

# Strategic Development of Products and Environments for People with Stroke: Designing for a Unique Market



Rehabilitation Institute of Chicago  
Academy

Rehabilitation Institute of Chicago has been ranked  
**“Best Rehabilitation Hospital in America”**  
every year since 1991 by *U.S. News & World Report*.

Wesley M. & Suzanne S. Dixon  
Education and Training Center

**October 6, 2006**  
Rehabilitation Institute of Chicago  
345 East Superior Street  
Chicago, IL 60611

# Strategic Development of Products and Environments for People with Stroke: Designing for a Unique Market

## COURSE DESCRIPTION

Design shapes the world in which we live, and therefore, should serve everyone. The concept of good design for people with disabilities often is based on the principles of universal design, an inclusive process that focuses on the needs of all users. Experience has shown that the adoption of an inclusive design approach can lead to innovation and value in the development of effective products, services, and physical environments for all people. While this process recognizes the importance of aesthetics, it simultaneously acknowledges the cost constraints under which both consumers and producers have to live. These considerations often make a difference in the successful introduction of a product into the marketplace. The objective of this one-day conference is to bring together leaders from the field of rehabilitation, experts in the fields of design and engineering, members of the disability community, and other key stakeholders, to discuss the current state of design for people with disabilities in general and stroke in particular. The conference will feature discussions of the design process, marketing of new products for the disabled, and a series of stories chronicling the successful development of new products and services for people with disabilities.

## WHO SHOULD ATTEND

Engineers, Industrial Designers, Architects, Design Students, Physical Therapists, Physical Therapist Assistants, Occupational Therapists, Occupational Therapy Assistants,

## COURSE OBJECTIVES

Upon completion of this course, participants will be able to:

**Discuss** the current state of design for people with disabilities, their families and caregivers, and their healthcare providers.

**Summarize** specific actions and mechanisms to promote better design for people with disabilities, including identifying obstacles to good design.

**Develop** an action agenda for use by stakeholders in rehabilitation and design to enhance existing, or to develop new, programs to increase quality design for people with disabilities.

**Explain** how to stimulate public, private, and commercial organizations to finance the elements for increasing research and development of quality design for people with disabilities.

## COURSE CHAIR

*Elliot J. Roth, MD*

The Donnelley Senior Vice President for Medical Affairs and Medical Director, Rehabilitation Institute of Chicago; The Paul B. Magnuson Professor and Chairman, Department of Physical Medicine and Rehabilitation, Northwestern University Feinberg School of Medicine, Chicago, IL

## FACULTY

Jack Catlin, FAIA

LCM Architects, Chicago, IL

Wagih Hanna

Architect, formerly with Hyatt International; University of Cairo, Egypt, DPLG , Ecole Nationale Supérieure des Beaux Arts, Paris ,France

David Hanson

Architect, Commissioner, Mayor's Office of Workforce Development. Chicago, Illinois

John McClusky

Design Director, MooreDesign Associates

Industrial Design Coordinator, San Jose State University. San Jose, California

James Patton, PhD

Associate Director, Center for Rehab Robotics., Machines Assisting Recovery from Stroke (MARS); Sensory Motor Performance Program; Research Assistant Professor, Physical Medicine and Rehabilitation, Northwestern University Feinberg School of Medicine, Chicago, IL; Mechanical and Biomedical Engineering, Northwestern University, Evanston, IL

William Peterson

Director, Section 508 Program Management Office, Department of Homeland Security  
Washington DC

Gregory Scott, ASLA

Landscape Architect Project Manager, Progressive AE. Grand Rapids, MI

Craig Stehle

McCormick School of Engineering and Applied Sciences, IDEA: Institute for Design Engineering & Applications, Northwestern University, Evanston, IL

Craig M. Vogel, MID

Professor, DAAP-School of Design, University of Cincinnati, Cincinnati, OH

Patrick Whitney, Steelcase/Robert C. Pew Professor, Director, Institute of Design, Illinois Institute of Technology, Chicago, IL

## **AGENDA**

**October 6, 2006**

7:30 am

**Registration**

1<sup>st</sup> Floor Lobby

Rehabilitation Institute of Chicago

**Continental Breakfast**

16<sup>th</sup> Floor Lobby, RIC Academy

- 8:15            **Welcome and Background on Stroke**  
Elliot J. Roth, MD
- 8:45            **The Chicago Perspective on Design for the Disabled**  
David Hanson
- 9:15            **Universal Design and Human Centered Design**  
John McClusky
- 9:45            **Break**
- 10:00          **Keynote Address**  
**Role of Persons with a Disability in the Design Process**  
William Peterson
- 11:00          **Architectural Solutions for the Disabled**  
Jack Catlin, FAIA
- 11:30          **Marketing of New Designs**  
Craig Vogel, MID
- 12:00 pm      **Lunch (on your own)**
- 1:00            **Demonstration: Product Development**  
Craig Stehle

**Personal Experiences and Success Stories**

- 2:15            **Success Story I**  
Gregory Scott, ASLA
- 2:45            **Success Story II**  
Patrick Whitney
- 3:15            Break
- 3:30            **Success Story III**  
Wagih Hanna
- 4:00            **Success Story IV**  
James Patton, PhD
- 4:45            **Conclusion of Course**

**TUITION**



To qualify for group discount rates, students must mail or fax the group's registrations together.

Number of Students	Tuition
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Single	\$225
2 to 4	\$205
5 or more	\$195

## LOCATION

The program will be held at the Rehabilitation Institute of Chicago, 345 East Superior Street, Chicago, Illinois. The conference site is wheelchair accessible. Accessible materials, sign language interpretation and personal assistance are available with at least 45-days advance notice.

