University of Pennsylvania Medal for Distinguished Achievement: Raymond G. Perelman

President Amy Gutmann bestowed the Medal for Distinguished Achievement on Raymond Perelman while Dr. J. Larry Jameson, Dean and EVP for UPHS (left) and Dr. Arthur H. Rubenstein, professor of medicine, and former dean and EVP for UPHS, applauded the honor.

University of Pennsylvania President Amy Gutmann presented prominent Philadelphia philanthropist Raymond G. Perelman with the University of Pennsylvania Medal for Distinguished Achievement, one of the University’s highest honors, at an October 26 reception celebrating the naming of the Raymond and Ruth Perelman School of Medicine at the University of Pennsylvania.

In May, Mr. Perelman and his late wife, Ruth Perelman, donated $225 million to Penn—the largest single gift in the University’s history—to benefit the School of Medicine (Almanac May 24, 2011). The gift represents the largest single gift to name a school of medicine in the country. “Raymond Perelman and his beloved late wife, Ruth, embody the principle that with personal success comes the responsibility to help others improve their lives,” President Gutmann said. “Through their unceasing generosity and visionary philanthropy, they have ensured that many great Philadelphia institutions will continue to grow and prosper.

“As a member of the Penn Medicine Board of Trustees for many years,” she said, “Ray has championed the importance of advances in health-care education and innovation. The Perelmans’ transformative gift to Penn Medicine will enable the Perelman School of Medicine to ease the burden of debt on our future physicians, continue to recruit the most eminent faculty and clinical educators and speed the pace of progress toward realizing life-saving and life-enhancing medical breakthroughs.”

The citation accompanying the medal read:
You were once quoted as saying: “I want to do (continued on page 2)

UPHS Center for Innovations in Health Care Financing

The new Center will combine the expertise of faculty members at Penn’s Perelman School of Medicine and the Wharton School. It will test how insights from behavioral economics and health economics can improve patient health and reduce the rate of growth in health care costs. Among the issues to be studied are: incentives to patients and health care providers for improving chronic disease management; the ways health-related decisions are influenced by how choices are presented; incentives for health care providers to reduce preventable readmissions; and defaults in improving the efficiency of health care delivery, e.g., requiring patients to “opt out” of certain pre-determined choices.

The Center will be co-led by Kevin Volpp, director of the Leonard Davis Institute Center for Health Incentives and Behavioral Economics and a professor of medicine at the Perelman School of Medicine and of health care management at the Wharton School, and Kevin B. Mahoney, senior vice president and chief admin (continued on page 2)

Chair of Penn Medicine Board: Mark Winkelman

Mark O. Winkelman, a member of the University of Pennsylvania’s Board of Trustees, has been named chair of Penn Medicine, effective today. He currently serves as a member of the Penn Medicine Board and its Executive Committee.

The announcement was made by David L. Cohen, chairman of Penn’s Board of Trustees, and Penn President Amy Gutmann.

“We are delighted that Mark has agreed to assume this important role, at a time when Penn Medicine is both thriving and, like all academic medical centers throughout the country, facing many challenges in the context of uncertain economic times and the ongoing debate over health-care reform.” Dr. Gutmann said. “Mark is a thoughtful leader and a dedicated Penn and Penn Medicine trustee. His broad management experience and deep understanding of the Penn landscape will help assure Penn Medicine’s eminence and momentum under the leadership of Dr. J. Larry Jameson, our new executive vice president of the university for the health system and dean of the Perelman School of Medicine.”

“Penn is fortunate to have benefited from Mark’s great expertise throughout his tenure on the board, most particularly his service on Penn’s Investment Board during one of the most volatile decades in the history of the financial markets, and his tenure as chair of the University’s Budget and Finance Committee,” Mr. Cohen said.

Mr. Winkelman will replace James S. Riepe, former chair of Penn’s Board of Trustees and senior advisor and retired vice chairman of the board of directors of T. Rowe Price Group Inc. During his two-year tenure, Mr. Riepe oversaw the continued growth of Penn Medicine, including the opening of the Roberts Proton Therapy Center and Translational Research Center, the renaming of the Perelman School of Medicine and the transition to new leadership for Penn Medicine.

“We are extremely thankful for Jim’s inspired leadership of the Penn Medicine Board these past two years,” Dr. Gutmann said. “As a founding member of the Board, he brought his wide-ranging knowledge and expertise to the
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Chair of Penn Medicine Board (continued from page 1)

role, helping to ensure Penn Medicine’s continued growth and upward trajectory. We are grateful that he will continue to serve on the Penn Medicine Executive Committee.

Mr. Winkelman, who received an MBA from Penn’s Wharton School in 1973, is a senior director of Goldman, Sachs & Co. A member of Penn’s Board of Trustees since 2002, he serves on the Executive Committee, is chair of the Budget and Finance Committee and also sits on the Audit and Compliance, and Facilities and Campus Planning committees.

He is a member of the Wharton Board of Overseers and served as the chair of the Advisory Board of the Wharton Entrepreneur Center. He endowed the Dorinda and Mark Winkelman Faculty Scholar Award and the Winkelman Professorship in the Wharton School.

Mr. Winkelman first joined Goldman Sachs in 1978. Prior to that, he was a senior investment officer with the World Bank.

He received a candidate’s degree from the Erasmus University in Rotterdam, The Netherlands, and was raised as a lieutenant in the Regiment Huzaren van Boreel of the Dutch Army. He currently serves as a director of Anheuser-Busch InBev NV/SA.

Penn Medicine is the umbrella governance structure created in 2002 to oversee both the University’s School of Medicine and Health System.

Medal for Distinguished Achievement

things for people. I want to give back. If you’re productive, and successful, that’s what you’re supposed to do.” And without question, that is just what you have done. Well known as a straight-talking and highly analytic businessman, you believe that personal success comes with a responsibility to take action to improve the lives of others. And so for many decades, our community has been the beneficiary of your generous philosophy and your tremendous clarity of purpose.

