich, Chairman, Hospitable Healthcare Partners, LLC

This session will include a presentation and discussion of recent primary research conducted with U.S. adults on the major service gaps in healthcare, and introduce select hospitality service strategies that may be adopted to enhance the patient experience.

CONCURRENT SESSIONS

Friday, May 12, 2023

NOTES

STATLER Ballroom · 10:15 - 11:05 a.m. · Session 2A



Julie Carmalt



Winnie Cudjoe



Jeff Niederdeppe



Troy Savage

Health Equity Panel

Moderator:

Julie Carmalt, Associate Director of the Sloan Program in Health Administration, Cornell University, Senior Lecturer, Cornell Brooks School of Public Policy

Speakers:

Winnie Cudjoe, Chief Operations & Management Officer, Ronald McDonald House New York

Jeff Niederdeppe, Senior Associate Dean of Faculty Development, Jeb E. Brooks School of Public Policy, Professor of Communication and Public Policy, Cornell University

Troy Savage, Associate, Project Manager, Mazzetti

Health equity means the attainment of the highest level of health for all people, where everyone has a fair and just opportunity to attain their optimal health. This session explores how hospitality, environmental design, and health policy impact healthcare service and quality.

STATLER HALL Room 196 · 10:15 - 11:05 a.m. · Session 2B



Oliver Olsson



Gérard van Grinsven

Beyond the Boundaries

Gérard van Grinsven, COO & Partner, Waterstone Properties

Oliver Olsson, Chief Growth Officer, Waterstone Properties

This session will discuss inventing an unorthodox vision for healthcare and be prepared to rethink the fundamentals of how hospitality, real estate and the healthcare industry operate.

CONCURRENT SESSIONS

Friday, May 12, 2023

NOTES

MARTHA VAN RENSSELAER Room 1250 · 11:15 - 12:15 p.m. · Session 3A



Connie Lin

Healing Waters Immersive Experience

Connie Lin, Architect/Project Manager, Associate AIA, WELL AP, HOLT Architects, PhD student, Cornell

This gallery features an immersive sensory waterscape that was designed to help visitors reduce stress and find a sense of calm.

CORNELL BOTANIC GARDENS · 11:15 - 12:15 p.m. · Session 3B



Don Rakow



Christine Tanner

Nature Walk

Don Rakow, Associate Professor, School of Integrative Plant Science, Cornell

Christine Tanner, Program Manager, CIHF

Take a nature walk through the Cornell Botanic Gardens.

STATLER Ballroom · 11:15 - 12:15 p.m. · Session 3C



Christine Mullen

Hands on Art

Christine Mullen, Visiting Lecturer, UF Center for Arts in Medicine

Actively engage in a creativity session using wordless, improvisational communication to produce a collaborative work of art.

CONCURRENT SESSIONS

Friday, May 12, 2023

NOTES

STATLER Ballroom · 1:40 p.m. - 2:30 p.m. · Session 4A



Mardelle Shepley



Kati Peditto



Rosalyn Cama

Evidence Based Design

Moderator:

Mardelle Shepley, Professor, Human Centered Design, Cornell, Executive Director, CIHF

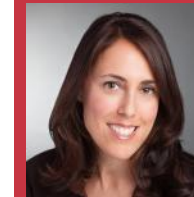
Speakers:

Kati Peditto, Co-Director, Human Experience Lab, Perkins&Will

Rosalyn Cama, President, CAMA Inc.

Evidence-based design (EBD) provides state-of-the-art knowledge regarding the creation of user-supportive environments. This panel, composed of an award-winning interior designer, a psychologist/research director in a design firm, and an academic/architect, will discuss the meaning of EBD, its history and the future role it will play in promoting wellness.

STATLER HALL 196 · 1:40 p.m. - 2:30 p.m. · Session 4B



Meredith Oppenheim



Esther Greenhouse



Siobhan Farvardin



Catherine Montgomery

Senior Living Design Panel

Moderator:

Meredith Oppenheim, Founder and CEO, Vitality Society

Speakers:

Esther Greenhouse, CEO, Environmental Gerontologist & Strategic Consultant, Silver to Gold Strategic Consulting

Siobhan Farvardin, Global Practice Director, Senior Living, Principal, HKS

Catherine Montgomery, Resident Program Coordinator, Brookdale Senior Living

This panel will explore current challenges, emerging trends and future opportunities within and beyond the four walls of senior housing.

