

Tracey Kasnic, RN, MBA, CENP

Senior Vice President & Chief Nursing Officer

Tracey Kasnic joined Central Washington Hospital in 1999 as Director of Perinatal Services and was named Chief Nursing Officer in 2002. She has more than 28 years experience in patient care services, with 22 years at the management level. Tracey received her MBA from the University of Phoenix and a BSN from the University of New Mexico. She is the recipient of the New Mexico AWHONN Nurse of the Year award, University Hospital's "People's Choice" award, Wenatchee Valley College Foundation Outstanding Board member, in addition to the NWONE Distinguished Career Award. Tracey currently serves as the Board President for the Women's Resource Center of NCW and serves on the boards for the Washington Center for Nursing and NWONE.

Cyndi McCullough, EDAC, RN, MSN

Senior Healthcare Consultant, HDR, Inc.

As a nurse, Cyndi McCullough understands firsthand how the physical environment impacts the ability to provide quality care. She began her nursing career in 1981, and soon discovered healthcare was fragmented, patient rooms were too small for families and equipment, and supplies were never where they needed to be. This experience made Cyndi a natural fit when HDR formed its Healthcare Consulting Group in 1995. Today, she is a vice president, consultant, senior clinician and planner—as well as a prolific author and speaker—who uses research to improve patient safety and staff efficiency and maximize reimbursements for top-rated healthcare facilities from Alaska to Saudi Arabia.

Bethany Friedow, EDAC, MS

Architectural Research Coordinator, HDR, Inc.

As part of HDR's research team, Bethany has been integral in the development and implementation of a standardized post-occupancy evaluation process for healthcare facilities. Specific to post-occupancy evaluation, her specialties include developing survey methodologies, developing a standardized framework for conducting and reporting the evaluations, as well as conducting focus groups and analyzing survey results. Since joining HDR, Bethany has cultivated a broad range of experience in architectural research methodologies and technical writing. Her other research interests lie in cultivating a greater understanding of how design impacts health, wellness, and relationships. Bethany co-presented an overview of HDR's post-occupancy survey tools at last year's Healthcare Design Conference in Phoenix, AZ.