

Hessam Bavafa

Wisconsin School of Business
University of Wisconsin-Madison
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APPOINTMENTS AND POSITIONS

Wisconsin School of Business, University of Wisconsin-Madison	Madison, USA
Professor of Operations and Information Management	2026–Present
Wisconsin School of Business Bascom Professor	2023–Present
Associate Professor of Operations and Information Management	2021–2026
Assistant Professor of Operations and Information Management	2014–2021
Michael E. Lehman Distinguished Chair for Inspired Learning in Business	2016–2017
Cynthia and Jay Ihlenfeld Professorship for Inspired Learning in Business	2019–2020
School of Medicine and Public Health, University of Wisconsin-Madison	2018–Present
Affiliate Appointment, Department of Family Medicine and Community Health	
The Wharton School, University of Pennsylvania	2019–Present
Senior Fellow, Mack Institute for Innovation Management	
Creative Destruction Lab	2021–Present
Moderator, Health & Wellness Stream	
Scalable, seed-stage, science- and technology-based startups	
Penn Medicine Center for Health Care Innovation, University of Pennsylvania Health System	2019
Senior Innovation Strategist (Visiting Position)	

EDUCATION

The Wharton School, University of Pennsylvania	Philadelphia, USA
Ph.D., Operations and Information Management	2014
Master of Science, Operations and Information Management	
<i>Dissertation:</i> Essays in Healthcare Operations	
<i>Advisors:</i> Christian Terwiesch (chair), Sergei Savin, Lorin Hitt, and Rachel Werner	
The Sauder School of Business, University of British Columbia	Vancouver, Canada
Master of Management, Operations Research	2009
Sharif University of Technology	Tehran, Iran
Bachelor of Science, Industrial Engineering	2007

EDITORIAL ACTIVITIES

DEPARTMENT EDITOR

Decision Sciences, Healthcare and Service Operations	2023–Present
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ASSOCIATE EDITOR

Management Science	2021–Present
Manufacturing & Service Operations Management	2022–Present
Production and Operations Management	2022–Present
Health Care Management Science	2020–Present
Decision Sciences	2020–2023

RESEARCH

INTERESTS

Healthcare Operations, Econometric Analysis, Pharmaceutical Quality, Stochastic Modeling, People-Centric Operations

PUBLICATIONS

1. **Promoting Generics: Effects on Pharmaceutical Quality**
Bavafa, H., C. Blanco, I.J. Noh
Management Science, forthcoming
2. **Asset Decumulation in Retirement: Patterns, Predictors, and the Role of Financial Literacy**
Bavafa, H., A. Mukherjee, T.Q. Welch
The Geneva Papers on Risk and Insurance, 2026
3. **Quality Improvement Spillovers: Evidence from the Hospital Readmissions Reduction Program**
Soltani, M., R.J. Batt, H. Bavafa
Management Science, 2025
4. **Gender and Serious Drug Recalls: A Textual Sentiment Analysis of Drug Reviews on WebMD**
Ball, G., H. Bavafa, C. Blanco, H. Park
Production and Operations Management, 2025
5. **The Distributional Impact of Fatigue on Performance**
Bavafa, H., J. Jónasson
Management Science, 2024
- Winner: 2025 *Management Science* Best Paper Award in Operations Management
6. **Inequality in the Golden Years: Wealth Gradients in Disability-Free and Work-Free Longevity in the United States**
Bavafa, H., A. Mukherjee, T.Q. Welch
Journal of Health Economics, 2023
- Finalist: 2023 SCOR/EGRIE Young Economist Best Paper Award
- Featured in [TIAA Institute Research Insights and Research Dialogue](#)
7. **Does What Happens in the ED Stay in the ED? The Effects of Emergency Department Physician Workload on Post-ED Care Use**
Soltani, M., R.J. Batt, H. Bavafa, B. Patterson
Manufacturing & Service Operations Management, 2022
- Winner: 2019/2020 POMS Best Paper Award Competition in Healthcare Operations Management
- Runner-up: 2022 POMS College of Behavior in Operations Management Junior Scholar Paper Competition
- Featured in [CBC Radio](#), [Edmonton Journal](#), [Global News](#), [CTV Calgary](#)
8. **Capacity Rationing in Primary Care: Provider Availability and Care Channel Diversion**
Bavafa, H., A. Canamucio, S. Marcus, C. Terwiesch, R. Werner
Management Science, 2022
9. **Surgical Case-Mix and Discharge Decisions: Does Within-Hospital Coordination Matter?**
Bavafa, H., L. Örmeci, S. Savin, V. Virudachalam
Operations Research, 2022
10. **Customizing Primary Care Delivery Using E-Visits**
Bavafa, H., S. Savin, C. Terwiesch
Production and Operations Management, 2021
11. **The Variance Learning Curve**
Bavafa, H., J. Jónasson
Management Science, 2021
- Finalist: *M&SOM* Service Management SIG Best Paper Award 2021