Together with your much loved and greatly-missed wife, Ruth, you set about to support those who feed the soul and heal the body. At the Perelman Theater in the Kimmel Center for the Performing Arts, many local arts entities have made that innovative space their performance home, and many thousands have gathered to celebrate unforgettable music, dance and theater. With your support, an aging art-deco landmark building adjacent to the Philadelphia Museum of Art was revived as the Perelman Building—with gallery space for the Museum’s collections as well as study and educational spaces for scholars and guests. Your family foundations are also benefactors of educational and cultural enrichment through the Perelman Jewish Day School and many other Jewish cultural and welfare organizations.

A proud Pennsylvanian, Penn parent and grandparent, you have offered your guidance for many years as a member of the Penn Medicine Board of Trustees, and you have championed the critical importance of advances in health care education and innovation. Your transformative generosity this year to create a permanent endowment for the Perelman School of Medicine will bring about significantly increased student financial aid, recruitment of outstanding medical students, increased educational and innovative research programs to seek life-saving and life-enhancing breakthroughs. In addition, the Ruth and Raymond Perelman Center for Advanced Medicine offers an unequaled and adaptable environment for state-of-the-art patient care and collaboration among health professionals.

Throughout your life, you have exemplified the enormous good and lasting change that grows from philanthropic leadership partnered with personal engagement. In so doing, you have helped all of us embrace what it means to work with our gifts for the betterment of our community and our neighbors.

In recognition of your untiring efforts and immeasurable contributions to the health and well-being, education and cultural opportunities of your fellow Philadelphians and more, the Trustees of the University of Pennsylvania are honored to present you with this Medal for Distinguished Achievement.

Penn’s Medal for Distinguished Achievement is awarded periodically “to those individuals whose performance is in keeping with the highest goals of the University and who have contributed to the world through innovative acts of scholarship, scientific discovery, artistic creativity or societal leadership.”

Since its inception in 1993, 21 people have received the pewter medal, modeled on the silver one worn by the Penn president for ceremonial occasions, including four Nobel laureates, former US Sen. Arlen Specter and former US Supreme Court Justice Sandra Day O’Connor.

For a complete list of prior recipients see: https://secure-www.upenn.edu/secretary/Medal.html

UPHS Center for Innovations (continued from page 1)

istrative officer of the Health System and vice dean of Integrative Services at the Perelman School of Medicine.

Dr. Volpp said, “The United States spends about $2.5 trillion per year on health care. With costs growing at several percentage points faster than the growth of the economy, the country is on an unsustainable fiscal path. There is widespread agreement among experts that mis-aligned incentives are one of the major causes of these increasing costs. Research in this area has major implications for improving the value of health care spending in improving health.”

Wellness incentive programs are gaining popularity among employers and the government. Employers are looking to shared savings and new approaches to health care delivery. Dr. Volpp and colleagues are also moving to modify payment models in ways that increase the emphasis on positive patient results while reducing health expenditures. However, proven models for doing so are rare. It is this gap that the new UPHS Center seeks to fill.

“We are excited to launch this program and look forward to helping improve the efficiency of health care through innovations in financing and incentives,” said Dr. Mahoney. “We have outstanding national leaders in this area at Penn Medicine and the Wharton School. By combining the forces, we’ll be even more effective.”

Dr. Volpp’s research focuses on the effect of financial and organizational incentives on patient behavior and health. His work has been published in the New England Journal of Medicine and the Journal of the American Medical Association, and covered by the New York Times, the Wall Street Journal, the Economist, Good Morning America, the BBC, National Public Radio, Time, US News and World Report, and USA Today.

Since its inception in 2008, the LDI Center for Health Incentives and Behavioral Economics has garnered more than $25 million in peer-reviewed grant funding on topics such as employer payments to reduce employee smoking.

Deaths

Mr. Cohen, SEAS

Fred Cohen, adjunct professor of management and technology practice in the School of Engineering and Applied Science from 1978 to 1983, passed away October 6 at age 83. Raised in Wynnewood, Mr. Cohen graduated from the University of Pennsylvania in 1951 with a degree in electrical engineering.

Prior to teaching at Penn, Mr. Cohen held positions at Philco Corp., RCA and ITT Corp. He founded TeleSciences, which specialized in developing phone equipment. He sold the company in the mid-1980s and continued to be involved with various start-up ventures.

Mr. Cohen is survived by his sons, Charlie and Robert; a sister, and four grandchildren.

A celebration of life will be held on November 25 at 7 p.m., by reservation only. Those interested in attending may contact Charlie Cohen at charlie610@gmail.com for further information.

Donations may be made to the Palliative Care Program, Cooper University Medical Center, Three Cooper Plaza, Suite 211, Camden, NJ 08103.

Dr. Ware, Radiation Oncology

Dr. Jeffrey H. Ware, senior research investigator in the department of radiation oncology in the Perelman School of Medicine, passed away October 23 from brain cancer; he was 47.

A native of Connecticut, Dr. Ware earned his bachelor’s degree in biology in 1986 and his PhD in neuroscience in 1994 both from Penn. He remained at Penn, becoming a post-doctoral fellow and working in the lab of Dr. Ann Kennedy, professor in the department of radiation oncology, who called him a “dedicated, imaginative and hard working colleague.” His work, published since 2008, included the study of compounds to protect astronauts from space radiation and their possible application in preventing cancer in high-risk individuals.

He “dedicated his professional life to one of our more important missions, which is trying to find better treatments for cancer patients,” said Stephen Hahn, chair of the department.

Dr. Ware is survived by his wife, Barbara Boyer; daughters, Dorothy and Isabella; brother, David; sister, Christine; and his mother, Virginia Ware.

Donations may be made to the American Cancer Society, 1851 Old Cuthbert Rd, Cherry Hill, NJ 08034.

To Report A Death

Almanac appreciates being informed of the deaths of current and former faculty and staff members, students and other members of the University community. Call (215) 898-5274 or email almanac@upenn.edu.