CONCURRENT SESSIONS

Friday, May 12, 2023

NOTES

STATLER Ballroom · 4:45 p.m. - 3:35 p.m. · Session 5A



Tim McCarthy Jessica Cooper Mindi Morin Garnie Nygren

Wellness in Hospitality

Moderator:

Tim McCarthy, Partner & Managing Principal, Hart Howerton

Speakers:

Jessica Cooper, Chief Product Officer, International WELL Building Institute (IWBI)

Mindi Morin, Managing Director, Canyon Ranch

Garnie Nygren, COO, Serenbe

This panel focuses on insights into the opportunities and challenges associated with the application of the principles of wellness to hospitality. From designing spaces to designing guest experiences, how can wellness improve hospitality?

STATLER HALL 196 · 4:45 p.m. - 3:35 p.m. · Session 5B



Peter Yesawich Dr. Robert Corona Dr. Martin Stallone Laurence Geller

Healthcare Practitioner Panel

Moderator:

Peter Yesawich, Chairman, Hospitable Healthcare Partners, LLC

Speakers:

Dr. Robert Corona, Chief Executive Officer, Upstate Medical University

Dr. Martin Stallone, Chief Executive Officer, Cayuga Medical Center

Lawrence Geller, UK Government Advisor, Major Conditions Strategy, Dementia Care and Concussion in Sport, Founder and Chair, Geller Commission on Dementia Care

This panel will address design, service, and operational strategies healthcare practitioners have adopted to enhance the patient experience. We will recommend strategies healthcare services providers may adopt prior, during, and after treatment to enhance the patient experience.

Reimagining Assisted Living Workshop

Friday, May 12 - May 13, 2023

NOTES

ILR CONFERENCE CENTER

Dinner: Friday, May 12 · 6:00 p.m. - 7:30 p.m.

Workshop, Rooms 423 and 425: Saturday, May 13 · 7:30 a.m. - 4:00 p.m.

The workshop will be an intimate hands-on thought design workshop led by Troy Savage of Mazzetti. Designers will join healthcare and senior living leaders, workers, residents, and Cornell students to collaborate in an evening and interactive day of re-imagining the design of assisted living in response to changing needs.

The event is unique for its integrated empathy training meant to sensitize participants to the varying needs of all stakeholders; the assignment is broad and participants are encouraged to think radically and abandon traditional healthcare delivery; there are no constraints place on the thought experiment; and rather than focusing on the design of a single facility, various stakeholders are encouraged to work together to contemplate blue-sky thinking for the design of varied assisted living communities.

We are providing 8 hours of AIA HSW CEU approved course content for the Reimagining Assisted Living Workshop.



REIMAGINING ASSISTED LIVING

May 12-13, 2023
Cornell University | Ithaca, NY

Part of the CIHF Spring Symposium,
Reinventing Health, Hospitality, and Design

ORGANIZED BY: SEXTANT

Cornell Institute for Healthy Futures

SUPPORTED BY: FGI

FOUNDING MEMBERS



Founding Members

Melissa Ceriale

P'15, '16, '18, Board of Trustees, Montefiore Medicine



Andy Chen

Master of Engineering, Operations Research & Industrial Engineering '95

Master of Engineering, Electrical Engineering '94

Bachelor of Science, Electrical Engineering '93

President, Tyson BioResearch, Inc.



David Schless

ASHA (American Senior Housing Association)

Member Organization

ASHA is the industry thought-leader promoting quality and innovation, advancing research, exchanging strategic business information and influencing legislative and regulatory matters.

ASHA aims to advance information and research that frame and

ADVISORY BOARD



David Banta
Partner,
BKV Group



Ruth Browne
President & CEO,
Ronald McDonald House NY



Andy Chen
President, Tyson Bio
Research, Inc.



Robert Corona
CEO,
Upstate Medical University



Gérard van Grinsven
COO & Partner,
Waterstone Properties



Joe Jedlowski
Chairman & CEO,
Distinctive Living



Mary Leary
CEO & President,
Mather



Tim McCarthy
Partner & Managing Principle,
Hart Howerton



Bradford Perkins
Chairman & CEO,
Perkins Eastman Architects



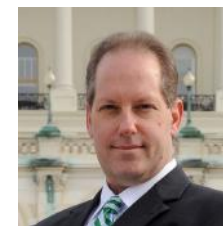
Severine Petras
CEO & Co-Founder,
Priority Life Care



Lynne Rizk
Principle & Director of Health,
HKS, Inc.



