We are pleased to present the Cornell Institute for Healthy Futures' seventh annual report.

In one of the most active years since our founding, we pushed our agenda of innovation, engagement and inspiration forward. In May of 2023 we held the first symposium since 2016. Eighty-five members of our community gathered to discuss “Reinventing Health, Hospitality and Design” and participate in a workshop, “Reimagining Assisted Living.” This was the first in-person event for CIHF since spring of 2020 and the enthusiasm for gathering was evident. Apart from participation on the part of industry experts and academics, more than 80 students expressed interest in participating and many new alliances were formed.

Earlier in the academic year, we offered our fifth summer session and third winter session classes on Change-Making: Designing Healthy and Hospitable Environments and this past spring 59 students participated in the Health, Hospitality and Design Industry Seminar, the core course for our minor. Our fall webinar, Affordable Senior Living: Challenges and Opportunities Ahead featuring Mitch Brown, Sevy Petras and Jay Woolford, gathered 566 live attendees.

Mardelle Shepley and Heather Kolakowski continued to serve as directors and were joined by 3 new board members, 4 new industry scholars, and 2 new faculty fellows.

The coming year promises new experiences as our board expands, we are joined by new fellows and scholars and the number of students seeking our minor increases. We are grateful for the contributions of the members of our community.

– Heather and Mardelle

The mission of the Cornell Institute for Healthy Futures is to provide a transdisciplinary platform for integrating hospitality, health management/policy, and design to enhance service excellence in healthcare, wellness, senior living, and related industries.
The Cornell Institute for Healthy Futures is a cross-campus collaboration between the College of Human Ecology and the Nolan School of Hotel Administration. The Deans of the schools are chairs of the governing board.
A core mission of the Institute is to provide opportunities for active engagement between industry, faculty, and students. During the 2022-23 academic year CIHF undertook several initiatives to achieve these goals including the following symposia, roundtables, panels, seminars, and social events.

**Held on the idyllic Cornell campus in Ithaca, NY from May 11-13, the Reinventing Health, Hospitality, and Design Symposium included lectures and panels led by economists, senior living and hospitality entrepreneurs, and healthcare practitioners and designers. Beth Mace, chief economist at the National Investment Center for Seniors Housing and Care (NIC), and Rohit Verma, Founding Provost of VinUniversity and Professor in the Cornell University Nolan School of Hotel Administration, gave keynote addresses. Special events included a reception and the opportunity to participate in a botanical walk, engage in art therapy, or immerse in a virtual, stress-reducing water environment.**
The Reimagining Assisted Living workshop was an intimate hands-on thought design workshop led by Troy Savage of Mazzetti. Designers joined 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 was unique for its integrated empathy training meant to sensitize participants to the varying needs of all stakeholders. The assignment was broad, and participants were encouraged to think radically and abandon traditional healthcare delivery. There were no constraints placed on the thought experiment. Rather than focusing on the design of a single facility, various stakeholders were encouraged to work together to contemplate blue-sky thinking for the design of varied assisted living communities.

We provided 8 hours of AIA HSW CEU approved course content for the Reimagining Assisted Living Workshop.
Cornell University’s Nolan School of Hotel Administration made a generous contribution to the Cornell Institute for Healthy Futures to support student initiatives and to foster innovation. One of the notable initiatives that benefited from this funding was the establishment of a project between the Waterstone Properties and the Healthy Futures Student Chapter (CUHF, pictured below). This student-led organization focuses on promoting holistic well-being and healthy lifestyle choices.

Additionally, the contribution has facilitated mini-grants for student research or conference attendance, including the CIHF Reinventing Health, Hospitality and Design Symposium.

Funding to support students at the conference was also provided by Cornell’s College of Human Ecology and Ruth Browne, President and CEO at the NYC Ronald McDonald House.
The CIHF Fall Webinar, Affordable Senior Living, took place on Friday, October 14th through eCornell. Over 550 people attended the webinar live. The session was moderated by CIHF’s Associate Director, Heather Kolakowski and featured Severine Petras, CEO and Co-Founder of Priority Life Care, Jay Woolford, SVP-Development at CIRC, and Mitch Brown, Principal Consultant for Senior Housing Consulting. During the session, senior housing experts provided insight into the challenges and opportunities within the affordable senior living industry. They identified labor shortages as a continuing pressing issue and highlighted the rising costs for goods and services as inflation surged, which posed challenges for senior housing communities looking to expand and accommodate the growing population need.