However, notices of alumni deaths should be directed to the Alumni Records Office at Room 545, Franklin Building. (215) 898-8136 or email record@ben.dev.upenn.edu

ALMANAC November 1, 2011

Jeffrey Ware

Fred Cohen
Honors & Other Things

Institute of Medicine New Members

Three professors from the Perelman School of Medicine have been elected members of the Institute of Medicine (IOM), one of the nation’s highest honors in biomedicine. The new members bring Penn’s total to 75.

The new Penn IOM members are:

Dr. Vivian G. Cheung is professor of genetics and pediatrics and an investigator at the Howard Hughes Medical Institute. Her research focuses on human genetics and genomics. In particular, her lab combines computational and experimental methods to study normal variation in human traits and genetics of complex diseases.

Dr. Paul Offit is professor of pediatrics. He is director of the Vaccine Education Center and chief of infectious diseases at The Children’s Hospital of Philadelphia. In addition, Dr. Offit holds the Maurice R. Hillel Endowed Chair in Vaccinology. During his tenure as a pediatrician specializing in infectious diseases, Dr. Offit’s work has included developing Rotarix, one of the main vaccines currently used to fight rotavirus.

Dr. Daniel J. Rader is the Cooper-McClure Professor of Medicine and chief of the division of translational medicine and human genetics in the department of medicine. He is also associate director of Penn’s Institute for Translational Medicine and Therapeutics and director of the Preventive Cardiology Program at Penn Medicine. Dr. Rader’s basic research laboratory focuses on genetic and pharmacologic regulation of low density lipoprotein metabolism and atherosclerosis.

Friend for Life Honorees

Bob Schoenberg, director of the LGBT Center, and Rev. Jim Littrell, rector of St. Mary’s Church, were presented Friend for Life Awards by ActionAIDS at its 25th Anniversary Gala. Mr. Schoenberg is the first president of the ActionAIDS board and Rev. Littrell is the first director of the organization. ActionAIDS was created in 1986 to foster a community to care for those living with HIV/AIDS.

Best ALS Research: Dr. Gitler

Dr. Aaron Gitler, assistant professor of cell and developmental biology at the Perelman School of Medicine, received the Instituto Pau-lo Gontijo International Medicine PG Award for the best student research by a young investigator. ALS is amotrophic lateral sclerosis (also known as Lou Gehrig’s disease). The award includes a $20,000 cash prize, a gold medal, and an invitation to participate in the International Symposium on ALS/MND in Sydney, Australia this month.

Creative Concept: Mr. Merrin

Jason Merrin, a junior majoring in digital media design in the School of Engineering and Applied Science, is the recipient of the Creative Concept Award in the Creative World Awards (CWA) International Screenwriting Contest for his film, Sleepwalkers. The prize includes a private development coaching session with Dr. Jack Boozer, professor of film studies in the department of communication at Georgia State University. CWA winning screenplays are circulated to top agencies, film studios, managers, producers, and international financiers looking for their next project.

Distinguished Career: Dr. Mutz

Dr. Diana C. Mutz, the Samuel A. Stouffer Professor of Communication and Political Science in the Annenberg School, is the recipient of the 2011 Distinguished Career Award from the American Political Science Association’s Political Communication Section. Dr. Mutz is also director of Annenberg Public Policy Center’s Institute for the Study of Citizens and Politics.

Internal Medicine Board: Dr. Naylor

Dr. Mary Naylor, the Marian S. Ware Professor in Gerontology and director of NewCourt-land Center for Transitions and Health at the School of Nursing, was named to the Board of Trustees of the American Board of Internal Medicine. Dr. Naylor was praised for her “contributions to the health care field through her work in exploring environmental and transactional care models to improve health outcomes.”

ASLA Medal: Professor Olin

Professor Laurie Olin, practice professor of landscape architecture in the School of Design, is the recipient of the 2011 American Society of Landscape Architects’ Medal. Founder and principal of the firm OLIN, Professor Olin is internationally known for his work including iconic places such as New York City’s Bryant Park and the Washington Monument Grounds. The awards ceremony takes place at the ASLA annual meeting, October 31-November 2.

Golden Quill Award: Dr. Perna

The National Association of Student Financial Aid Administrators honored Penn GSE Professor Laura W. Perna for her research and publications on pre-college and college education, college finance and affordability, and equity in higher education.

Distinguished Scholar: Dr. Zelizer

Dr. Barbie Zelizer, the Raymond Williams Professor of Communication and director of the Scholars Program in Culture and Communication at the Annenberg School, is a recipient of the National Communication Association’s Distinguished Scholars Award. The award recognizes and rewards a lifetime of scholarly achievement in the study of human communication by members of the NCA. Dr. Zelizer is the fourth member of the Annenberg faculty to receive this honor.

Presidential Nomination to NIBS: Professor Timberlake

President Barack Obama announced his intent to nominate James Timberlake, adjunct professor of architecture in the School of Design, to the Board of Directors of the National Institute of Building Sciences (NIBS). The NIBS is a non-profit, non-governmental organization that brings together representatives of government, the professions, industry, labor and consumer interests and other agencies and encourages the development of higher education.

University of Pennsylvania Global Health Partnership Program: December 15

Overview: This mechanism supports research in areas of shared interest between faculty members at Universidad Peruana Cayetano Heredia (UPCH) www.upch.edu.pe and the University of Pennsylvania www.upenn.edu. Funds are to support pilot research that will lead to health-related extramural research funding proposals with a high probability of success.

Grant Term: Up to 1 year. Unexpended funds must be returned at the end of the funding period.

Budget: Applications for funds up to $20,000 in total costs (direct and indirect) will be considered. Funds may be spent at UPCH, Penn, or a combination of both.

Eligibility: Research teams must include at least one faculty member at the assistant professor rank or above from each site (UPCH and Penn). Faculty members interested in collaborating with the partner university but without an identified collaborator may contact Sean Hennessy at hennessy@upenn.edu with sufficient lead time to identify a collaborator and prepare the application.