## HOUSING

Rooms have been reserved at the Radisson Hotel & Suites Chicago, 160 East Huron Street, Chicago, Illinois. The Radisson Hotel is located 1½ blocks from RIC. Please contact their reservations department from 9:00 am until 5:00 pm at (312) 787-2900 and indicate that you are attending this course in order to receive the corporate rate of \$133 for single or double occupancy or \$173 for a one-bedroom suite, plus 15.4% tax. The daily rate for parking at the Radisson is \$39.00/day. The cut-off date for room reservations is September 15, 2006. The room block could reach its maximum before the above cut-off dates. Rooms and rates revert to a space-available basis after the room block has reached its maximum or after the cut-off date.

## REFUND POLICY

All cancellations must be in writing. Refunds less a 20% administrative charge will be given until September 29, 2006. RIC reserves the right to cancel or change any programs for due cause. Cancellation of a program by RIC will result in a full refund of tuition. RIC is not responsible for the refund of travel or hotel expenses under any circumstance.

## IMPORTANT REGISTRATION INFORMATION

Registrations will be taken in the order in which tuition checks or credit card information is received. We highly encourage you to register online as these are processed more quickly than mailed or faxed registrations. **Full Tuition must accompany the registration form in order to confirm a place in this course.** Until you receive your **confirmation letter**, you are not officially registered for the course. For online registrations you will receive email confirmation within one week of the date you registered. For registrations received by standard mail or fax, the confirmation may take up to 3 weeks after we receive your registrations. If you do not receive confirmation within this time period, please call 312-238-6042.

Do not make airline reservations that have cancellation penalties until we confirm your registration. However, you should make hotel reservations as soon as possible.

**One week prior to the course only internet registrations and faxed registrations that include an email will be accepted.** Please note that the course could reach its maximum enrollment before this time.

## CONTINUING EDUCATION CREDIT

This course has been approved by the Illinois Physical Therapy Board for 7.0 Contact Hours.  
Approval #216-000069



**APPROVED PROVIDER of  
CONTINUING EDUCATION**  
by The American Occupational  
Therapy Association, Inc.

The Rehabilitation Institute of Chicago is an approved provider for the American Occupational Therapy Association to offer continuing education in occupational therapy. This intermediate level program awards occupational therapists .7 CEUs or 7.0 contact hours. The assignment of AOTA CEUs does not imply endorsement of specific course content, products, or clinical procedures by AOTA.

Other professionals will be awarded 7.0 Clock Hours or .70 CEUs.

## OUTREACH PROGRAMS

Our continuing education programs can be brought to your facility as a cost-effective alternative. The Rehabilitation Institute of Chicago is interested in developing specific education programs for your facility. For more information about Outreach Programs, contact the RIC Academy either by Phone: 312-238-6042; Fax: 312-238-4451; or e-mail: [education@ric.org](mailto:education@ric.org)

## EARNING CONTINUING EDUCATION CREDITS VIA THE INTERNET



RIC is now offering continuing education programs over the internet through its Ecademy. The Ecademy offers one hour live seminars over the internet on key topics for allied health professionals in rehabilitation. You can attend these live sessions at the comfort of your desk or using your computer at home. The only requirement is a high speed connection (i.e. DSL, cable or T1) to the internet. Check out our full webinar schedule at <http://www.ric.org/education> and click on the Ecademy logo.

## THE BEST REHABILITATION HOSPITAL... MEANS THE BEST REHABILITATION EDUCATION.

The Rehabilitation Institute of Chicago (RIC) is ranked the "Best Rehabilitation Hospital in America," in part because it fully integrates research, clinical care, and education, through the Continuing Education (CE) programs offered by the RIC Academy.

The RIC Academy CE programs help you stay at the forefront of your field. The curriculum is grounded in evidence-based practice — developed using the latest research, clinical principles, and hands-on techniques that have been proven to benefit patient outcomes. RIC Academy courses are taught by interdisciplinary teams of recognized specialists and visiting experts from across the country and around the world.

REGISTRATION ONLINE at [www.ric.org/education](http://www.ric.org/education)  
or clip and return this form with payment

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**Group Discount Policy**

To qualify for group discount rates, students must mail or fax the group's registrations together.

- Single Registration Tuition: \$225
- 2 to 4 - Tuition per Registrant: \$205
- 5 or more - Tuition per Registrant: \$195

**Make check payable to: REHABILITATION INSTITUTE OF CHICAGO**

**Mail to: RIC Academy  
345 E. Superior Street, Suite 1641  
Chicago, Illinois 60611**

**Please TYPE or PRINT** your name and professional initials (PT) as you would like them to appear on your continuing education certificate.

Name \_\_\_\_\_  
First Name Last Name

Home Phone ( ) \_\_\_\_\_ Prof. Initials \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Organization/Facility \_\_\_\_\_

Work Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Position \_\_\_\_\_

E-mail \_\_\_\_\_

Send me information about other CE Courses

Do not send me information

**Please note: registration will not be processed without full payment.**

**Method of Payment:**

Check enclosed

Credit Card

**Credit Card Users Must Complete the Following Information:**

1)      Personal Credit Card    Corporate Credit Card

2)      MasterCard                            VISA

Credit Card #   \_ \_ \_ \_ - \_ \_ \_ \_ - \_ \_ \_ \_ - \_ \_ \_ \_

Expiration Date   \_ \_ / \_ \_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Credit card registrations may be faxed to: 312-238-4451. If you fax your registration, do not send another registration by mail.

For official use # \_\_\_\_\_ CC AH200703 \_\_\_\_\_ D \_\_\_\_\_

A \_\_\_\_\_ PWPRO \_\_\_\_\_ DL \_\_\_\_\_

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Rehabilitation Institute *of* Chicago

An Academic Affiliate of  
Northwestern University  
Feinberg School of Medicine