To help further research connections and innovative thinking about healthy futures, students, faculty, and staff joined us for quick lunch discussions about the recent publications of CIHF faculty fellows.

**Speakers and Topics:**

- **Don Rakow**
  *How Nature Benefits Us in Each Age Class*

- Rana Zadeh, Alicia Valencia, and Anne Cramer
  *Transforming Home Medicine Management for Older Adults: Students, Faculty, and Community Join Forces*

- Nagesh Gavirneni, Sudan Kulturel-Konak, and Abdullah Konak
  *Food for Thought: Designing Nutritious, Enjoyable, Economical and Efficient Dining Services at Continuing Care Facilities*
Our goal is to ignite students’ and community members’ passion for health, hospitality, and design to share knowledge and find solutions within the three fields. CIHF helps develop transdisciplinary educational programs, like our Healthy Futures minor, and provides support to instructors teaching courses offered by Cornell University related to the institute’s mission.

The Cornell Institute for Healthy Futures and the Department of Human Centered Design (formerly the Department of Design + Environmental Analysis) offers a minor in Healthy Futures open to all undergraduate students. This innovative transdisciplinary 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 is of interest to students enrolled in health, wellness, policy, and hospitality related majors, or students interested in applying their education to problem-solving in population health and wellness.

IN-PROCESS HF MINORS

Mielle Emouna  
Nolan School of Hotel Administration  
2024

Jiayi Guo  
College of Human Ecology  
2024

Isabella Suffredini  
Nolan School of Hotel Administration  
2025

Elizabeth Madamidola  
College of Human Ecology  
2023

Madeline Lei  
College of Human Ecology  
2023
Cornell University Healthy Futures: Undergraduate Chapter (CUHF) is the undergraduate student division of the Cornell Institute for Healthy Futures, the first academic institute in the country to combine hospitality, environmental design, and health policy & management to improve patient and customer experience. CUHF promotes careers, research, and extracurricular activities at the intersection of hospitality, health, and design.

The purpose of this club is to engage students throughout multiple colleges, including the School of Hotel Administration and the College of Human Ecology, in conversation and professional development. We strive to create a collaborative environment and community for students interested in this intersectional field, and look forward to weekly discussions, networking with leaders in the industry, seminars & guest speakers, graduate panels, professional development, and industry education this semester.

Several teams of students from CUHF worked across three projects this past year spanning centralized sterilization, ‘blue ocean’ healthcare experience planning, and innovation in orthopedic care models. The teams conducted a mid-semester review with Waterstone leaders Gérard van Grinsven and Oliver Olsson during their visit in late March 2023, and received additional mentorship as they worked towards final presentations at the CIHF Symposium, Reinventing Health, Hospitality and Design in May! The club also planned a field trip to Kendyl at Ithaca and participated in a speaker event with Alejandra Vincettin: a pioneer of wellbeing at the intersection of Healthcare, Hospitality, Senior Living, and Design.

www.ihf.cornell.edu
The 2022 Student Photography Contest: Reinventing Health, Hospitality, and Design, was open to all Cornell students this fall. The winners were chosen during our Advisory Board meeting on Friday, October 28.

Mardelle Shepley is Awarded the 2022 American College of Healthcare Architects Lifetime Achievement Award! The ACHA Lifetime Achievement Award is the highest honor that the College can bestow on an architect and recognizes their significant body of work and distinguished contributions to the healthcare architectural community.

Left: 1st place, $300 award, Untitled 1 by Damun Jawanrudi, MArch ‘22

Top right: 2nd place, $200 award, Waiting in the Window by Nicole Collins, CALS, BS ‘25

Bottom right: 3rd place, $100 award, Serenity in the Modern World by Yuhjin Chung, College of Engineering, BS ‘25
Her Stories, a podcast dedicated to telling the origin stories of women who have built careers in senior housing and hosted by CIHF Advisory Board member Severine Petras, had the immense pleasure of featuring CIHF Executive Director Mardelle Shepley (episode 13) and Associate Director Heather Kolakowski (episode 32). Mardelle shared her invaluable insights into the realm of design and senior housing, while Heather discussed her journey of mentoring students and incorporating hospitality and design into the world of senior housing. Together, their stories paint a vivid picture of innovation and possibility for healthy futures.