Evaluation criteria:
- scientific merit, creativity, and innovation
- public health significance
- feasibility
- prospects for future extramural funding
- career development for both UPCH and Penn Investigators
- advancement of the partnership between UPCH and Penn

Instructions: Research proposal should be written in English, be no longer than three pages (not including budget), and include: title of the proposal, specific aims, background and significance, research design and methods, whether the study involves human subjects (as defined by Office for Human Research Protections of the US Department of Health and Human Services), and plans for future external funding (including funding agency, funding mechanism, and deadline). Please write the proposal so that it can be understood by an educated non-expert in the field.

In addition to the proposal, please include: 1) a four-page NIH biosketch (preferred) or curriculum vitae (CV) for key personnel; and 2) an itemized budget, indicating which expenditures will be at UPCH and which will be at Penn. No budget justification is required at the initial application stage. No indirect costs will be available for funds administered at Penn. Indirect costs of up to 10% will be available for funds administered by UPCH; these indirect costs must be included in the $20,000 cap. Salary support for faculty is not allowable. Use 12 point font, single spaced, and 1 inch margins.

Submission: Please submit the application as follows: Email by December 15, 2011 as a single PDF including application, budget, and biosketch/CVs to hennessy@upenn.edu. The name of the PDF should be the last name of the principal investigator. Applications must be received by midnight of the deadline.
Penn recently reached two significant milestones. The first: our Making History campaign hit its $3.5 billion goal (applause) with 14 months yet to go. One of our presenters today, who I will call on after the Provost reports, is our outstanding Vice President for Development and Alumni Relations, John Zeller. John will provide an overview of what we have accomplished thus far, and importantly, discuss our continuing efforts to achieve our remaining goals and priorities. We have a lot more to do, but we have incredible momentum—and, unlike the Phillies, we’re not going to lose it.

The second significant milestone is the completion and opening of our spectacular Penn Park. I hope that many of you have already had the opportunity to use or visit the Park. It is a wonderful, green oasis with state-of-the-art athletic fields and courts for our student athletes and for recreational programs and uses. It’s a great addition to Philadelphia, and increases Penn’s green space by nearly 20 percent. The athletic fields are first and foremost for the Penn community, but when they are not in use by the Penn community, members of the broader community can reserve them as well.

Penn Park also has spectacular views of the Center City skyline. The evening we officially celebrated the Park’s opening was not great weather-wise. It rained off and on all day, with intermittent showers even through the ribbon-cutting. But our students flocked to the park and we had a significant crowd on hand for the opening. As the sun set that evening, the rain ceased, and a double rainbow emerged. I don’t know if you’ve seen the Penn homepage recently, but we have a photo of the rainbow over Penn Park and Center City—a fitting symbol for the cornerstone of our Penn Connects campus master plan.

These are two great milestones but there is another recent event that I am just as proud of. A few weeks ago, the White House announced that Ralph Brinster, a faculty member in our School of Veterinary Medicine, was awarded the National Medal of Science—the highest honor our nation gives to a scientist, and Ralph Brinster is the preeminent professor of veterinary medicine, probably in the world. He is the eighth Penn faculty member to receive this honor (Almanac October 4, 2011). Dr. Brinster’s work is in reproductive biology and genetics, and he is truly a pathbreaking scientist.

Three Penn faculty members were among the 65 newly elected members of the very prestigious Institute of Medicine of the National Academy of Sciences. They are Dr. Vivian Cheung, Dr. Paul Offit and Dr. Dan Rader (see page 3).

Our younger faculty are also receiving important recognition. Dr. Claudia Valeggiu, an associate professor of anthropology in Arts and Sciences, was recently selected as one of this year’s winners of the Presidential Early Career Award for Scientists and Engineers, which is the highest national award that a young scientist or engineer can receive (Almanac Oct. 11, 2011).

So whether we are talking about our Making History campaign, or recent additions to campus facilities, or our fabulous faculty receiving well-deserved accolades, the state of our University is excellent. Penn’s moment is palpable.

The person I rely on most to help lead Penn forward on the academic side is our Provost, and this summer we released our Action Plan for Faculty Diversity and Excellence to deepen and renew Penn’s long-standing commitment to embracing an eminent and diverse faculty. So I am going to turn the presentation over to Dr. Price, who is going to discuss the Plan in more detail.

Dr. Vincent Price

Thank you very much, President Gutmann. The heart and soul of a great University are the students—the fabulous students we have here at Penn—and also the terrific faculty. The sort of faculty member like Ralph Brinster, who did such pathbreaking work in transgenesis. So the state of our University is quite strong, but it is the future state of our University that will be the focus of our presentation today. Because the Plan that President Gutmann and I issued, our Action Plan for Faculty Diversity and Excellence, is designed to look forward and to capitalize on every resource we have to diversify and strengthen this already great faculty.

We have already begun to implement the very early stages of the Plan, and we are working quite closely with Penn’s 12 schools this year in helping them develop their own specific plans to advance faculty diversity and excellence. We are also committing additional resources to new initiatives that we are launching this year.

With us today, we have Vice Provost for Faculty Lynn Lees, who will explain the Plan in more detail. She will talk about where we are at this point and where we intend to go this year, and then we will have time for questions and answers. With that, I will turn things over to Dr. Lees.
Some of the most important programs that we can make an investment in for the future are pipeline programs. Penn has quite a few excellent pipeline programs on the central level and the schools. When we consulted with people across campus, it was our evaluation last year and that I think of many of the people in this room, that the pipeline programs are working very well. What we need to do is simply to continue in for the future are pipeline programs. Penn has quite a few excellent emergency evening care when they need to remain on campus.