12. **Recovering from Critical Incidents: Evidence from Paramedic Performance**
 Bavafa, H., J. Jónasson
Manufacturing & Service Operations Management, 2020
 - Finalist: *M&SOM* Best Paper Award 2022
 - Featured in *Psychology Today*: [Emotional States Matter in Service Operations Settings](#)
13. **Managing Portfolio of Elective Surgical Procedures: A Multidimensional Inverse Newsvendor Problem**
 Bavafa, H., C.M. Leys, L. Örmeci, S. Savin
Operations Research, 2019
14. **Managing Patient Panels with Non-Physician Providers**
 Bavafa, H., S. Savin, C. Terwiesch
Production and Operations Management, 2019
15. **Work after Work: The Impact of New Service Delivery Models on Work Hours**
 Bavafa, H., C. Terwiesch
Journal of Operations Management, 2019
 - Winner: Jack Meredith Best Paper Award, *Journal of Operations Management* (2020)
 - Featured in [The Doctor Is In, but She's Technostressed](#), [Do e-visits create more or less work for physicians?](#)
16. **The Impact of E-Visits on Visit Frequencies and Patient Health: Evidence from Primary Care**
 Bavafa, H., L. Hitt, C. Terwiesch
Management Science, 2018
 - Lead article in the December 2018 issue
 - Featured in the [Management Science Review](#) blog
 - Selected media mentions: [Harvard Business Review](#), [Wisconsin State Journal](#), [Becker's Hospital Review](#), [Wisconsin Public Radio](#), [Knowledge@Wharton](#), [Forward Thinking Blog](#), [Healthcare IT News](#), [Healthcare Innovation](#), [Healthcare Dive](#), [MedPage Today](#), [Healthcare Finance](#)
17. **Standardization vs Customization: Finding the Right Balance**
 Sinsky, C.A., H. Bavafa, J.W. Beasley, R.G. Roberts
Annals of Family Medicine, 2021
18. **Building Financial and Health Literacy at Older Ages: The Role of Online Information**
 Bavafa, H., J. Liu, A. Mukherjee
Journal of Consumer Affairs, 2019
19. **The Burgeoning Health Care Needs of Aging Prisoners**
 Bavafa, H., A. Mukherjee
American Economic Association: Papers and Proceedings, 2019
20. **If You're Not Keeping Score, You're Just Practising: A Lean Healthcare Program Evaluation Framework**
 Puterman, M.L., Y. Zhang, S.K. Aydede, B. Palmer, S. MacLeod, H. Bavafa, J. MacKenzie
Healthcare Quarterly, 2013
 - Featured in the [Forward Thinking Blog](#)

WORKING PAPERS

21. **Beyond Fee-for-Service: Designing Comprehensive Contracts for Primary Care**
 Özbek, A.M., H. Bavafa, E.D. Güneş, L. Örmeci
 Revise & Resubmit at *Manufacturing & Service Operations Management*
22. **Regulating Workforce Training and Service Quality: Evidence from Nursing Homes**
 Wang, C., R.J. Batt, H. Bavafa
 Revise & Resubmit at *Manufacturing & Service Operations Management*
23. **No Rest for the Idle: The Impact of Downtime on Productivity**
 Bavafa, H., J. Jónasson
 Under Review

