

Conference venue:
Atria Toulouse Compans Caffarelli
Boulevard Lascrosses – Toulouse
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Conference on
“Health Economics and the Pharmaceutical Industry”
Toulouse, January 25-26, 2008

Program

FRIDAY, January 25, 2008

Welcoming address: Patrick Rey (Toulouse School of Economics & IDEI)

9:00 – 10:00 Plenary Session

Chair: P. Rey (Toulouse School of Economics & IDEI)

Room: Amphi Verdi

- **P. Danzon** (University of Pennsylvania)
“Effects of Regulation on Drug Launch and Pricing in Interdependent Markets”

10:00 - 10:15 Coffee Break

10:15 – 12:30 Parallel session: Empirical Health Insurance

Chair: H. Cremer (Toulouse School of Economics & IDEI)

Room: Amphi Verdi

- **N. Jorgensen** (Alcalà de Henares University)
“The Effect of Double Insurance Coverage on Prevention”
Discussant: P. Y. Geoffard (Paris School of Economics)
- **T. L. Regan** (University of Miami) and G. Gumus (Florida International University and IZA)
“Tax Incentives as a Solution to the Uninsured: Evidence from the Self-Employed”
Discussant: K. Lamiraud (Institute of Health Economics and Management & DEEP-HEC, University of Lausanne)
- **A. Gavazza** (School of Management and Cowles Foundation, Yale University) and H. Fang (Duke University)
“Dynamic Inefficiencies in Employment-Based Health Insurance: Theory and Evidence”
Discussant: T. Magnac (Toulouse School of Economics and IDEI)

10:15 – 12:30 Parallel session: Antitrust

Chair: P. Rey (Toulouse School of Economics & IDEI)

Room: Seria 1

- **J. Coronado** (Universitat Pompeu Fabra), S. Jiménez-Martín (Universitat Pompeu Fabra and IAE) and P. L. Marín (Universitat Carlos III and CEPR)
“Multimarket Contact in Pharmaceutical Markets”
Discussant: **J. Miklós-Thal** (University of Mannheim)
- **C. Desogus** (University of Bologna)
“Strategic Pricing and Antitrust Issues in the European Pharmaceutical Market: the Case of Dual Pricing”
Discussant: **F. Berges** (Toulouse School of Economics, IDEI and INRA)
- **F. Müller-Langer** (University of Hamburg)
“Parallel Trade and the Pricing of Pharmaceutical Products in a Double Marginalization Game”
Discussant: **C. Crampes** (Toulouse School of Economics and IDEI)

12:30 - 14:00 Lunch

14:00 - 16:15 Parallel session: Health Insurance Theory

Chair: J-C. Rochet (Toulouse School of Economics & IDEI)

Room: Amphi Verdi

- **F. Barigozzi** (University of Bologna) and D. Henriët (University of Marseille, Egim and Idep)
“Endogenous Information and Self-Insurance in Insurance Markets: a Welfare Analysis”
Discussant: **P. Bontems** (Toulouse School of Economics, INRA and IDEI)
- **S. Grassi** and C. A. Ma (Boston University)
“Subsidy Design and Asymmetric Information: Wealth versus Benefits”
Discussant: **J-M. Lozachmeur** (Toulouse School of Economics and IDEI)
- **C. Goulão** (Universidad de Alicante)
“Voluntary Social Insurance”
Discussant: **S. Grassi** (University of Milan)

14:00 - 16:15 Parallel session: Research and Development

Chair: G. Friebel (Toulouse School of Economics & IDEI)

Room: Seria 1

- **M. Dahm** (Universitat Rovira i Virgili), P. González (Universidad Pablo de Olavide) and N. Porteiro (Universidad Pablo de Olavide)
“The Economics of Investment in Clinical Trials”
Discussant: **F. Gasmí** (Toulouse School of Economics and IDEI)
- **L. Magazzini** (University of Verona), F. Pammolli (University of Florence and IMT, Lucca) and M. Riccaboni (University of Florence)
“Patent Value and R&D Competition”
Discussant: **M. Dahm** (Universitat Rovira i Virgili)
- **C. Ornaghi** (University of Southampton)
“Mergers and Innovation in Big Pharma”
Discussant: **O. Bertrand** (Toulouse School of Economics)

16:15 – 16:30 Coffee Break

16:30-18:00 Roundtable: Regulation and Innovation in the Pharmaceutical Industry

Chair: C. Crampes (Toulouse School of Economics & IDEI)

Room: Amphi Verdi

P. Danzon (University of Pennsylvania),
P. Y. Geoffard (Paris School of Economics),
J.M. Hotton (Pfizer, France),
L. Rochaix (Membre du Collège, Haute Autorité de Santé)

20h00 Conference Dinner

9h00 – 11h15 Parallel session: Demand Prescription

Chair: PY Geoffard (Paris School of Economics)

Room: Amphi Verdi

- **A. Ching** (Rotman School of Management, University of Toronto) and M. Ishihara
“The Effects of Detailing on Prescribing Decisions under Two-Sided Learning”
Discussant: **N. Jorgensen (Alcalà de Henares University)**
- **J. Jayawardhana** (Center for Health Economic and Policy Studies Medical University of South Carolina)
“Direct-to-Consumer Advertising and Welfare”
Discussant: **M. Reisinger (University of Munich)**
- **L. Boonen** (Institute of Health Policy and Management, Erasmus University of Rotterdam), X. Koolman and F. Schut
“Which Preferred Providers are Really Preferred ?Evidence of a Discrete Choice Experiment”
Discussant: **N. Pistolesi (Toulouse School of Economics)**

9h00 – 11h15 Parallel session: Retail Price Regulation

Chair: A. Bommier (Toulouse School of Economics)

