

Léa Bignon

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Personal information

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Last updated: October 2024

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EDUCATION

Doctoral studies

Ph.D. in Economics, Toulouse School of Economics

Expected 2025

Visiting scholar, UC Berkeley Haas School of Business

Winter 2023

Prior Education

M.Sc. in Economics, Ecole Polytechnique and ENSAE ParisTech

2017

B.A. in Economics, Ecole Normale Supérieure (ENS) Paris-Saclay

2015

REFERENCES

Pierre Dubois

Toulouse School of Economics

pierre.dubois@tse-fr.eu

Matthew Backus

UC Berkeley, Haas School of Business

backus@berkeley.edu

Matthew Grennan

Emory University

matthewgrennan@gmail.com

Bruno Jullien

Toulouse School of Economics

bruno.jullien@tse-fr.eu

RESEARCH INTERESTS

Primary field: Industrial Organization

Secondary fields: Health Care, Health Economics, Applied Microeconomics

TEACHING EXPERIENCE

Teaching Assistant

Toulouse School of Economics

Intermediate Econometrics, graduate

Fall 2022

Program Evaluation, graduate

Winter 2022

Industrial Organization, undergraduate

Winter 2021, Winter 2022

Econometrics, undergraduate (in French)

Fall 2019

Microeconomics, undergraduate (in French)

Fall 2019

RELEVANT POSITIONS

| | |
|-------------------------------------------------------------|-----------|
| Research Assistant to Laura Lasio, McGill University | 2018-2019 |
| Analyst at Compass Lexecon, Paris | 2017-2018 |

FELLOWSHIPS AND AWARDS

| | |
|------------------------------------------------------------------------------------|-----------|
| Mobility grant Toulouse School of Economics, Université Toulouse 1 | 2023 |
| Teaching award Best TA, First-year Graduate level, International track, TSE | 2022-2023 |
| Teaching award Best TA, Undergraduate level, TSE | 2020-2021 |
| Doctoral fellowship French Ministry of Research | 2019 |
| Full fellowship Elève Normalienne, ENS Paris-Saclay | 2014-2018 |

JOB MARKET PAPER

Pharmaceuticals and Digital Health: How Data-driven Insights May Reshape the Insulin Market

This paper analyzes how insights from digital health data influence pharmaceutical markets. I focus on the impact of Continuous Glucose Monitors (CGMs) on insulin choice. I develop and estimate a tractable model of supply and demand for insulin embedding: (i) patient-specific learning about treatment performance through the digital device, (ii) physician-level learning about new drugs based on patient experiences and (iii) price bargaining by pharmaceutical companies and the regulator, both internalizing demand-side learning. Using French medical claims data, I find that CGMs provided patient-specific insights that steered device users toward newer insulins, with limited information spillovers to non-users. As these new criteria enter pharmaceutical demand, they alter the perceived product differentiation, and by doing so, I document how they can further affect the relative profitability of new drugs and shape future pharmaceutical innovations.

WORKING PAPER

Strategic tier design in Health insurance: The case of Medicare part D with Alessandro Iaria & Laura Lasio

We study the role of tier design in Medicare Part D. In the period 2013-2017, plans expanded the number of tiers in their formularies from three/four to five and systematically shifted generics to higher tiers subject to higher cost sharing. The systematic tier upgrading caused significant increases in the out-of-pocket costs, up to 6 times for some generics. This resulted in additional average per-enrollee spending on generics of \$76 in 2017, totalling \$1.5 billion for the Part D population, and increased mortality by 5.4% due to reduced utilization of generics with documented mortality benefits.

WORK IN PROGRESS

Biologic drugs and learning-by-doing with Pierre Dubois

The consequences of monitoring drug abuse: Physicians behavior towards secured prescription pads

PROFESSIONAL ACTIVITIES

Referee: Journal of the European Economic Association

Service: TSE-R Laboratory council PhD students representative (2021-2025), Women in Economics at TSE Event organizer (2021-2024)

PRESENTATIONS

2024 2nd CEPR Health Economics Conference, European Winter Meeting Econometrics Society (scheduled)

2023 EARIE

OTHER INFORMATION

Software Matlab, R, SQL, Stata

Languages English (fluent), French (native)