DISTINCTIONS AND AWARDS

- 2025 Winner, *Management Science* Best Paper Award in Operations Management
- 2024 Best Department Editor, *Decision Sciences Journal*
- 2023 Finalist, 2023 SCOR/EGRIE Young Economist Best Paper Award
- 2022 *Manufacturing & Service Operations Management* Meritorious Service Award
- 2022 Finalist, *Manufacturing & Service Operations Management* Best Paper Award
- 2022 Runner-up, College of Behavior in Operations Management Junior Scholar Paper Competition
- 2021 Finalist, Best Paper Award, *Manufacturing & Service Operations Management* Service Management SIG
- 2020 Winner, Jack Meredith Best Paper Award, *Journal of Operations Management*
- 2020 Winner, POMS Best Paper Award Competition in Healthcare Operations Management
- 2020 *Management Science* Distinguished Service Award
- 2020 Mabel W. Chipman Outstanding Junior Faculty Teaching Award
- 2019 *Management Science* Distinguished Service Award
- 2017 *Manufacturing & Service Operations Management* Meritorious Service Award
- 2016 *Management Science* Distinguished Service Award
- 2016 Wisconsin Naming Partners Fellow
- 2016 Educational Innovation Teaching Award, Wisconsin School of Business
- 2009 Mitacs Accelerate (Research fellowship), Vancouver, BC
- 2008 British Columbia Innovation Council (Scholarship), Vancouver, BC
- 2008 Finalist, Simul8 Competition, Canadian Operations Research Society
- 2007 Dean's Entrance Scholarship, University of British Columbia

RESEARCH GRANTS

- 2024 Co-PI, TIAA Institute, *How Do Retirees Spend Their Wealth?*, \$75,000
- 2023 Wisconsin Alumni Research Foundation, \$43,924
- 2022 Co-PI, TIAA Institute, *Increasing Returns to Wealth in Healthy and Work-Free Life*, \$60,000
- 2021 Wisconsin Alumni Research Foundation, \$41,655
- 2020 Co-Investigator, *Reducing Drug Quality Risk*, research team funded \$1.7 million by the U.S. FDA
- 2020 Wisconsin Alumni Research Foundation, \$41,333
- 2018 Wisconsin Alumni Research Foundation, \$44,585
- 2018 Co-Investigator, *Pharmaceutical Quality Score Cards*, research team funded \$1.5 million by the U.S. FDA
- 2017 Wisconsin Alumni Research Foundation, \$44,160
- 2015 Wisconsin Alumni Research Foundation, \$33,345
- 2014 Wisconsin Alumni Research Foundation, \$30,979
- 2013 The Fishman-Davidson Center, The Wharton School
- 2013 Mack Institute for Innovation Management, The Wharton School

PRESENTATIONS

INVITED SEMINARS

- Haskayne School of Business, University of Calgary (2027, scheduled)
- Marriott School of Business, Brigham Young University (2027, scheduled)
- McDonough School of Business, Georgetown University (2026, scheduled)
- Alberta School of Business, University of Alberta (2026)
- Rutgers Business School, Rutgers University (2026)
- Perelman School of Medicine, University of Pennsylvania (2026)
- Leavey School of Business, Santa Clara University (2026)
- Haas School of Business, University of California, Berkeley (2026)

