

S u m m e r 2 0 0 7

Wharton

A L U M N I M A G A Z I N E

Hello, Goodbye

Welcome to New Alumni,
Farewell to Dean Harker

Also: The view from the 2007
Economic Summit

Ideas in Action

Wharton Alumnus and Professor Team to Challenge Undergraduate Class to Combat Teen Obesity

Samuel Botts, WG'02, had long wanted a business that provided him an outlet to give back to the community, but he was frustrated that he thought he had found a good program and the community wasn't responding the way he had hoped.

After getting his MBA from Wharton, Botts opened a gym and health club, Vigorworks, in Center City Philadelphia. He often consulted his parents in Maryland about his business and one day he and his mother started talking about the epidemic of adolescent obesity.

"I was in a business where I thought I could do something about that," said Botts. He said one of the best ex-

TOMMY LEONARDI



SAMUEL BOTTS, WG'02, FOUNDER OF VIGORWORKS

periences he had had at Wharton was being in the Milken Young Entrepreneur program, where he mentored kids, especially those otherwise underprivileged, so he knew he had options to work with the community around him. He found out that AmeriChoice, the health maintenance organization, had a program which integrated weight loss with ongoing nutrition and exercise behavior modification. Botts wanted to particularly target underprivileged kids, the group most especially vulnerable to adolescent obesity.

He went through two cycles of the 12-week course,

but he found it both difficult to recruit kids and to keep them in the program.

"He couldn't figure out why the attrition rate was so high," said Americus Reed II, the Wharton Associate Professor of Marketing who Botts calls "my mentor." Reed suggested an initiative from the Fels Institute of Government in which the institute would sponsor a classroom solution to business problems, particularly if they would all partner with a government agency. Botts had met Dr. Calvin B. Johnson, the Pennsylvania Secretary of Health.

"He was very much into the program because of his interest in lessening teen obesity," said Botts. AmeriChoice was certainly on board, too. "If we do things like this, people would get sick less. Insurance companies and states would save money. Type II diabetes was never in kids' populations until recently. Other illnesses — hypertension, even heart disease — they can all be prevented with adherence to a healthy lifestyle and this program would be good for that."

Continued on page 6 ...



AMERICUS REED OBSERVED HIS CONSUMER BEHAVIOR CLASS DURING THEIR FINAL PRESENTATIONS.

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In Brief



JEFF SUTTON, W'81, WAS RECOGNIZED AT THE DEDICATION OF THE SUTTON DOORS AND ENTRYWAY BY HIS FAMILY, ADMINISTRATORS, AND WHARTON FRIENDS, INCLUDING STEVE RUSSO, W'82.

Locust Walk Entryway Dedicated in Honor of Jeff Sutton

On May 11, Wharton dedicated the newly named Sutton Doors and Entryway at the Locust Walk entrance of Jon M. Huntsman Hall. At the naming ceremony, **Jeff Sutton**, W'81, was recognized by Dean Patrick Harker, Vice Dean Barbara Kahn, and Associate Dean Steven Oliveira, for his gift in support of the School. Sutton is Principal at Wharton Realty in New York City.

Jean-Pierre Rosso Appointed Chair of the Lauder Institute Board of Governors

The Lauder Institute has named **Jean-Pierre Rosso**, WG'67, executive chairman of the World Economic Forum, USA, as Chairman of the Lauder Institute's Board of Governors. Rosso joined the Lauder Institute's Board of Governors in 2001.

Professor Bradlow Wins Award for Best Internal Medicine Paper

Eric Bradlow, K.P. Chao Professor of Marketing, and Rachel Werner, Assistant Professor of Medicine, are recipients of the Society for General Internal Medicine's Best Published Research Paper of the Year

award. Their paper, "Relationship Between Medicare's Hospital Compare Performance Measures and Mortality Rates," appeared in the December 13, 2006, issue of the *Journal of the American Medical Association*.

Professors Pauly and Volpp Honored for Health Services Research

This year two of the four awards given by AcademyHealth went to Wharton professors. Mark V. Pauly, Bendheim Professor, Professor of Health

Care Systems, Business and Public Policy, Insurance and Risk Management, and Economics, received the Distinguished Investigator Award and Kevin Volpp, Assistant Professor of Medicine and Health Care Systems, received the Alice S. Hersh New Investigator Award. The honorees were elected by leaders in the fields of health services research and health policy for research that advances policy and practice to improve health and health care.

Undergraduate Cohort Projects Help Community

Wharton Undergraduate Cohorts partnered with Rebuilding Together of Philadelphia to improve a West Philadelphia neighborhood on March 24. The group donated their time to paint houses and clean up outside areas as part of an ongoing Rebuilding Together of Philadelphia project to help a local community. On March 30, the nine Wharton Undergraduate Cohorts participated on teams in the Relay for Life event on Franklin Field to raise money for the American Cancer Society.

"Ideas in Action" Continued from page 6 ...

So Reed made attracting underprivileged children to the AmeriChoice/Vigorworks program a centerpiece of his Marketing 211 course, "Consumer Behavior." AmeriChoice had 3,000 prospective clients, most through Medicaid, who would qualify to go to Vigorworks for the 12-week program. Reed split his class into six-student groups, each assigned to come up with a flyer and a standard phone/text message to attract young people and their families to the program.

The result was a win-win-win for all concerned — Botts, AmeriChoice, and the students in Reed's class.

"One of the big reasons I came to Wharton was experiential learning," said **Howard Singer**, W'08. "It's a nice thing to spend a semester with concepts, but then you take a final exam and that's all there is. We saw actual live change with what we did."

Singer's group, for instance, did the bulk of its research on marketing health-related messages. The students found out that lighter backgrounds encouraged people to accept those health-related messages.

"Then we found that people's eyes move across a page in certain ways, moving from the middle outward and then left to right," he said, so they built their flyer around those ideas.

Alex Tryon's group found in research that teenagers need a lot of visual stimulation, and a connection to a positive past experience, to be attracted to a mailing.