The schools have a variety of programs that work on pipeline and on retention of and leadership training of women on their faculty, and the Minority Faculty Development Program does a fine job of resources and attention given to mentoring of faculty. I just want to mention two of the pipeline programs for graduate and undergraduates which we think are particularly successful and could be models for similar programs at other schools. The engineering school has an incredibly good program called Advancing Women in Engineering, the AWE program, which has been very successful in the last several years in increasing the number of female undergraduates in the engineering school. The biomedical faculty has a Biomedical Graduate Studies program has been very successful in widening the pipeline into biomedical studies for minority and female scholars. These I think are models for the rest of the University.

Schools are going to be both continuing and deepening the amount of resources and attention given to mentoring of faculty. I just want to mention two superb programs in the Perelman School of Medicine. FOCUS works on the retention of and leadership training of women on their faculty, and the Minority Faculty Development Program does a fine job of building new networks among their faculty and helping them with a variety of programs and workshops that answer their concerns as junior faculty members.

### Enhanced Programs

There are a number of programs that have been working well that should be expanded in scope and supported with additional resources so that they have an even greater impact. The first is the Faculty Opportunity Fund, which offers central resources to schools for hires that will diversify the faculty. We are planning to expand the number of years in which central support can be offered from two to five years. We have a whole series of family-friendly policies, which we plan on deepening and widening.

### Continuing Programs

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### New Initiatives

I have already mentioned two new initiatives—the diversity website and brochure. We also will conduct a faculty survey in November and December to collect information on faculty experiences and opinions on a variety of University policies. One of our most exciting new initiatives is the Presidential Term Professorships. I am very happy to announce that money for this program is in place. The Pew Foundation granted Penn $2 million to finance these professorships. We are in the process of establishing guidelines and procedures for selecting these professors. We are going to expand a creative new program of dissertation fellowships in the area of humanities and social sciences and we’re going to use graduate fellows to run a series of workshops that will offer mentoring to graduate students. You will hear announcements about new partnerships with minority-serving institutions in the near future. We think that these collaborations will be a way of bringing new people into teaching arrangements with our students and will provide linkages for research, team projects or summer internships.

The schools’ primary responsibility in the short run is to create their own diversity action plans. Each school’s plan will take into account its scale, organization and culture. My office is working now with the deans and their representatives and by the end of the spring semester, we expect to have all of these plans fully developed and implementation strategies in place.

Each of the schools will also have their own diversity search advisors to replace the faculty affirmative action officers. This is one of the largest innovations that we are proposing. We expect that each search will have attached to it a diversity search advisor who will work with the department or school to aggressively broaden the pool of candidates. We expect that these diversity search advisors will be respected senior faculty appointed by deans. They will be trained either within the school or by someone in the Provost’s Office and they will be actively involved in searches. The precise way that the role is organized in each school will vary depending upon its size and organization and we are in discussions now about what will work best in each of the schools.

### Assistance Available to Schools

These are some of the things that we think will be and can be implemented this year. We have issued guidelines to help the schools with the design of their diversity plans. We are collecting pool data and information about resources for recruitment and ad placement, so we can increase the design of database available for schools and departments as they do their broader outreach. We are offering training and orientation for diversity search advisors, and matching funds for hiring with the Faculty Opportunity Fund and dual-career funding. There are resources in place to support both of these initiatives.

The central administration has committed $50 million in central spending over five years that will be matched by school spending at the same level. These will be put together as an Eminence and Diversity Fund to finance the programs I’ve described for you. So what we have is a comprehensive plan for recruitment, retention and pipeline programs. These efforts will be designed and rolled out during the next several months that will be actively discussed within schools by faculty.
New Plaza Outside 30th Street Set to Open November 2 at Noon

University City District (UCD) announced the opening celebration and dedication ceremony for Philadelphia’s “next great public space.” Tomorrow, November 2, noon-1 p.m., all are invited to join Mayor Michael Nutter, Councilwoman Jannie Blackwell, UCD and other stakeholders in this opening festival that will include the unveiling of the space’s name, food and beverages including a 3-D model cake from Charm City Cakes—best known for their exposure on The Food Channel’s Ace of Cakes, live music from the West Philadelphia Orchestra, Drexel University’s Recreational Athletic fitness demos and the Give & Take Little Circus.

Adjoining to the second busiest train station in the country, between two magnificent historic buildings and with 1,200 feet of over 16,000 jobs, this area is a key gateway to the Philadelphia region and has long been among the least hospitable pedestrian landscapes in the neighborhood. The outer parking lane along Market Street has been transformed into a vibrant and welcoming public plaza which was made possible thanks to a larger PennDOT project and the advocacy of many area stakeholders, including Councilwoman Blackwell’s office, the Planning Commission, The Streets Department, Amtrak; Brandywine Realty Trust, and others.

40 Years of Black History at Penn: November 5

During Homecoming Weekend, the Center for African Studies and the Black Alumni Society will commemorate “40 Years of Black History at Penn,” a tribute celebrating the 40th anniversary of the founding of Afro-American Studies at Penn and the 25th anniversary of the African Studies Summer Institute.

The November 5 celebration will include receptions, a panel discussion and film screenings in College Hall and Claudia Cohen Hall. To register see www.alumni.upenn.edu/homecoming2011/. For details see www.africa.upenn.edu/africana/

The Center for African Studies is a space for the critical examination of the human, cultural, social, political, economic, and historical factors that have created and shaped the African, African American and other African Diaspora experiences throughout the world. The Center sponsors the African Studies Summer Institute for incoming first-year students and several co-curricular programs including: the Artist- and Scholar-in-Residence Programs, The Reverend Dr. Martin Luther King, Jr. Lecture in Social Justice, The Africana Media Project and The Honorable A. Leon Higginbotham, Jr. Memorial Lecture.

PGFI: 10th Anniversary: November 9

Penn Genome Frontiers Institute (PGFI) will be celebrating its 10-year anniversary by hosting a symposium on Wednesday, November 9, 1-5 p.m. in Houston Hall’s Bodek Lounge. After the scientific program, the audience is invited to meet the speakers at a reception, 5-6 p.m.

