MEMBER ORGANIZATIONS

FOUNDING MEMBERS

Melissa Ceriale, P ’15, ’16, ’18, Emertius Member, Board of Trustees, Montefiore Medicine

CORPORATE MEMBERS

THANK YOU TO OUR MEMBERS!

TABLE OF CONTENTS

Message from our Directors  page 4
Mission  page 5
Leadership  pages 6-7

ENGAGE
Outreach  page 8

INSPIRE
Education  page 16

INNOVATE
Research  page 23
We are pleased to present the Cornell Institute for Healthy Futures’ sixth Annual Report. In fall of 2021 we celebrated our five-year anniversary via a webinar presented by current and past Institute directors. It was the kickoff event for a very exciting 2021-2022, a year earmarked by promise. There were several transitions over the course of the academic year. While CIHF programming was online in the fall of 2021, we transitioned to an online/in-person hybrid in spring 2022. We held our second winter session course, Making a Difference by Design, online with 12 students enrolled. While we remained masked during our spring seminar course in health, hospitality and design, our class was in-person and half of our speakers were able to participate on campus and in person. We look forward to offering our summer course in person on Ithaca’s campus this July.

During this period, we brought on new staff members, Christine Tanner and Allison DeDominick, inspired and committed individuals who have contributed to a dynamic and creative organizational culture. Mardelle Shepley, Heather Kolakowski and Nicolas Ziebarth continued to serve as directors and were joined by a new Founding member, as well as several new industry and faculty scholars.

The Institute stayed active with three webinars, a roundtable and two board meetings. We also held two student competitions—a photography contest where students were asked to share images of resilience, and a charrette, Safety by Design, which involved a collaborative effort between CIHP and the Department of Public Health at Johns Hopkins University.

We have several innovative activities planned for the coming year. In addition to a 2022 fall webinar on providing affordable senior housing, we have already started planning our first large Symposium since 2016, scheduled for May 2023. The theme, Reinventing Health, Hospitality, and Design, will serve to relaunch the Institute into a new epoch of exploration and collaboration.

The following report documents our accomplishments of the last year and reflects on the current status of the Institute.
The Cornell Institute for Healthy Futures is a cross-campus collaboration between the College of Human Ecology, the Brooks School of Public Policy, and the Nolan School of Hotel Administration. The Deans of the schools are chairs of the governing board.

**GOVERNING BOARD**

Colleen Barry  
Dean  
Jeb E. Brooks School of Public Policy

Rachel Dunifon  
Rebecca Q. and James C. Morgan Dean  
College of Human Ecology

Andrew Karolyi  
Dean  
SC Johnson College of Business

Kate Walsh  
Dean  
& E.M. Statler Professor  
Nolan School of Hotel Administration  
SC Johnson College of Business

**ADVISORY BOARD**

Ruth Browne  
President & CEO  
Ronald McDonald House NY

Melissa Ceriale  
Eminent Board of Trustees  
Montefiore Medicine

Andrew Chen  
(July 2022)  
President  
Tyson BioResearch, Inc.

Robert Corona  
CEO  
Upstate Medical University

Neil Jacobs  
CEO  
Six Sense Hotels Resorts Spas

Joe Jedlowski  
President  
Distinctive Living

Mary Leary  
CEO & President  
Mather

Tim McCarthy  
Partner & Managing Principal  
Hart Howerton

Bradford Perkins  
Chairman & CEO  
Perkins Eastman Architects

Robert Ritz  
CEO  
MercyOne

Lynne Rizk  
Principal Director of Health NY  
HKS, Inc.

David S. Schless  
President & CEO  
American Seniors Housing Association

Kenneth Segarnick  
Chief Corporate Officer  
Brandywine Living

Martin Stallone  
Chief Executive Officer  
Cayuga Medical

Peter Yesawich  
Chief Brand Officer  
Yesawich Holding LLC

**CIHF STAFF**

Christine Tanner  
Program Manager

Allison DeDominick  
Program Assistant
A core mission of the Institute is to provide opportunities for active engagement between industry, faculty, and students. During the 2021-22 academic year CIHF undertook several initiatives to achieve these goals including the following symposia, roundtables, panels, seminars, and social events.

