

Adam C. Powell, Ph.D.

E-mail: adampowell@adampowell.com - Cell Phone: - 847-703-0314

EDUCATION:

The Wharton School, University of Pennsylvania (Philadelphia, PA) July 2006 – May 2011
Doctor of Philosophy, Health Care Management & Economics

The Wharton School, University of Pennsylvania (Philadelphia, PA) July 2006 – August 2008
Master of Arts, Health Care Management & Economics (completed during the Ph.D.)

Massachusetts Institute of Technology (Cambridge, MA) September 2002 – May 2006
Bachelor of Science in Management Science (MIT Sloan), Minor in Economics

Massachusetts Institute of Technology (Cambridge, MA) September 2002 – May 2006
Bachelor of Science in Writing (Expository Writing)

DISSERTATION:

Title: Perspectives on Firm Decision Making During Risky Technology Acquisitions

Committee: Lawton R. Burns (Advisor), Harbir Singh (Chair), John R. Kimberly, Howard C. Kunreuther, and Mark V. Pauly

Available online: <http://repository.upenn.edu/edissertations/313/>

RESEARCH INTERESTS:

All of my research is conducted within the context of healthcare.

Primary: Technology, Industrial Purchasing, Decision Making

Secondary: Operations, Strategy

HEALTHCARE SECTOR EXPERIENCE:

Oliver Wyman, Health and Life Sciences Practice July 2011 - Present
Associate

- Served as a management consultant in a practice addressing the needs of the health insurance, hospital, and pharmaceutical industries
- Helped a regional payer develop a strategy for engaging consumers in the individual market post-reform
- Assessed the implications of healthcare reform for small group sales in four states for a national payer

Wharton Health Care Management & Economics Department (Philadelphia, PA) August 2008 – May 2011
Research Assistant for Professor Lawton R. Burns, Department Chair

- Provided methodological guidance to Archstone Consulting for the report, “The Biopharmaceutical Sector’s Impact on the U.S. Economy: Analysis at the National, State, and Local Levels”
- Reviewed the literature on the success and failure of firms in order to assist in the legal defense of a medical devices firm. Subsequently developed the literature review into a book chapter on the determinants of success and failure in the medical device industry.

Wharton Operations & Information Management Department (Philadelphia, PA) September 2007 – May 2011
Research Collaboration with Chris P. Lee, Ph.D., Professor Sergei V. Savin, and Professor Nicos Savva

- Attempted to determine how much an academic hospital system should charge private insurers under the patient classifications of the severity-adjusted MS-DRG (Medicare Severity-adjusted Diagnosis Related Groups) system
- Devised a technique for inferring the severity distribution of the patients under the new DRG system, using often incomplete data from the old DRG system. Adapted a mixed logit regression model to predict the frequency with which the health system would encounter patients with various diagnoses. Geared research to both an academic audience and to the health system’s pricing negotiation committee.
- Determined the impact of high patient workload on the billing performance of a hospital trauma department. Provided guidelines for reducing the impact of workload on billing quality.

Penn Biotech Group

Group Vice President / Principal of the Consulting Department

May 2010 – May 2011

- Created a health insurance practice for Penn Biotech Group's Consulting Department through securing two large insurers
- Responsible for recruiting student consultants and allocating them to clients

Engagement Manager for a Consulting Engagement with a Top Five Pharmaceutical Company February 2010 – April 2010

- Lead a multi-disciplinary team consisting of three post-doctoral students in the biological sciences, a doctoral student in computer science, a law student, a masters student in biotechnology, and a medical researcher
- Developed a methodology combining artificial intelligence and econometrics that the team used to study an issue concerning the regulatory approval process for pharmaceuticals
- Presented findings to the client and provided concrete recommendations about how future marketing authorization applications could be improved to maximize the likelihood of their timely and ultimate approval
- Designed and delivered software to the client to enable them to automatically evaluate their marketing authorization applications before submission to regulators

Humana, Inc. (Louisville, KY)

May 2007 – August 2007

Benefits Intern for the Human Resources Department, supervised by Debbie Triplett

- Wrote 37 presentations on issues of importance to the Benefits Department, addressing topics such as the current online wellness offerings of competitors, means in which Humana's online benefits and wellness systems could be improved, and ways to measure employee productivity
- Devised costless ways of providing health benefits to retired and semi-retired employees
- Designed activities for the "Mental Agility Campaign" that occurred at the end of 2007
- Saved Humana tens of thousands of dollars by researching alternative benefit options and recommending those offering the best value
- Reduced the likelihood that employees will lose their homes in the future by advocating that Humana not endorse heavily-leveraged home loans

BUSINESS SECTOR EXPERIENCE:

LinPowell Corporation / Taikor Media (Philadelphia/Boston/Shanghai)

March 2007 – September 2008

Co-founder of a startup company in the Social Web industry and partner in a Chinese outsourcing startup

- Designed a product mock-up for a social networking website intended to help people find local activities
- Selected the independent contractor used to build the site, Taikor Media, and led the project through the private beta phase of development

UBS Wealth Management USA (New York, NY)

June 2004 – August 2004

Wealth Management Intern, supervised by John Cioffi

- Investigated the relationship between the size of the underground economy and the U.S. GDP by conducting a literature review, interviewing analysts in the field, and devising indirect measures. Measured unreported Internet sales, formal labor, informal labor, and illicit labor
- Compiled reports on the American unreported economy, assorted equities in China and in the healthcare sector, and the correlation between Argentina's currency movements and its local market. Presented findings to Mr. Cioffi in order to assist him in making investment decisions.