Everyone is welcome to join them for talks by Connie Cepko (Harvard, HHMI), Jim Eberwine (Penn, pharmacology), Scott Fraser (CalTech), Rick Myers (HudsonAlpha Institute for Biotechnology) and David Roos (Penn, biology).

Attendance is free, but advance registration is requested: www.genomics.upenn.edu/

University City District’s Executive Director Matt Bergheiser said, “The area around 30th Street Station will transform into an inviting, social civic space for Philadelphia, creating a welcoming first impression for first-time visitors and a lively space for daily commuters and those who work in close proximity to the station.” This new public space is sure to quickly become one of the most animated public places in the city, with amenities such as abundant and comfortable seating, sun and shade, trees and plantings, and ongoing performances, farmers’ markets, yoga classes and many more special events and festivities. “Rather than starting with a capital intensive scheme, we’ll be methodically taking small, experimental steps relating to placemaking, which we expect to inform a future, more capital-intensive phase of park development in the near future,” said Prema Gupta, UCD’s Director of Planning and Economic Development. Throughout September, UCD received over 500 submissions to name Philadelphia’s ‘next great public space.’ The final selection, which will be unveiled for the first time at this special event, was overseen by a committee that includes Romona Riscoe Benson, President and CEO, African American Museum in Philadelphia; Matthew Bergheiser, Executive Director, University City District; Happy Fernandez, President, Moore College of Art & Design; Alan Greenberger, Deputy Mayor for Development City of Philadelphia; Meryl Levitz, President & CEO, Greater Philadelphia Tourism Marketing Corporation; Bruce Looloian, Assistant Vice President, Real Estate Development, Amtrak; Shawn McCane, Program Officer, William Penn Foundation; Mark Mills, Owner, The Metropolis Group; Witold Rybczynski, Martin & Margy Meyerson Professor of Urbanism, Wharton and PennDesign; Allen Sabinson, Dean, Antoinette Westphal College of Media Arts & Design, Drexel University; and Jerry Sweeney, President and CEO, Brandywine Realty Trust.

Philadelphia Municipal Election: Tuesday, November 8

Polls Open 7 a.m.–8 p.m.

To determine your voting location in Philadelphia, you must know your Ward and Division Numbers. These numbers appear above your name on your voter registration card. If you have not received a card yet or you are unsure where you are registered, you can do one of the following:

- Call Committee of Seventy Citizen Access Center (CAC) at 1-866-268-8603
- Call Philadelphia’s Voter Registration Office at (215) 686-1505 or (215) 686-1590
- Visit the League of Women Voters site at www.vote411.org
- Visit Penn Leads the Vote at www.leadthevote.com

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<th>Campus Polling Places</th>
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<tr>
<td>Campus Residence Halls</td>
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<tr>
<td>7 27 3 609 Chestnut Street</td>
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<td>7 27 11 609 Chestnut Street</td>
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<tr>
<td>7 27 18 3620 Locust Walk</td>
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<tr>
<td>7 27 19 209 S. 33rd Street</td>
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<tr>
<td>7 27 20 3910 Irving Street</td>
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<tr>
<td>7 27 21 3820 Locust Walk</td>
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<tr>
<td>7 27 22 3417 Spruce Street</td>
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<td>7 24 29 12th &amp; Locust</td>
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<td>7 24 30 15th &amp; Locust</td>
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For a complete listing of polling locations in Philadelphia and the suburban counties of southeastern Pennsylvania, visit the Committee of Seventy’s Citizen Access Center website, www.seventy.org

Remember to Vote on November 8, 2011

—Office of Government and Community Affairs
Penn students, staff and faculty have already begun to post their hopes and fears onto Post-It notes, “signed” the notes with their fingerprints and attached them to the wall for the exhibition of an ongoing project that began nearly two years ago during a day-long artist residency at the Welcome House at Love Park, where the artists captured the “hopes and fears” of our time.

Earlier this summer, the project was on display at the Pentimenti Gallery in Old City. People’s hopes and fears from the Love Park installation were scanned, printed and mounted onto square wooden frames. Written on the frames were the answers to two questions: What do you wish for? And, what do you worry about? An interactive component allowed the public to add their own fingerprints and texts to the wall, thus encouraging viewers to leave their mark and become a part of the exhibition.

**Update**

**November AT PENN**

**FILM**

2 Master of Liberal Arts Film Series: Titus; 7:30 p.m.; Harrison House Sky Lounge (Master of Liberal Arts and Cinema Studies).

**TALKS**

2 Foster Care: Aging Out—Options and Obstacles; a public hearing; 10:30 a.m.-12:30 p.m.; Terrace Room, Claudia Cohen Hall (Field Center for Children’s Policy, Practice & Research).

From Rome to Romantic; Ann Kuttner and Jamie Sanecchi, history of art; 6 p.m.; Cherapch Louange, Williams Hall (Italian Studies).

4 Women and the Arab Spring; Sahar Khamis, University of Pennsylvania; Wada Alawi, Bahraini journalist; 6 p.m.; International House: $40, $35/ students; Middle Eastern dinner included with admission (International House).

5 First Aid Care For Your Pet; Deborah Mandell, Ryan Veterinary Hospital; 10 a.m.; rm. B101, Ryan Vet Hospital; RSVP: mbarkhous@vet.upenn.edu (Vet).

As it turns out, nearly 50 years ago, sociologists Albert Cantril and Charles Roll Jr. studied this very same phenomenon and published a book, *Hopes and Fears of the American People*.

“We didn’t realize that we were replicating a sociological study,” Ms. Gelles said. “We were just doing an art project—and this project continues to grow.”

Back then, according to Ms. Gelles, people reported worrying about nuclear war and Communism, but they were not at all concerned with crime or the environment. Today, people have much different concerns—but one common theme has emerged during the last half-century: a lot of people still hope for peace and want happiness for their children.

“It will be interesting to see what Penn faculty, staff, and students will write, compared with other people who have already been a part of the exhibit,” Ms. Gelles said. “We welcome everyone at Penn to participate.”