**DIRECTORS’ PROJECTS**

**Cayuga Medical Associates (Fall 2021)**

CMA is contemplating a comprehensive space plan that allows multiple CMA practices to function in the same clinic space: Dermatology, Gastroenterology, Endocrinology, and Rheumatology. To accomplish this, they needed both programming and design services. CIHF Director, Mardelle Shepley and HCD faculty member Nooshin Ahmadi agreed to collaborate by having DEA 3590/6500 (Ahmadi) do the design programming and then hand off the resulting brief for students in DEA 5305 (Shepley). The latter course is available to students seeking the minor in Healthy Futures. The programming class provided six alternative briefs including introduction and background of the facility, defining problem statements, and recommendations. The design studio provided six design options in addition to an analysis of the site. These options included conceptual floor plans and renderings as well as annotated drawings reflecting design research. Documenting this project via a video was supported by a Engaged Cornell Advancement Grant.

**Sprout City Farms and Loaves & Fishes Community Engagement (Spring and Fall 2021)**

As part of the community engaged service learning projects in HADM 4315 Nonprofit Social Enterprise and Food Justice, CIHF Associate Director Heather Kolakowski collaborated with Stefan Karg, Program Manager, and Meg Caley, Co-Founder and Executive Director for Sprout City Farms in Denver, Colorado to provide students with the opportunity to remotely explore community engagement activities and research around strategic planning for the educational urban farm. Student teams researched and prepared executive reports and formal presentations on a variety of topics: restaurant partnership exploration, community navigator best practices, incubator farms and agrivoltaics best practices, outreach strategies for community engagement and social media best practices. In addition, other students in the class collaborated with Reverend Christina Culver, Executive Director for Loaves & Fishes, Ithaca, New York to explore strategic opportunities for the 37 year old Christian ministry providing a place for free meals, hospitality, companionship and advocacy for those in need. Student identified research opportunities around hospitality training, rural outreach through mobile food trucks, establishing authentic partnerships and creation of a new community space.
On October 29, 2021 the Cornell Institute for Healthy Futures hosted a webinar discussion featuring past and current CIHF directors on what has changed since the inception of the Institute, and what continues to evolve. Each presenter explained how their own teaching and research has changed as a result of engaging with CIHF. After each director presented, the 3 pillars of our strategic plan, Engage, Inspire, and Innovate were presented. The webinar ended with each director discussing what they envision for CIHF in the next 5 years.

**Presenters:** Mardelle Shepley (Executive Director), Heather Kolakowski (Associate Director), Brooke Hollis (Co-founder & Executive Director Emeritus), Rohit Verma (Co-founder & Executive Director Emeritus), & Nicolas Ziebarth (Associate Director)
SERVING SUSTAINABILITY:
BOOST YOUR PLANT-BASED CUISINE CONFIDENCE

In Fall 2021, CIHF sponsored a webinar that explored the rise of plant-based cuisine and how the hospitality business can meet growing demand. The session was offered through eCornell and was moderated by our Associate Director, Heather Kolakowski.

Topics:
- How shifting to a plant-focused diet helps achieve the United Nations’ Sustainable Development Goals
- Reasons why consumers prefer ordering meat when dining out
- Simple, concrete strategies to enhance plant-based menus in a variety of foodservice environments
- Ways to confidently and creatively accommodate guests requesting vegan options

Katie Cantrell
Director of Corporate Outreach
Better Food Foundation

Meredith Marin
CEO and Founder
Vegan Hospitality

Dr. David Fechner
Postdoctoral Research Fellow
The University of Queensland

SPRING MINI-SYMPOSIUM

The Spring Mini-Symposium focused on culture and its impact on recruitment and retention. Insights from elite hospitality companies and professionals for improving culture were shared with members of senior living, health, and wellness organizations.

SPEAKERS

Hyesook Chung, PhD candidate, Cornell Industrial Labor Relations Management and staffing in fast casual restaurants and scheduling practices

Dr. Kristina Workman, Assistant Professor of Management, Cornell Nolan School of Hotel Administration

Dr. Vince Slaugh, Assistant Professor of Operations Management, Cornell Nolan School of Hotel Administration
Achieving Consistency of Care Through Fostering Decisions
SPEAKERS

Know Your Numbers

Dr. Vince Slaugh, Assistant Professor of Operations Management, Cornell Nolan School of Hotel Administration and Ms. Denise Boudreau-Scott, President, Drive

The Service Profit Chain and The Employee Experience

Dr. Tashlin Lakhani, Assistant Professor of Management and Organizations, Cornell Nolan School of Hotel Administration and Ms. Cora Lee, Vice President of Human Resources - Business Dining and Healthcare Aramark

The Spring Roundtable focused on culture, especially how senior living and other health and wellness organizations might be able to learn from hospitality organizations and individuals to improve recruitment and retention.

Brooke Hollis attended the Fall 2021 and Spring 2022 NIC Conferences in Houston and Dallas, TX where he hosted receptions for students and friends of CIHF.