- The Gies College of Business, University of Illinois Urbana-Champaign (2025)
- Bauer College of Business, University of Houston (2025)
- Spears School of Business, Oklahoma State University (2024)
- Lundquist College of Business, University of Oregon (2024)
- Miami Herbert Business School (Business Technology), University of Miami (2024)
- Miami Herbert Business School (Workshop on Healthcare Analytics), University of Miami (2024)
- The D'Amore-McKim School of Business, Northeastern University (2024)
- Indian Institute of Management Calcutta (2024)
- Kühne Logistics University (2023)
- Graduate School of Data Science, Seoul National University (2023)
- David Eccles School of Business, University of Utah (2023)
- Yale School of Management, Yale University (2023)
- The Darden School of Business, University of Virginia (2023)
- Desautels Faculty of Management, McGill University (2022)
- The Kenan-Flagler Business School, UNC at Chapel Hill (2022)
- Sauder School of Business, University of British Columbia (2022)
- Cambridge Judge Business School, University of Cambridge (2022)
- Kellogg School of Management, Northwestern University (2021)
- Carlson School of Management, University of Minnesota (2020)
- Cox School of Business, Southern Methodist University (2020)
- Indian School of Business (2020)
- Goizueta Business School, Emory University (2019)
- UCLA Anderson School of Management (2019)
- Olin Business School, Washington University in St. Louis (2019)
- Indiana University Bloomington (2019)
- Krannert School of Management, Purdue University (2019)
- The Wharton School, University of Pennsylvania (2018, brown bag workshop)
- Graduate School of Management, University of California, Davis (2017)
- Miami Herbert Business School (Management Science), University of Miami (2017)
- Harvard Business School, Harvard University (2014)
- Booth School of Business, University of Chicago (2014)
- Carey Business School, Johns Hopkins University (2014)
- College of Business, University of Illinois at Urbana-Champaign (2014)
- The Kenan-Flagler Business School, UNC at Chapel Hill (2014)
- Cox School of Business, Southern Methodist University (2014)
- Wisconsin School of Business, University of Wisconsin-Madison (2013)
- Lerner College of Business and Economics, University of Delaware (2013)

INVITED ORGANIZER

- *Co-Chair of Contributed Sessions*, INFORMS Annual Meeting 2024
- *Session Organizer*, Public Sector Operations Research, INFORMS Annual Meeting 2024
- *Co-Chair of M&SOM SIG-Day*, Healthcare Track 2024
- *Session Organizer*, Healthcare Contracts, INFORMS Healthcare 2023
- *Session Organizer*, Telemedicine, INFORMS Healthcare 2023
- *Session Organizer*, Public Sector Operations Research, INFORMS Annual Meeting 2022
- *Session Organizer*, Service Operations, INFORMS Annual Meeting 2022
- *Healthcare Track Chair*, INFORMS Annual Meeting 2021
- *Session Organizer*, Empirical Healthcare Operations, INFORMS Healthcare 2021
- *Session Organizer*, Data-Driven Models in Healthcare Operations, POMS Annual Conference 2021
- *Session Organizer*, Healthcare Operations Management, POMS Annual Conference 2021

- *Cluster Chair*, Healthcare Information Technology and Management, INFORMS Healthcare 2019
- *Session Organizer*, Healthcare Operations, INFORMS Healthcare 2019
- *Session Organizer*, Empirical Healthcare Operations, INFORMS Healthcare 2019
- *Session Organizer*, Managing Demand in a Healthcare Setting, INFORMS Healthcare 2019
- *Session Organizer*, Healthcare Analytics, POMS Annual Conference 2019
- *Workshop Organizer*, Predictive Analytics in Operations Management, Academy of Management Annual Meeting 2018
- *Session Organizer*, Healthcare Operations, INFORMS Annual Meeting 2018
- *Session Organizer*, Healthcare Operations, INFORMS Annual Meeting 2017
- *Session Organizer*, Empirical Healthcare Operations, INFORMS Healthcare 2017
- *Session Organizer*, Data-Driven Healthcare Operations, INFORMS Annual Meeting 2016

