



## Doug Golberg Assists the Live Well Collaborative and Boeing in Air Travel Research

The Live Well Collaborative (LWC) was founded by the University of Cincinnati (UC) and Proctor & Gamble (P&G) in the spring of 2007 to do research, as well as product and service development to meet the underserved needs of the Baby Boomer, the population born between 1946 and 1964. The LWC demonstrates the ability of a proven research university to work with corporations to find innovative solutions for living well across a human life span. To date, the LWC has worked with not only P&G, but General Mills, Hill-Rom, LG Electronics, Citi Financial, Kraft, and Boeing.

The LWC conducts quarterly new product and service development projects focused on meeting the unmet needs of today's aging population. They partner with the University of Cincinnati to tap the talent of multidisciplinary teams of faculty and students from the top ranked Colleges of: Design, Architecture, Art and Planning, Business, Medicine, Nursing, and Engineering. "During these quarter-long projects, the faculty and teams of students work on consumer-based research methods, as well as concept development and refinement, producing amazing results," explains Linda Dunseath, Executive Director of the Live Well Collaborative.

The LWC recently partnered with Boeing to establish a better understanding of the current airline traveler. Doug Goldberg, President of Landrum & Brown Worldwide Services, a global aviation planning consultancy, assisted the LWC and Boeing to define areas for product and service improvement opportunities in an air traveler's journey. Their goal is to make the air traveler's journey a pleasant experience from the time the traveler makes their reservation, navigates through the airport, to airplane travel, to the time they arrive at their final destination.

"Doug's presentations were extremely helpful during the faculty and student research phase of the development process. Doug was able to supply the teams with valuable insights about the traveler's journey, as well as airport design. From these insights, the teams were able to benchmark how airports function and are designed all over the world," states Dunseath.

Since their inception in 2007, LWC has expanded their focus on health and wellness across the lifespan. The LWC is a non-profit organization that is independent from the University of Cincinnati and their member companies. To find out more about the Live Well Collaborative, visit their website at [www.livewellcollaborative.org](http://www.livewellcollaborative.org).