This year, CIHF has driven innovation in health, hospitality, and design offering funding for mini research grants and conference participation. CIHF directors and fellows published influential works, expanding knowledge in their fields. CIHF remains committed to fostering an environment that supports research, collaboration, and forward-thinking, as it continues to push the boundaries of innovation and shape a healthy future.
In collaboration with CIHF, the Blue Space gallery exhibit by Connie Lin ‘23 was open from April 12 - May 12, 2023 in MVR Gallery 1250. This gallery featured an immersive sensory waterscape that was designed to help visitors reduce stress and find a sense of calm amidst the end-of-semester hustle and bustle of academic life. In addition, findings and design recommendations from the “Bluescapes” study conducted earlier this year by Connie was on display. During the Reinventing Symposium attendees were escorted by Connie to experience the installation.

How can patients be better connected with resources? Healthy Futures Minor Madeline Lei ‘23 explored this question in *On the Dynamics of Kitchen Utensils* published by The Ripple Effect. To research this question, Madeline worked on a pilot for a public health program connecting Tompkins County providers with student resource navigators from Cornell University. The navigators were responsible for referring patients to resources and following-up with them to gain a better understanding of the Ithaca community and the health disparities one may face.
During the 2022-2023 academic year, CIHF provided valuable funding to support students and innovative research endeavors. One recipient of CIHF funding was Yuexing Hao, a Ph.D. research fellow in Human Centered Design at Cornell University. With a research focus on Human-Computer Interaction, Health Intelligence (Clinical Decision Science), and AIoT/VR, Hao’s work aims to leverage these domains to drive advancements in healthcare. Additionally, Hao serves as the President of the Graduate Student Association (HCD) 23’ at Cornell University. As a testament to her academic pursuits, Hao will be attending the esteemed Environmental Design Research Association (EDRA) 2023 conference in Mexico City, thanks to the $500 conference funding provided by CIHF.

The Health Design Innovations Lab (HDIL), a collaborative initiative co-run by CIHF Faculty Fellow Dr. Rana Zadeh, was allocated $2500 from CIHF. HDIL is situated within the Design and Environmental Analysis Department of the College of Human Ecology and is dedicated to cutting-edge research that focuses on enhancing healthcare environments. Its members engage in applied research projects on both national and international levels, collaborating with industry and community partners. Rana’s expertise lies in evidence-based and human-centered healthcare design. Her work aims to improve the quality of life and symptom management for individuals facing chronic, advanced, or life-limiting illnesses. Publications from Rana this year include Lean Design of the Pediatric Intensive Care Unit Patient Room for Efficient and Safe Care Delivery and Development and Palliative Care Staff Reactions to a Sleep Regulation Educational Intervention. These publications reflect her commitment to advancing healthcare through research and innovation.


Saleh, M., Bruyère, S., Erickson, W., von Schrader, S., & Malzer, V. (2023). Disability-inclusive online outreach and recruitment for employers. DeGruyter Handbook of Disability Management (pp. 335-354). DeGruyter GmbH.


The CIHF Faculty Fellows Program provides collaboration opportunities and support for invited Cornell University faculty for 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 multidisciplinary knowledge base.

FACULTY FELLOWS

Beth McKinney
Lecturer
Division of Nutritional Sciences

Sean Nicholson
Professor
Policy Analysis and Management

Anthony Ong
Professor
Human Development

Janet Loebach
Assistant Professor
Human Centered Design

Mardelle Shepley
Professor
Human Centered Design

So-Yeon Yoon
Associate Professor
Human Centered Design

Jay Yoon
Assistant Professor
Human Centered Design

Karl Pillemer
Hazel E. Reed Professor
Human Development

Mardelle Shepley
Professor
Human Centered Design

So-Yeon Yoon
Associate Professor
Human Centered Design

Jay Yoon
Assistant Professor
Human Centered Design

Laura Barre
Assistant Professor
Nutritional Sciences

Frank Becker
Professor
Human Centered Design

John Cawley
Professor
Policy Analysis & Management

Alan Hedge
Professor Emeritus
Human Centered Design

Ying Hua
Associate Professor & Director of Undergraduate Studies

Saleh Kalantari
Assistant Professor
Human Centered Design

Joseph Laquatra
Professor
Human Centered Design

Brooke Hollis
Associate Director Emeritus Sloan Program in Health Administration

Rana Sagha Zadeh
Assistant Professor
Human Centered Design

Mardelle Shepley
Professor
Human Centered Design

So-Yeon Yoon
Associate Professor
Human Centered Design

Jay Yoon
Assistant Professor
Human Centered Design

Rana Sagha Zadeh
Assistant Professor
Human Centered Design
NOLAN SCHOOL OF HOTEL ADMINISTRATION

