

Jackie BECKERMAN

Chief Patient Experience Officer

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University of Rochester
Medical Center

*Enhancing the Patient
Experience: Aligning
Design, Administrative,
and Hospitality Efforts*

Francis MURDOCK PITTS

President

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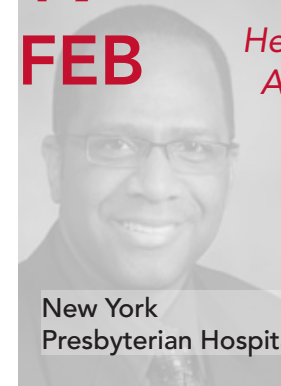
architecture+

*Placemaking:
The Joyful Opportunity
of a Mental Hospital*

Alan LEE

Vice President of Operations

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New York
Presbyterian Hospital

*Healthcare with Heart:
A Hospitality Infusion*

Mark FURGESON

Senior Advisor

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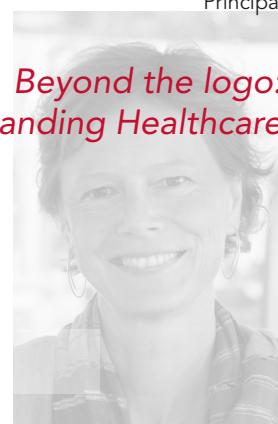
FreemanWhite

Hospitality in Healthcare

Angela WATSON

Principal

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Shepley Bulfinch

*Beyond the logo:
Branding Healthcare*

Kurt ROCKSTROH

President

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Steffian Bradley Architects &
Sterling Planning Alliance

*Career Opportunities as
a Health Care Architect*

Whitney AUSTIN GRAY

Executive Director of Research and Innovation

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Delos

*Understanding the
WELL Building Standard*

Meredith OPPENHEIM, A&S'95

Co Founder

Chad OPPENHEIM, AAP'94

Principal

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Oppenheim
Real Estate Ventures



Oppenheim
Architecture

Enhancing Life by Design

Entrepreneurship at
Cornell Celebration

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Cornell University

*CIHF panel of
Hospitality
Entrepreneurs
in Health*