Leonard Davis Institute of Health Economics  
2010 – 2011 Research Series

Brian Elbel, PhD, MPH  
Assistant Professor of Medicine and Health Policy,  
NYU School of Medicine, NYU Wagner School of Public Service

“Obesity, Calorie Labeling and Behavioral Economics”

January 28, 2011  
12:00 – 1:30 PM  
Colonial Penn Center Auditorium

Brian Elbel is an Assistant Professor of Medicine and Health policy at the NYU School of Medicine and the NYU Wagner Graduate School of Public Service. Dr. Elbel studies consumer and patient decision making as it relates to health and healthcare, largely from the perspective of behavioral economics. He has a particular interest in vulnerable groups and the role and influence of public policy on health. He is engaged in research examining consumer choice of health plans and hospitals, including response to quality information. Additionally, he is examining choices that influence health more directly, including how individuals choose which foods to consume. He has studied, and is continuing to study, the impact of public policies mandating calorie labeling in restaurants. His research has been funded by the National Institutes of Health, the Agency for Healthcare Research and Quality, the Robert Wood Johnson Foundation, the National Science Foundation and the Russell Sage Foundation. His research has been featured in media outlets, including The New York Times, NPR, and various television news reports. Dr. Elbel has a B.A. from The University of Texas at Austin and an M.P.H and Ph.D in Health Policy/Health Economics from Yale University.

Lunch will be provided. RSVP recommended.

For more information or to RSVP please contact Lissy Madden at maddene@wharton.upenn.edu or 215-898-5611  
www.upenn.edu/ldi