Ms. Gelles’ work is conceptual, photo-based and uses words and images to provide social commentary about who people are and how they think, has been featured in major collections across the US and internationally, including the Philadelphia Museum of Art (PMA), the Philadelphia Free Library, the Los Angeles County Museum of Art, New York’s Museum of Modern Art, and the Museum of Fine Arts in Boston. Her work has also been on display in Cologne and Madrid.

Ms. Gelles has been a faculty member at the Pennsylvania Academy of the Fine Arts since 1988 and was chair of the sculpture department, 1992-1995. She is a critic working with students during their independent studies. She has been involved in numerous projects and commissions, including architectural models for museum exhibitions at the National Gallery of Art, the PMA, the Museum of Contemporary Art in Los Angeles and the Architectural Archives at Penn. Her sculptures have been on display at the International Airport, Eastern State Penitentiary Historic Site and Perelman Center for Advanced Medicine.

The University of Pennsylvania Police Department

**Community Crime Report**

**About the Crime Report:** Below are all Crimes Against Persons and Crimes Against Society from the campus report for October 17-23, 2011. Also reported were 25 other crimes (including 19 thefts, 4 cases of fraud and 2 acts of vandalism.). Full reports are available at: www.upenn.edu/almanac/volumes/v58/n10/crime-report.html. Prior weeks’ reports are also online. —Ed.

This summary is prepared by the Division of Public Safety and includes all criminal incidents reported and made known to the University Police Department between the dates of October 17-23, 2011. The University Police actively patrol from Market Street to Baltimore Avenue and from the Schuylkill River to 43rd Street in conjunction with the Philadelphia Police. In this effort to provide you with a thorough and accurate report on public safety concerns, we hope that your increased awareness will lessen the opportunity for crime. For any concerns or suggestions regarding this report, please call the Division of Public Safety at (215) 898-4482.

**18th District Report**

Below are all Crimes Against Persons from the 18th District: 7 incidents with 2 arrests (including 3 robberies and 4 aggravated assaults) were reported between October 17-23, 2011 by the 18th District covering the Schuykill River to 49th Street & Market Street to Woodland Avenue.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Incident Description</th>
<th>Arrest</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/17</td>
<td>5:28 PM</td>
<td>3400 Walnut St</td>
<td>Male urinating in public/Citation</td>
<td></td>
</tr>
<tr>
<td>10/17</td>
<td>7:14 PM</td>
<td>100 S 40th St</td>
<td>Male assaulted by unknown person</td>
<td></td>
</tr>
<tr>
<td>10/20</td>
<td>9:39 AM</td>
<td>3800 Market St</td>
<td>Offender observed hitting complainant/Arrest</td>
<td></td>
</tr>
<tr>
<td>10/21</td>
<td>2:36 PM</td>
<td>110 S 39th St</td>
<td>Male wanted on warrant/Arrest</td>
<td></td>
</tr>
<tr>
<td>10/22</td>
<td>12:59 AM</td>
<td>3900 Ludlow St</td>
<td>Two males fighting on highway/Both Arrest</td>
<td></td>
</tr>
<tr>
<td>10/23</td>
<td>4:16 PM</td>
<td>51 N 39th St</td>
<td>Compliant assaulted by known doer</td>
<td></td>
</tr>
</tbody>
</table>

**Week Three Winners**

(for week of October 17-21)

Business Services/Hilton Inn at Penn: $100 Gift Certificate to Fine Restaurant & Wine Bar
Daniel Rubin, HUP

D’Angelo’s Restaurant: $35 gift certificate—Kevin Flynn, HUP

Lamberti: $25 gift certificate—Kathy Davis, HUP

A.T. Chadwick & Co: $25 Starbucks Gift Card—Pearl Keith, Pennsylvania Presbyterian Medical Center

Eastern State Penitentiary: Two tickets for historic prison tour—Karen Wisnia, Perelman School of Medicine

Business Services: Penn Photography Book—Honey Colonollo-Bolli, HUP

Almacafe: Penn Ice Rink: Coupon book for 10 free admissions—Stacey Brown, Pennsylvania Hospital

Business Services/Bon Appetit: Lunch (up to $20) for two at Houston Market—Mary Brennan Han, School of Arts & Sciences/Development Business Services/Bon Appetit: Lunch (up to $20) for two at Houston Market—Pouhhong Thammavong, Division of Public Safety

Visit pennsylvaniadraws.com for complete Information on Penn’s Way 2012 Raffle Drawings.

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www.upenn.edu/almanac

**7**
Minority Teacher Recruitment: Fact or Fiction?

In a released study, Penn GSE Professors Richard Ingersoll and Henry May report that recent efforts to recruit minority teachers, and place them in disadvantaged schools, have been remarkably successful—although those efforts have been undermined by a widespread failure to retain these new recruits.

Using nationally representative data, Drs. Ingersoll and May empirically examined trends in recruitment, employment and retention of minority teachers. “For those engaged in efforts to address the minority teacher shortage, there is both good news and bad news,” said Dr. Ingersoll.

The study, “Recruitment, Retention and the Minority Teacher Shortage,” does show a persistent gap between the percentage of minority students and the percentage of minority teachers in US schools. In 2008-09, for example, 41 percent of the nation’s K-12 students, but only 16.5 percent of its teachers, were minority.

Nonetheless, since the 1980s, the number of minority teachers has increased dramatically, almost doubling from 325,000 to 642,000—representing a growth rate more than twice that of white teachers.

So why the gap? Drs. Ingersoll and May found the answer to this question: the retention figures. Minority teachers are more likely to leave the profession than are their white peers.

Their reasons for departing center on the working conditions of the schools where they’re teaching—specifically the lack of autonomy and influence in their work. “The strongest factors by far for minority teachers,” the researchers report, “were the level of collective faculty decision-making influence on school and the degree of individual instructional autonomy held by teachers in their classrooms.”