TECHNOLOGY SECTOR EXPERIENCE:

Microsoft Corporation (Redmond, WA)

June 2005 – August 2005

Program Manager Intern for Microsoft Office FrontPage

- Brainstormed potential web portals to be shipped with Windows SharePoint Services Version 3, an online collaboration software package
- Designed a template of a web portal for tracking the purchase and ownership of assets, which is now shipping with Windows Server 2008
- Conceived a feature for Workflow within SharePoint that addressed the needs of multiple industries and could be inexpensively implemented

MIT Artificial Intelligence Laboratory (Cambridge, MA)

June 2003 – August 2003

Research Intern, supervised by Professor Michael Collins

- Created a means for gathering data for a natural language processing experiment, in which users selected mp3s from an iTunes-like library via forming natural sentences. Designed and implemented Java-based and Visual Basic-based interfaces for permitting multiple users to collaboratively query SQL databases over a network through TCP/IP sockets.

AWARDS AND GRANTS:

- Russell Ackoff Doctoral Student Fellowship Award. 2010-2011
Wharton Risk Management and Decision Processes Center.
Award: \$1,000.
- Emerald LiteratiNetwork 2010 Outstanding Contributing Author Award 2010
- Mack Center Emerging Technologies Management Research Grant. 2009-2010
“What Happens to Old Technologies When New Technologies Arrive?”
Award: \$12,750. (Co-investigator.)
- Ruth L. Kirschstein National Research Service Award (NRSA). 2006-2008
Agency for Healthcare Research and Quality (AHRQ).
Award: Two years of tuition and stipend.

PUBLICATIONS:

- Adam C. Powell, Sergei V. Savin, and Nicos Savva. 2012. “Physician Workload and Hospital Revenue: Overworked Physicians Generate Less Revenue Per Patient.” *Accepted by Manufacturing & Service Operations Management; Publication pending.*
- Adam C. Powell and Jeff C. Goldsmith. 2012. “The health information technology sector.” In Lawton Burns (Ed.), *The Business of Healthcare Innovation*, 2nd edition. *Publication by Cambridge University Press pending.*
- Adam C. Powell. 2012. “Implications of the Dollar & Renminbi Exchange Rate.” *Global China Review*. 2(1): 19-23.
- Adam C. Powell. 2011. “Perspectives on Firm Decision Making During Risky Technology Acquisitions.” *Publicly accessible Penn Dissertations.*
- Adam C. Powell. 2011. “Investing in Renminbi: Practical Approaches.” *Global China Review*. 1(1): 9-13.
- Atul F. Kamath, Keith Baldwin, Lauren K. Meade, Adam C. Powell, and Samir Mehta. 2011. “The Increased Financial Burden of Further Proposed Orthopaedic Resident Work Hour Reductions.” *The Journal of Bone and Joint Surgery*, 93-A(7): e31(1)-e31(8).
- Lawton R. Burns, Rajiv J. Shah, Frank A. Sloan, and Adam C. Powell. 2009. “The Impact of Hospital Ownership Conversions: Review of the Literature and Results from a Comparative Field Study” in Grant Savage and Myron Fottler (Eds.), *Advances in Health Care Management, Volume 8. Biennial Review of Health Care Management: Meso Perspectives*. pp. 171-229. United Kingdom: Emerald.
- Adam C. Powell. 2006. “To Our Health: The Role of IT in Healthcare.” *DSpace@MIT, MIT Archives. Thesis.*

WORKING PAPERS:

- Adam C. Powell. “Implications of the Dollar/Renminbi Exchange Rate.” *Under review at Global China Review.*
- Lawton R. Burns, Adam C. Powell, and Robert DeGraaff. “Startup and New Venture Success: Determinants of Survival and Growth”
- Adam C. Powell. “Does Gibrat’s Law Apply to Patenting?: A Cross-National Exploration”
- Adam C. Powell. “Non-technological Innovation in Response to Environmental Change: The Decline and Renaissance of Jenny Craig”

ORAL AND POSTER PRESENTATIONS:

- The Impact of Workload on Hospital Reimbursement: Overworked Servers Generate Lower Income**
INFORMS Healthcare. Montreal, Canada, Co-authored with Sergei Savin (presenter) & Nicos Savva. June 21st, 2011
- Perspectives on Firm Decision Making During Risky Technology Acquisitions**
Wharton Risk Management and Decision Process Center Ackoff Fellows Luncheon. Philadelphia, PA. May 5th, 2011
- An Exploration of Firm Goals and Uncertainties When Acquiring a High-Tech Durable Good: The Case of CT Machines**
American Society of Health Economists. Cornell University. Ithaca, NY. June 22nd, 2010
AcademyHealth Annual Research Meeting. Boston, MA. June 28th, 2010
Society for Medical Decision Making. Toronto, Canada. October 25th, 2010
- Non-technological Innovation in Response to Environmental Change: The Decline and Renaissance of Jenny Craig**
AcademyHealth Annual Research Meeting. Boston, MA. June 28th, 2010
- Influence of Uncertainty and Goals on the Acquisition of a High-Tech Durable Good: The Case of CT Scanners**
Wharton Health Care Student Seminar. Philadelphia, PA. March 26th, 2010
Dissertation Proposal Defense. Philadelphia, PA. April 6th, 2010
- The Impact of Health IT on Consumers, Payers, and Providers.** Co-authored with Jeff C. Goldsmith.
Alpha Iota Gamma (health professional fraternity). Philadelphia, PA. April 26th, 2009
Summer Undergraduate Minority Research Scholars Program. Philadelphia, PA. June 3rd, 2009
- Determining Case-Mix under a New DRG System: An Application of Mixture Models.** Co-authored with Chris P. Lee.
INFORMS. Stochastic Models in Health Care Panel. Washington, D.C. October 12th, 2008
Wharton Health Care Student Seminar. Philadelphia, PA. November 11th, 2008
- Predicting Hospital Case-Mix under a New DRG System: An Application of the Mixed Logit Regression Model**
NRSA Trainees Conference. Washington, D.C., Co-authored with Chris P. Lee. June 7th, 2008
- To Our Health: The Role of IT in Healthcare**
UCLA Anderson School of Management. Information Systems Seminar. Los Angeles, CA. January 12th, 2006

APPEARANCES IN POPULAR MEDIA:

December 1, 2011. "Market Currents – Thursday, December 1, 3:54 p.m. Are you McSerious?" *Seeking Alpha*.
<http://seekingalpha.com/currents/post/103622>

Justin Rohrlich. December 1, 2011. "McDonald's Scores Magnificent Win in Happy Meal Debacle." *Minyanville*.
<http://www.minyanville.com/businessmarkets/articles/happy-meal-ban-mcdonald2527s-happy-meal/12/1/2011/id/38178>

Justin Rohrlich. December 2, 2011. "McDonald's Scores Magnificent Win in Happy Meal Debacle." *Benzinga*.
<http://www.benzinga.com/general/politics/11/12/2171758/mcdonalds-scores-magnificent-win-in-happy-meal-debacle>

Adam C. Powell. November 29, 2011. "Course 21W transformative and helpful." *The Tech*.
<http://tech.mit.edu/V131/N55/letters.html>

Nicos Savva. November 2011. "Healthcare: A patient in search of cure." *Business Strategy Review*.
<http://bsr.london.edu/lbs-article/630/index.html>

TEACHING EXPERIENCE:

- Wharton, Department of Management (Philadelphia, PA)** 2010 – 2011
Strategic Implementation, Teaching Assistant for Professor Lawton Burns
- Wharton, Department of Operations and Information Management (Philadelphia, PA)** 2010
Foundations of Decision Processes and Behavioral Economics, Teaching Assistant for Professor Howard Kunreuther
Negotiation, Teaching Assistant for Dr. Shirin Kronzon
- MIT, Department of Writing and Humanistic Studies (Cambridge, MA)** 2005 – 2006
Communicating in Cyberspace. Teaching Assistant for Dr. Edward Barrett.

PROFESSIONAL AFFILIATIONS:

Academy of Management

Reviewer for the Academy of Management

ARTISTIC EXHIBITIONS:

Selections from “It’s raining in Manhattan.” (photography) November 2009 – March 2010
“Arts & the City,” University of Pennsylvania Graduate Student Center, Philadelphia, PA

touch.magic (touchscreen-based interactive artwork) September 24th-27th, 2008
“Eternal Reflections II,” Club That, Daegu, South Korea.

ACTIVITIES:

Seeing the Narrow Part of the Spectrum (New York, NY) June 2004 – Present
Interactive art installations produced in collaboration with John Cioffi

Givology (Philadelphia, PA) March 2008 – Present
Co-founder and advisory board member of a charitable organization linking donors with needy children and education infrastructure projects. Organized joint fundraisers with Global China Connection.

TECHNICAL SKILLS: Adobe Creative Suite, C++, HTML, Java, Microsoft Office, Processing, R, SAS, Stata, Visual Basic

LANGUAGES: Native fluency in English, Intermediate fluency in Mandarin and Spanish

OTHER INTERESTS: Contemporary Art, Photography, Wellness, Technology, Travel