INVITED CONFERENCE

- Workshop in Management Science, Chile 2026
- *Discussant*: Singapore Management University, Lee Kong Chian School of Business, Operations Management Summer Camp 2024
- *Discussant*: The American Society of Health Economists 2024
- *The Distributional Impact of Fatigue on Performance*, International Conference on Health Care Systems Engineering 2023
- *Quality Improvement Spillovers: Evidence from the Hospital Readmissions Reduction Program*, SIGMA Research Symposium 2023
- *Telemedicine in Primary Care*, Workshop on Emerging Research in Telemedicine, POMS Annual Conference 2022
- *The Variance Learning Curve*, Wharton Empirical Workshop 2020
- *Work after Work: The Impact of New Service Delivery Models on Work Hours*, INFORMS Annual Meeting (2019, 2018), POMS Annual Conference 2019, INFORMS Healthcare 2019
- *Managing Patient Panels with Non-Physician Providers*, INFORMS Annual Meeting 2018, POMS Annual Conference 2019
- *Predictive Analytics in Healthcare: Applications in E-Visits and Drug Recalls*, Academy of Management Annual Meeting 2018, POMS Annual Conference 2019
- *Innovative and Lean Practices in Primary Care*, I-PrACTISE 2017
- *Mining for Content: A Study of E-Visits*, INFORMS Annual Meeting (2015, 2014)
- *The Impact of E-Visits on Visit Frequencies and Patient Health: Evidence from Primary Care*, INFORMS Annual Meeting (2018, 2016, 2015, 2014, 2013), INFORMS Healthcare (2017, 2013), Wharton Empirical Workshop 2013, Society for Institutional & Organizational Economics 2016
- *Redesigning Primary Care Delivery: Customized Office Revisit Intervals and E-Visits*, INFORMS Annual Meeting (2019, 2018, 2015, 2014, 2013, 2012)
- *The Impact of Primary Care Provider Availability on Patient Care*, INFORMS Annual Meeting (2018, 2015, 2013), Wharton Empirical Workshop 2017, POMS Annual Conference (2019), INFORMS Healthcare 2019
- *Managing Portfolio of Elective Surgical Procedures: A Multidimensional Inverse Newsvendor Problem*, INFORMS Annual Meeting (2018, 2015, 2014, 2011)

OTHER PRESENTATIONS

- *Pedagogy Meets Technology in High-Enrollment Courses: Real World Applications and Automated Assessment to Inspire Learning*, EDUCAUSE Annual Conference 2017
- *Can Service Delivery Innovation Save Primary Care?*, Rays of Research, Wisconsin School of Business 2016
- *The Right Mix of Communication Channels*, Erdman Center Board Meeting, Wisconsin School of Business 2016
- *Learning Actively in Traditional Classrooms: Lessons from the Wisconsin School of Business*, Teaching & Learning Symposium 2015
- *Bringing Business Analytics to the BBAs*, Erdman Center Board Meeting 2015, All Faculty and Staff Meeting 2015

ACADEMIC COMMUNITY CONTRIBUTIONS

AD HOC JOURNAL REVIEWER

Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Journal of Operations Management, The RAND Journal of Economics, Naval Research Logistics, IIE Transactions on Healthcare Systems Engineering, Socio-Economic Planning Sciences

COMPETITION JUDGE

Pierskalla Award Committee (2026), M&SOM Student Paper Competition (2026), POMS Best Paper Award for the College of Healthcare Operations Management (2026), M&SOM Student Paper Competition (2025), Seth Bonder Scholarship for Applied Operations Research in Health Services (2025), Pierskalla Award Committee (2025), INFORMS Health Application Society Student Paper Competition (2025), Healthcare SIG for M&SOM (2025), POMS College of Healthcare Operations Management Best Paper Competition (2025), M&SOM Student Paper Competition (2024), Pierskalla Award for The Health Applications Society of INFORMS (2024), M&SOM Student Paper Competition (2023), Pierskalla Award for The Health Applications Society of INFORMS (2023), Healthcare SIG for M&SOM (2023), INFORMS Health Application Society Student Paper Competition (2023), INFORMS IBM Best Student Paper Award Competition (2022), M&SOM Student Paper Competition (2022), Pierskalla Award Committee (2022), Decision Sciences Journal Best Paper Award (2022), Healthcare SIG for M&SOM (2022), Decision Sciences Journal Best Paper Award (2021), M&SOM Practice-Based Competition (2021), Pierskalla Award for The Health Applications Society of INFORMS (2021), INFORMS Health Application Society Student Paper Competition (2021), Healthcare SIG for M&SOM (2021), Elwood Buffa Dissertation Award for Decision Sciences Institute (2021), M&SOM Student Paper Competition (2020), Pierskalla Award for The Health Applications Society of INFORMS (2020), Healthcare SIG for M&SOM Conference (2020), Supply Chain SIG for M&SOM Conference (2020), INFORMS Poster Competition (2020), Pierskalla Award for The Health Applications Society of INFORMS (2019), Healthcare SIG for M&SOM Conference (2019), Healthcare SIG for M&SOM Conference (2018), POMS College of Healthcare Operations Management Best Paper Competition (2017), Healthcare SIG for M&SOM Conference (2016), INFORMS Health Application Society Student Paper Competition (2015)