Heavy Media Use: Poorer Mental Health in Young People

Results released in May from the National Annenberg Survey of Youth (NASY) indicate that although concerns about excessive Internet use may be justified, heavy use of television may be an even larger concern.

In one of the most extensive national surveys of media habits over a two-year period, six different types of media use were identified in young people ages 14 to 24. The study involved over 700 young people interviewed in each of years 2008 and 2009. The six patterns of media use were found across both years of the study. The current report focuses on the types found in 2009. However, a more recent survey in 2010 found the same types as in the prior years.

The Heavy Internet/TV group tends to use the Internet for blogging, social networking, and video game playing. It also tends to get lower grades in school than other groups and to participate less in sports and other extracurricular activities. The Heavy TV group tends to watch TV primarily for entertainment purposes but also reports above average use of magazines, movies, and news programming. The group does manage, however, to participate in sports and clubs at about average levels.

The largest group, the Information Seekers, is projected to account for nearly a quarter of the young people. This group was quite well adjusted with lower rates of hopelessness (33 percent reported having such experience). This group tends to use media in moderate amounts with greater emphasis on consumption of news, books, and other information. In addition, these youth are physically and socially active and tend to get high grades in school. Not surprisingly, this group also tends to live in the wealthier and suburban neighborhoods.

At the other end of the spectrum, a large group of young people (about 21 percent) is relatively disengaged from all media use. This Disengaged group only tends to use social networking at an average level as well as the Internet for schoolwork. At the same time, the group is also physically active with above average levels of participation in sports. Nevertheless, the group also reports higher levels of hopelessness than youth comparable in age and gender (41 percent).

A not insignificant group of young people (about 14 percent) is still relatively dependent on TV without as much access to the Internet as others. Not surprisingly, this TV Only group tends to be more rural, where access is still relatively limited, and to live in neighborhoods with lower median incomes. It is also relatively low in hopelessness compared to others (28 percent).

A final group (about 14 percent in size) does not use the Internet at very high levels but scores high on indices of online communication uses, such as social networking and blogging sites. This Online Communicator group, not surprisingly, is also heavily involved in extracurricular activities. It also reports lower levels of hopelessness (34 percent).

“Rule of Rescue” Often Prevails in Critical Care Units

A study from the Perelman School of Medicine indicates that the “rule of rescue”—wherby clinicians are prone to try to save their own patients as opposed to opening up a bed for a new patient—often prevails even in the face of substantial social benefit in terms of cost containment and procurement of organ donations. The research was published in the July 2011 edition of Intensive Care Medicine.

For example, this group was less trusting of clinicians of prioritizing one’s own patients, but contrasts with recent conceptualizations of medical professionals’ social responsibilities,” said Dr. Scott Halpern, assistant professor of medicine and epidemiology, and the study’s senior author.

Few studies have examined how clinicians balance their duties to current patients with the additional responsibilities to promote, or at least not discount, societal interests. To explore this issue, the researchers analyzed mixed methods questionnaires from 1,122 ICU clinicians in the US, 648 physicians and 438 nurses. The questionnaires addressed the clinicians’ preferences for allocating their last bed in the ICU to a gravely ill patient already being treated, but with little chance to survive, versus an incoming deceased or dying patient for whom aggressive management could help others through organ donation.

Physicians were more likely than nurses to adhere to the “rule of rescue” by allocating the last bed to the gravely ill patient (45.9 vs. 32.6 percent). The most common reason for allocating the last bed to an identifiable patient was that clinicians perceived strong obligations and fidelity to identifiable living patients. The questionnaire also revealed that the magnitude of the “social benefit” to be obtained through organ donor management (5 or 30 life-years added for transplant recipients) had small and inconsistent effects on clinicians’ willingness to prioritize the donor.

“Our findings indicate that future research is needed to identify the actual frequencies with which clinicians prioritize individual patients when doing so carries real social costs, and to further explore factors related to observed variability in allocation patterns among clinicians,” said Dr. Rachel Kohn, lead author of the study and a graduate of the Perelman School of Medicine.

Barriers To Emergency Dental Care Based On Insurance

Less than 40 percent of children who are insured via Medicaid/Children’s Health Insurance Programs (CHIP) are able to obtain care for a dental emergency, compared to 95 percent of those with private insurance, according to research from the Perelman School of Medicine at the University of Pennsylvania published in the journal Pediatrics in May.

Even among dental providers who were participants in the state Medicaid/CHIP program, nearly a third studied denied appointment access to children with that type of coverage—unless parents offered to pay in cash.

In the study, research assistants posing as mothers of a 10-year-old boy with a fractured permanent front tooth—an injury that impacts 1 in 7 children ages 8 and 13 and 25 percent of adolescents in the United States—made calls seeking an urgent appointment with a random sample of 85 Cook County, Illinois, dental practices, 41 of which were signed up to participate in the Medicaid program. The researchers called each practice twice, approximately four weeks apart, varying only their purported insurance status, more than two thirds of practices who participated in the Medicaid program. The researchers called each practice twice, approximately four weeks apart, varying only their purported insurance status but maintaining all other aspects of their scripted story. Overall, callers were told their insurance type was not accepted by the non-enrolled dental practices in 93 percent of calls from Medicaid/CHIP patients’ mothers, compared to only 9 percent who said they had Blue Cross insurance.

“When our study shows significant barriers to emergency dental care based on insurance status, more than two thirds of practices who participate in Medicaid/CHIP did offer appointments when plan participants sought them, and 75 percent of them offered a slot for those children within two days of the call,” said senior author Karin V. Rhodes, director of Emergency Care Policy Research in the department of emergency medicine at Penn. “However, the law calls for these programs to provide equal access to care, and our results show that many children in need are still being turned away when they need help—unless their parents are able to pay out of pocket.”

Thirty-four percent of callers were asked for their child’s insurance type before being told whether or not they could schedule an appointment. When operators did not ask about insurance status before scheduling, the callers inquired about whether their coverage was accepted. After insurance status was revealed, access to care was often rescinded.

8 www.upenn.edu/almanac