Robert Ritz
CEO,
MercyOne



David Schless
President & CEO,
ASHA



Kenneth Segarnick
CCO,
Brandywine Living



Martine Stallone
CEO,
Cayuga Medical Center



Peter Yesawich
Chairman,
Hospitable Healthcare Partners

PLANNING COMMITTEE



Mardelle Shepley

CIHF Executive Director, Department of Human Centered Design,
College of Human Ecology



Heather Kolakowski

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



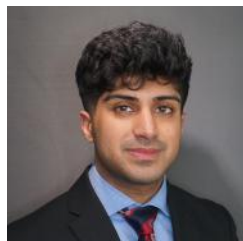
Christine Tanner

CIHF Program Manager



Allison DeDominick

CIHF Program Assistant



Khizar Jaffry

CIHF Graduate Student Employee

STUDENT PRESENTERS

Waterstone Groups Student Presenters:

Rock Row

Cameron White
David Martinez
Madelyn Hill (Abroad)

CSC

Victor Wu
Ty Moxie
Kaitlyn Varriale

Ortho

Liz Madamidola
Theodora Kouloglou
Esther Akapo
Alyssa Miyamoto



DEA 5305 Health and Healing Studio:

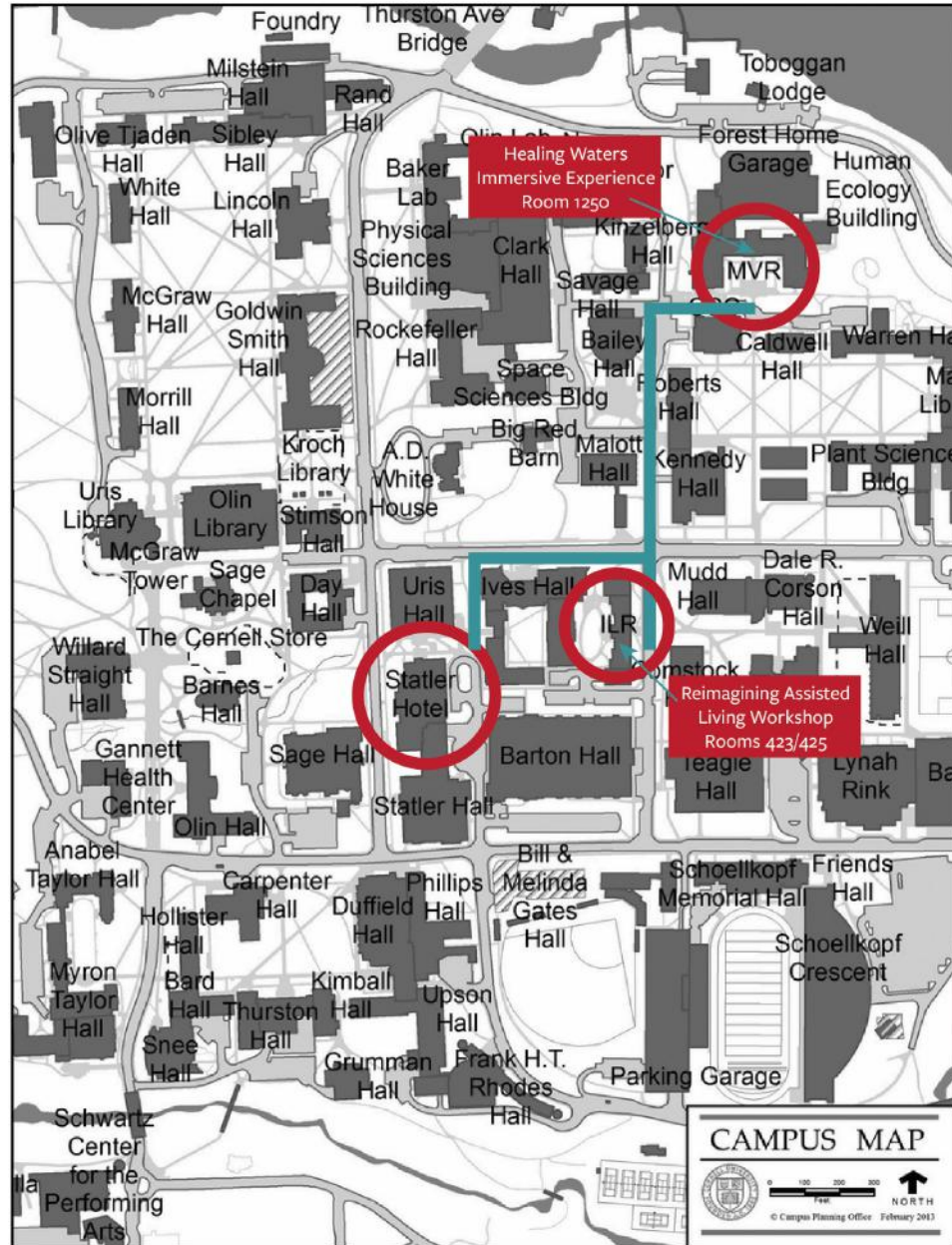
Caleb Cambron
Savannah Flores
Elizabeth Madamidola
Ethan Shao



SITE PLAN

How to get from the Statler to ILR and Martha Van Rensselaer.

