

Healthcare and Design: Moving from Clients to Partners

Discussion Questions

- What opportunities exist between design and healthcare professionals inside the era of the Affordable Care Act?
- What information and toolkits are needed to better align business opportunities between health and design professionals?

Background

We are in an unprecedented time in healthcare. For many health systems, healthcare reform is driving reactive and constrained spending, market place shifts, and realignment of service lines to outpatient settings. For others, healthcare reform has catalyzed opportunities to invest in innovative solutions to key issues including population health management-moving the conversation from how hospitals provide healthcare to how hospitals improve health. To truly improve health in the population, a diversified approach is required that addresses the role of the environment in health outcomes-including healthy housing, transportation options, walkable safe communities, and access to healthy foods and resources. What role with design professionals play in advising, planning, and partnering with healthcare organizations during this time of increasing focus on population health?

We are early on in the conversation, and as such, the opportunities to engage are multifold and may include diversified advising solutions, multisector community partnerships, insurance incentives, and Community Health Needs Assessments. This session will be in the style of a 'campfire session' around discussing future trends in design and health partnerships with a Diane Caslow, a healthcare expert from MedStar Health, an integrated healthcare system in the mid-Atlantic, and Dr. Whitney Austin Gray, the Health Director of Research and Innovation at Cannon Design. The session will serve as a forum to align healthcare and design professionals around opportunities to strategically partner during this era of healthcare reform. Outcomes aim to inform Urban Land Institute initiatives to leverage thinking from all sectors of the health industry to develop a toolkit for practitioners working in the intersection of health and design.

Outcomes

Contribute to the discussion and framework for the ULI initiative to develop and compile a toolkit for member use.

Facilitators

Diane Caslow

Vice President of Strategic and Business Planning, MedStar Health, Columbia, MD

Ms. Caslow is currently the Vice President of Strategic and Business Planning for MedStar Health, overseeing the planning, business development, market research and community health functions. MedStar Health is a \$4 billion health care system serving over 1 million patients through physician, ambulatory, acute and post acute services in the Baltimore-Washington market. Previously, she was the Vice President of Planning for Helix Health and held positions in planning and marketing at hospitals in Baltimore. She started her career in healthcare as an occupational therapist at the Kennedy Institute, an affiliate of Johns Hopkins Health System. She has a bachelor's degree in Occupational Therapy and a master's degree in Public Administration. She is a member of the Urban Land Institute (ULI) and a 2012 graduate of the Washington ULI Leadership Program. She is a guest speaker for the Leadership Program's Health Day and was a member of the work group to secure a national ULI Building Healthy Places 2013 grant for the 11th Street Bridge Project in Washington, D.C. Diane is the past president of the American Hospital Association (AHA) Society for Health Care Strategy and Market Development (SHSMD) and has served on numerous committees, chaired annual conferences and presented at national conferences and seminars. She has served on a number of non-profit boards in Maryland. She was named one of the Top 100 Women in Maryland by the Daily Record in 2003 and 2008.

Whitney Austin Gray, PhD, LEED AP

Director of Research and Innovation, Cannon Design, Washington DC

Dr. Whitney Austin Gray leads Cannon Design's health research and innovation platform where she develops and promotes new ideas that will increase the impact of research and innovation firmwide and deliver transformative projects to clients. She holds dual appointments as an Adjunct Assistant Professor at the Georgetown School of Nursing & Health Studies, with research interests that include the development of innovative and sustainable design strategies, processes, and products that provide a safe and healing environment for patients and staff. Dr. Gray's efforts have been widely published, and she is an invited presenter at national and international conferences—often speaking on topics related to health centered design in healthcare environments. Dr. Gray co-founded the NIH Health in Buildings Roundtable, and is active in AIA and EDRA. She received her PhD from The Johns Hopkins Bloomberg School of Public Health and her BA in Public Health Studies from The Johns Hopkins University.