OTHER REVIEW ACTIVITIES

2023 INFORMS TutORial series

Scientific reviewer for UW Institute for Clinical & Translational Research (ICTR) pilot grant

SERVICE

Chair of Tenure-Track Development and Evaluation Committee (OIM), 2026-Present

OIM Department Ph.D. Committee, 2026-Present

Ph.D. Coordinator, OIM Department, 2022-2026

Wisconsin School of Business PhD and Research Committee, 2022-Present

Senior Mentor in the Junior Faculty Mentoring Program, 2021-Present

Faculty Seminar Series Coordinator, OIM Department, 2019-2024

Wisconsin School of Business Undergraduate Curriculum Committee, 2016

TEACHING

UNDERGRADUATE

Business Analytics, Wisconsin School of Business (2014-Present), Instructor

- Developed as a new course in Fall 2014
- Became a required core course for all business undergraduates in 2015
- Related articles: [Innovation in Course Design Drives New Level of Learning for Business Analytics Students](#), [WSB Faculty Showcase Classroom Innovations](#), [New initiative sparks educational innovation and students reap the benefits](#)

Introduction to Operations and Information Management, The Wharton School (2014), Teaching Assistant

Logistics and Operations Management, The Sauder School of Business (2009), Teaching Assistant

MBA

Quality and Productivity, The Wharton School (2011-2013), Teaching Assistant

Supply Chain Management, The Wharton School (2011), Teaching Assistant

Decision Models and Uncertainty, The Wharton School (2010), Teaching Assistant

Innovation, The Wharton School (2011, 2013), Teaching Assistant

Analyzing Business Processes, The Sauder School of Business (2009), Teaching Assistant

EXECUTIVE EDUCATION

Quality and Productivity, The Wharton School (2012, 2013), Teaching Assistant

Innovation, The Wharton School (2012), Teaching Assistant

ONLINE EDUCATION

Introduction to Operations Management, [Coursera.org](#), 200,000+ registered students (2012-2014), Teaching Assistant

PH.D.

Frontiers in Operations Management Research (2025), Instructor

STUDENT ADVISING

Ph.D. Committee Chair

Muxin Li, Ph.D. student (ongoing)

Catherine (Daixuan) Wang, Ph.D. student (ongoing)

Mohamad Soltani, Ph.D. (2020), *Placement*: Alberta School of Business, University of Alberta

Ph.D. Committee Member

Ali Mete Özbek, Ph.D. (2025), Department of Industrial Engineering, Koç University

Hossein Hejazian, Ph.D. (2024), Desautels Faculty of Management, McGill University

Arshya Feizi, Ph.D. (2022), Questrom School of Business, Boston University

Amonsiri Vilasdaechanont, Ph.D. (2016), Industrial and Systems Engineering, UW-Madison

Haleh Ramian, M.Sc. (2016), Population Health Sciences, UW-Madison

Undergraduate & Master's

Dan Schauer, BBA (2021)

INDUSTRY EXPERIENCE

Provincial Health Services Authority of British Columbia

2009

Researcher, Lean Initiative Evaluation

Centre for Operations Excellence, University of British Columbia

2008

Project Analyst, "Appointment Booking and Scheduling Improvement" at a major Canadian hospital

PROFESSIONAL AFFILIATIONS

The Institute for Operations Research & the Management Sciences (INFORMS)

Manufacturing & Service Operations Management (M&SOM)

Production & Operations Management Society (POMS)

Academy of Management

Erdman Center for Operations & Technology Management, UW-Madison

The Center for Demography of Health & Aging, UW-Madison