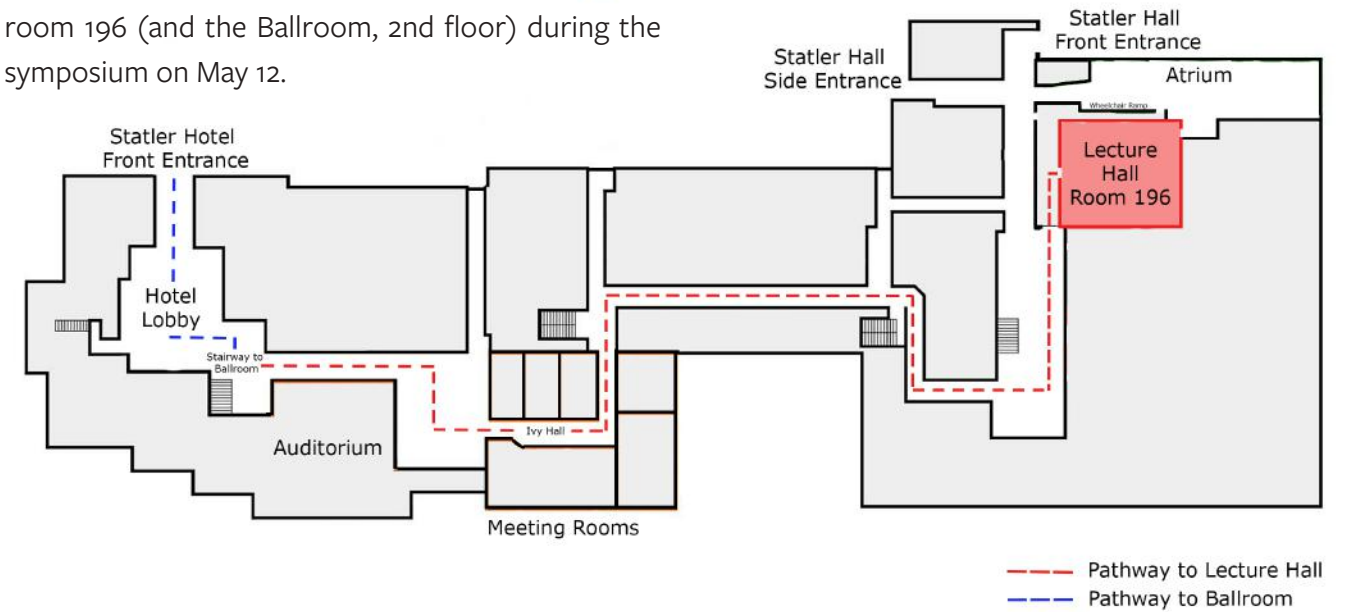
The gallery in which the water experience is offered is in room 1250 on the first floor of the east wing of MVR near the elevator.



FLOORPLANS

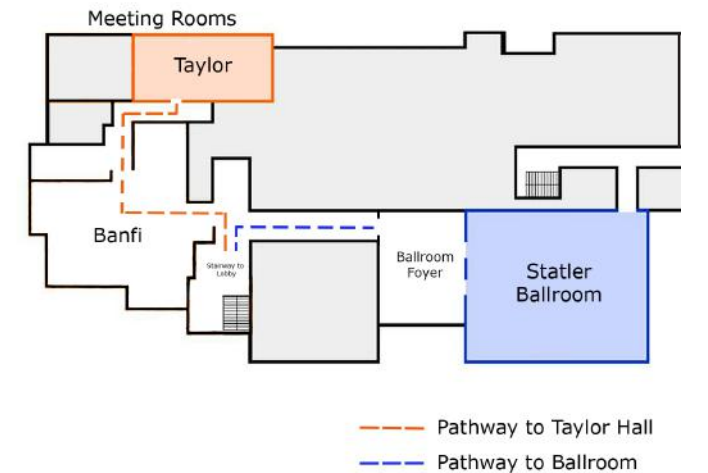
1st Floor

Concurrent sessions will be held in Statler Hall room 196 (and the Ballroom, 2nd floor) during the symposium on May 12.



2nd Floor

The reception will be held in the Taylor Room on May 11. Concurrent sessions will be held in the Ballroom (and Statler Hall room 196, 1st floor) during the symposium on May 12.





Cornell
Institute for
Healthy Futures