Senior housing and care leaders convened to explore new models of community and care, build strategic partnerships, and stay ahead of industry disruption, as they shape a new era. The NIC Conference attendees included national and regional capital providers; senior care, skilled nursing and post-acute care operators; and healthcare partners.
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, as well as students interested in applying their education to problem-solving in population health and wellness.

Congratulations Peyton Fort!
2022 Healthy Futures Minor
Peyton is graduating with a BS in Global and Public Health Sciences, and minors in Healthy Futures and Inequality Studies. This summer, she will be interning with University of Colorado Health as a Design & Strategy Administrative Intern. In the fall, she’ll return to Ithaca to complete her second year as a 5-year BS/MHA student in Cornell’s Sloan Program in Healthcare Administration.

IN-PROCESS HF MINORS

- Madelyn Hill
  Nolan School of Hotel Administration
  2024

- Madeline Lei
  College of Human Ecology
  2023

- Elizabeth Madamidola
  College of Human Ecology
  2023

- Isabella Sufredini
  Nolan School of Hotel Administration
  2025
CUHF
CORNELL UNIVERSITY HEALTHY FUTURES
STUDENT ORGANIZATION

Cornell University Health 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 and guest speakers, graduate panels, professional development, and industry education this semester.

CIHF SPRING SEMINAR & GUEST SPEAKERS

Health, Hospitality, and Design Industry Seminar
HADM/DEA 3033/6055

This 1 credit-hour speaker series provides a unique opportunity for students to learn from leaders with proven success in an emerging industry that combines hospitality and design with health, wellness, and senior living. Students in this course have an unparalleled opportunity to gain insights from senior executives as they share their views on business, management, career, and other critical industry-related issues.

As part of the course, students are able to meet in small groups with individual speakers. There is considerable demand for college graduates who understand the complexities of the health, hospitality and design industries and this core course provides a unique educational experience.

2022 SPEAKERS

Esther Greenhouse
Dave Deininger
Anne Wilkinson
Sarah Johnson Dwyer
Michael Schönbrun
Trip Riggs
Kati Peditto (pictured)
Ruth Browne
Sue Edinger
Meryl Eriksen
Tim McCarthy

THANK YOU TO OUR 2022 SPEAKERS!
WINTER COURSE:
DEA 1110 MAKING A DIFFERENCE BY DESIGN

This course provided a broad overview of design applied to various disciplines, and scales. The content allowed students to reflect on how design can offer an alternative and often more human-centered perspective towards solving the problems around us. With a focus on designing with a human-centered mindset while acknowledging the role of technology, we examined developments in wearable computing, virtual and tangible interfaces, social systems, robotics and biology. We applied the lens of design to issues on sustainability, healthy environments, diversity and inclusion, and designing for social good. Each week, through case studies and familiar examples, DEA 1110 explored how design is a critical consideration in every discipline.

SUMMER COURSE:
DEA 1112 CHANGE-MAKING: DESIGNING HEALTHY AND HOSPITABLE ENVIRONMENTS

Designing Human-Centered, Healthy and Hospitable Environments was a three-week course that examined design innovations and some impacts on management/operations in hospitality, communication, business, healthcare, and senior housing. During this course students learned how design impacts organizations and every aspect of daily life. Using case studies, familiar examples, and interactions with a variety of leaders from design, healthcare and hospitality fields, students engaged with design thinking and explored new career pathways.

CIHF STUDENT PHOTO COMPETITION:
IMAGES OF RECOVERY

First Place (top left): “Evening Song” submitted by Kunpeng Huang
Second Place, tie (bottom left): “Change Doesn’t Mean Bad” submitted by Natalie Brunco
Second Place, tie (right): “Lakeside Afternoon” submitted by Jacky Lin

1st Place $300 - 2nd Place tie $150 each

CIHF held its 5th annual photography competition, which was open to all Cornell University students. After experiencing the COVID-19 pandemic, students were asked to capture images that convey a sense of recovery in the context of health, hospitality, and/or design.
During the 2021-22 academic year, CIHF supported the Health Design Innovations Lab (HDIL) through seed grants and helped to facilitate collaborative research. HDIL is a multidisciplinary community of faculty, students, and community members committed to cutting-edge research on improving healthcare environments. HDIL research focuses on approaches to the planning, design, and management of settings in order to promote human health and well-being. A recent HDIL-led research project is the Home Opioid Prescription Education and Smart Storage (HOPES), which seeks to support older adults living alone and diagnosed with mild dementia to take critical medications safely using pill organizers.