Judi Brownell
Professor
Management & Organizational Behavior

HaeEun Helen Chun
Associate Professor
Services Marketing

Lisa Chervinsky
Lecturer
Property Development & Management

Ravinder Kingra
Lecturer, Food & Beverage Management

Peggy Odom-Reed
Associate Professor
Service Marketing

Jami Brown
Lecturer, Food & Beverage Management

Robert Kwontnik
Associate Professor
Service Marketing

Peng Liu
Distinguished Professor in Asian Hospitality Management

Peggy Odom-Reed
Associate Professor
Service Marketing

Vince Slaugh
Associate Professor, Operations Management & Information Systems

Alex Susskind
Associate Professor, Food & Beverage Management

Jamie Perry
Assistant Professor, Employment Relations & Human Resources & Law

Tony Simons
Associate Professor, Management & Organizational Behavior

Vince Slaugh
Assistant Professor, Operations Management & Information Systems

Alex Susskind
Associate Professor, Food & Beverage Management

Gary Thompson
Professor
Services Operations Management

Kate Walsh
Dean & E.M. Statler Professor

Brad Wellstead
Lecturer
Property Development & Management

Kristina Workman
Assistant Professor
Management & Organizational Behavior

NOLAN SCHOOL OF HOTEL ADMINISTRATION

JOHNSON GRADUATE SCHOOL OF MANAGEMENT

Li Chen
Associate Professor, Operations, Technology & Information Management

Nagesh Gavirneni
Associate Professor, Operations, Technology & Information Management

Shawn Mankad
Assistant Professor, Operations, Technology and Information Management

Elizabeth Mannix
Associate Dean for Executive MBA

HaeEun Helen Chun
Associate Professor
Services Marketing

Robert Kwontnik
Associate Professor
Service Marketing

Peng Liu
Distinguished Professor in Asian Hospitality Management

Peggy Odom-Reed
Associate Professor
Service Marketing

Vince Slaugh
Associate Professor, Operations Management & Information Systems

Alex Susskind
Associate Professor, Food & Beverage Management

Jamie Perry
Assistant Professor, Employment Relations & Human Resources & Law

Tony Simons
Associate Professor, Management & Organizational Behavior

Vince Slaugh
Assistant Professor, Operations Management & Information Systems

Alex Susskind
Associate Professor, Food & Beverage Management

Gary Thompson
Professor
Services Operations Management

Kate Walsh
Dean & E.M. Statler Professor

Brad Wellstead
Lecturer
Property Development & Management

Kristina Workman
Assistant Professor
Management & Organizational Behavior

Anke Wassel
Lecturer
Executive Director of the Center for Transformative Action

THE DYSON SCHOOL OF APPLIED ECONOMICS & MANAGEMENT
The 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.
INDUSTRY SCHOLARS

The 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.
THANK YOU TO ALL CIHF FELLOWS & SCHOLARS!

Email healthy-futures@cornell.edu for more information on becoming a fellow or scholar.
NAMING & ENGAGEMENT OPPORTUNITIES

FOUNDING MEMBERSHIP

Benefits include:

All benefits associated with the Corporate Membership Recognition as founding member above regular members.

Priority consideration for speaking opportunities.

Exclusive sponsorship of one of the following each year as a founding member:

- CIHF Roundtable or CIHF conference (Platinum sponsorship)

FOUNDING MEMBER

$100,000

ADVISORY BOARD MEMBERSHIP

The board, composed of senior-level leaders in the industry, meets twice annually.

Recognition as a partner of CIHF on our website, including your corporate logo, a link to your company’s website, & the advisory board member’s personal bio & photo.

The commitment is an individual gift of $10,000 per year for 3 years.

ADVISORY BOARD MEMBER

$30,000

VOLUNTEERS AND INTERNSHIP HOSTS

Volunteer as a guest lecturer in classes or as a panelist at CIHF events and the Hospitality, Health, & Design Industry Seminar:

DEA/HADM 3055 & DEA/HADM 6055

Connect with highly-motivated students for employment & internship opportunities. All CIHF minors participate in a 100 hour internship during the course of their studies at Cornell.

STAY IN TOUCH

Join our email list to be notified of CIHF announcements and opportunities to participate in webinars and industry events.

Sign up to receive the newsletter online

ihf.cornell.edu or by emailing CIHF@cornell.edu.