



*Kevin Volpp, MD, PhD*

Dr. Volpp is the founding Director of the Center for Health Incentives and Behavioral Economics at the Leonard Davis Institute (LDI CHIBE), Director of the NIH-funded Penn CMU Roybal P30 Center in Behavioral Economics and Health, a Professor of Medicine at the University of Pennsylvania School of Medicine and Health Care Management at the Wharton School, and Vice-Chairman of Health Policy.

Dr. Volpp's research program focuses on the impact of financial and organizational incentives on health outcomes. His work has been published in top-tier journals such as the *New England Journal of Medicine*, the *Journal of the American Medical Association* and *Health Affairs* and has been covered by media outlets such as the *New York Times*, the *Wall Street Journal*, *Good Morning America*, the *BBC*, *National Public Radio*, *Time*, *US News and World Report*, *USA Today*, *Der Spiegel*, and *Australian National Radio*. A recent intervention study on financial incentives and smoking cessation among employees at General Electric resulted in tripling of long-term smoking cessation rates and implementation of a program based on this approach nationally among all 152,000 GE employees in the U.S. and was the winner of the 2010 *British Medical Journal* Group Award for Translating Research into Practice.

Dr. Volpp's work has been recognized by numerous awards including the Presidential Early Career Award for Scientists and Engineers (PECASE), an award presented at the White House as the highest honor given by the US government to early career scientists; the Alice S. Hersh New Investigator Award from *AcademyHealth*; *Time Magazine's* 2009 A-Z "Advances in Health" list for work on Incentives – letter "I"; and the outstanding paper of the year from the *Society of General Internal Medicine*. He has served as an advisor or collaborator with numerous organizations including *CVS Caremark*, *Weight Watchers*, *Ascension Health*, *Horizon Blue Cross Blue Shield*, *Humana*, *Discovery/Vitality*, and *Mckinsey* and is a member of the editorial board of the *Annals of Internal Medicine*. He is an elected member of the *American Society of Clinical Investigation (ASCI)*, *Association of American Physicians (AAP)* and the *Institute of Medicine*, *National Academy of Sciences*.

Dr. Volpp did his medical training at the University of Pennsylvania and *Brigham and Women's* hospital and has a Ph.D. in *Applied Economics and Managerial Science* from the *Wharton School*. He is a board-certified general internist and practicing physician at the *Philadelphia VA Medical Center*.