Room: Seria 1

- **I. Jelovac** (CREPP and Université de Liège), B. G. Marinoso (School of Economics and Social Studies) and P. Olivella (Universitat Autònoma de Barcelona)
“External Referencing and Pharmaceutical Price Negotiation”
Discussant: **R. Morais (Toulouse School of Economics and UCL)**
- **S. Jiménez-Martín** (Universitat Pompeu Fabra and IAE) and A. Cabrales (Universidad Carlos III de Madrid)
“The Determinants of Pricing in Pharmaceuticals: Are U.S. Prices really Higher than those of Canada? ”
Discussant: **P. Seabright (Toulouse School of Economics and IDEI)**
- **K. R. Brekke** (Norwegian School of Economics and Business Administration), T. Helge Holmas (Institute for research in Economics and Business Administration) and O. Rune Straume (University of Minho)
“Regulation, Generic Competition and Pharmaceutical Prices: Theory and Evidence from a Natural Experiment”
Discussant: **D. Bardey (Toulouse School of Economics and University of Rosario)**

11h15-11h30 Coffee Break

11h30-12h30 Plenary Session

Chair: J. Tirole (Toulouse School of Economics & IDEI)

Room: Amphi Verdi

- **F. Scott-Morton** (Yale School of Management) and M. Duggan (University of Maryland)
“The Effect of Medicare Part D on Pharmaceutical Prices and Utilization”

12h30-14h00 Lunch

14h00-15h30 Parallel Session: Health Empirical

Chair: D. Bardey (Toulouse School of Economics & Univ. of Rosario)

Room: Amphi Verdi

- **K. Lamiraud**, K. von Bremen (Institute of Health Economics and Management and DEEP-HEC, University of Lausanne) and C. Donaldson (Institute of Health and Society, Newcastle University)
“The Impact of Information on Patient Preferences in Different Delivery Patterns: A Contingent Valuation Study of Prescription versus OTC Drugs”
Discussant: **C. Ornaghi (University of Southampton)**

- **M. H. Vargas** Barrenechea and M. Elhewaihi (Bielefeld University)
“*What is the Impact of Duplicate Coverage on the Demand for Health Care in Germany?*”
Discussant: **K. Brekke** (Norwegian School of Economics and Business Administration)
- **A. Balan Cohen** (Tufts University)
“*Healthy, Wealthy and Wise? The Impact of the Old Age Assistance Program on Elderly Mortality in the United States*”
Discussant: **A. Bommier** (Toulouse School of Economics)

14h00-15h30 Parallel Session: Health Expenditure Regulation

Chair: **P. Dubois** (Toulouse School of Economics, IDEI, INRA)

Room: **Seria 1**

- **E. Auriol** (Arqade and IDEI, Toulouse School of Economics) and P. M. Picard (Catholic University of Louvain)
“*Government Outsourcing: Public Contracting with Private Monopoly*”
Discussant: **G. Calzolari** (University of Bologna)
- **N. Potrafke** (Humboldt University Berlin)
“*Public Health Expenditures in OECD Countries: Does policy matter?*”
Discussant: **S. Ambec** (Toulouse School of Economics and INRA)
- **X. Martinez-Giralt** (Universitat Autònoma de Barcelona) and P. Pita Barros (Universidade Nova de Lisboa and CEPR)
“*On international Cost-Sharing of Pharmaceutical R&D*”
Discussant: **W. Sand-Zantman** (Toulouse School of Economics and IDEI)

15h30-15h45 Coffee Break

15h45-17h15 Parallel Session: Health Expenditure

Chair: **B. Jullien** (Toulouse School of Economics & IDEI)

Room: **Amphi Verdi**

- **C. P. Adams** and V. V. Brantner (Bureau of Economics, Federal Trade Commission)
“*Spending on New Drug Development*”
Discussant: **N. Treich** (Toulouse School of Economics and INRA)
- **C. Cardoso** (Polytechnic Institute of Cávado and Ave, Faculty of Economics, University of Porto) and N. Sousa Pereira (Faculty of Economics, University of Porto)
“*Survival of Branded Drugs*”
Discussant: **D. Bardey** (Toulouse School of Economics and University of Rosario)
- **S. Ambec** (Toulouse School of Economics and INRA)
“*Welfare Criteria to Rank Lifesaving Drug Prices*”
Discussant: **X. Martinez-Giralt** (Universitat Autònoma de Barcelona)

15h45-17h15 Parallel Session: Research and Development

Chair: **P. Seabright** (Toulouse School of Economics & IDEI)

Room: **Seria 1**

- **J. J. Ganuza** (Universitat Pompeu Fabra), G. Llobet (CEMFI) and B. Domínguez (BBVA)
“*R&D in the Pharmaceutical Industry: A World of Small Innovations*”
Discussant: **S. Caprice** (Toulouse School of Economics and INRA)
- **P. Cleanthous** (University of Cyprus) and W. Kim (Yale University)
“*Innovate or Imitate? Strategic Innovation Decision in the Pharmaceutical Industry*”
Discussant: **S. Piccolo** (University of Naples and Toulouse School of Economics)

The scientific committee is composed of:

David Bardey (TSE, University of Rosario, Bogota)

Helmuth Cremer (Toulouse School of Economics, GREMAQ, IDEI)

Patricia Danzon (The Wharton School, University of Pennsylvania)

Pierre Dubois (Toulouse School of Economics, GREMAQ, INRA, IDEI)

Pierre-Yves Geoffard (Paris-Jourdan Sciences Economiques)

Bruno Jullien (Toulouse School of Economics, GREMAQ, IDEI)

Ching-To Albert Ma (Boston University)

Pedro Pita Barros (Universidade Nova de Lisboa)

The organizers: **David Bardey, Pierre Dubois and Bruno Jullien.**

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