WE TRULY ENJOYED WITNESSING THE CREATIVITY OF THE CORNELL AND JOHNS HOPKINS STUDENT COMMUNITIES!
DIRECTOR PUBLICATIONS


REPRESENTATIVE FELLOW PUBLICATIONS


Rana Sagha Zadeh, M.Arch., Ph.D., Associate AIA, LEED AP, EDAC, is an assistant professor and the co-director of the Health Design Innovations Lab. HDIL is currently working on several projects about improving patients’ quality of life, managing symptoms, optimizing built work environments, and assessing the life-cycle costs and the business case for design interventions that target improving human health and performance.

Health Design Innovations Lab (HDIL) is a multidisciplinary community of faculty, students, practitioners, and community members committed to cutting-edge research on healthcare environments. HDIL is part of the Department of Human Centered Design (formerly DEA, Design and Environmental Analysis) in the College of Human Ecology and is affiliated with the Cornell Institute for Healthy Futures. HDIL members engage in applied research collaborating with industry and community members in national and international projects. Their research projects focus on approaches to the planning, design, and management of settings that promote human health and well-being.


**List of Co-Authors:** Elizabeth Capezuti, Rana Sagha Zadeh, Michael Ames Brigham, Brooke Ana Dias, Benjamin Chanhee Kim, Evie Lengetti, Belle Erikson, Nancy Swezey, Ana C. Krieger


**List of Co-Authors:** Susan T. Charles, Christina Röcke, Rana Sagha Zadeh, Urte Scholz


**List of Co-Authors:** Rana Sagha Zadeh, J. Khanna


**List of Co-Authors:** Ritu Sadana, Ana Posarac, Anshu Banerjee, David Bramley, Melissa Co, Elyse Couch, Hsin-yi Lee, Erica Lefstad, Dario Moreno-Agostino, Robert Moulder, Matthew Prina, Rana Sagha Zadeh, and Yu-Tzu Wu.


**List of Co-Authors:** Hannes Zacher, Rana Sagha Zadeh, Jutta Heckhausen, Gabriele Oettingen
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.

**List of Co-Authors: Anne Cramer, Rana Sagha Zadeh, Cary Reid, Elaine Wethington, Sara Czaja, Elizabeth Capezuti, Wendy Shields**

Sagha Zadeh, R. (2022, May). Bridging the gap from science to impact in healthy aging, University of British Columbia (UBC), Department of Family Practice, Faculty of Medicine, Vancouver, BC, Canada.

**List of Co-Authors: Sagha Zadeh, R.**

Sagha Zadeh, R. (2022, April). Systems approach to innovations in health and healthcare, Department of Psychological Science, University of California Irvine (UCI), Irvine, CA.

**List of Co-Authors: Sagha Zadeh, R.**

Sagha Zadeh, R. (2021, April). Palliative Care by Environmental Design: A systems approach to managing symptoms for advanced illness, Columbia University Medical Center, College of Physicians & Surgeons, Department of Medicine, Grand Rounds School of Medicine, New York, NY

**List of Co-Authors: Sagha Zadeh, R.**
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.
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.
The CIHF Visiting Scholars are faculty members at universities other than Cornell University who have worked with CIHF to collaborate on research projects, educational activities or industry events that link hospitality, health, and design. CIHF welcomes Visiting Scholars who conduct research studies supported by the institute.

Alessandra Cappai
Ph.D., Urbanism
Former CIHF Visiting Scholar

Hae-Ryong Kim
Professor of Marketing
College of International Business, Division of Business & Economics, Konkuk University, GLOCAL Campus Chungju, Korea

Jiyoung Kim
Professional Lecturer of Marketing
School of Business, Yonsei University

Zongwei Li
Assistant Professor, Shanghai University of Science and Engineering

Marival Segarra-Oña
Associate Professor, Innovation & Competitiveness
Universidad Politécnica de Valencia

Lina Zhong
Assistant Professor, School of Tourism Management
Beijing International Studies University
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 founding member:
CIHF Roundtable
CIHF conference (Platinum sponsorship)

FOUNDING MEMBER
$100,000

CIHF is supported by a network of corporate members critical to the mission of integrating the fields of hospitality, health management/policy, and design thinking to enhance service excellence in healthcare, wellness, senior living, and related industries.

GET INVOLVED WITH CIHF

VOLUNTEER
Volunteer as a guest lecturer in classes or as a panelist at CIHF events. Hospitality, Health, & Design Industry Seminar DEA/HADM 3055 & DEA/HADM 6055

HOST INTERNS
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

BECOME A BOARD MEMBER
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.