

Léa Bignon

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Personal information

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Last updated: October 2024

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EDUCATION

Doctoral studies

<i>Ph.D. in Economics</i> , Toulouse School of Economics	Expected 2025
<i>Visiting scholar</i> , UC Berkeley Haas School of Business	Winter 2023

Prior Education

<i>M.Sc. in Economics</i> , Ecole Polytechnique and ENSAE ParisTech	2017
<i>B.A. in Economics</i> , Ecole Normale Supérieure (ENS) Paris-Saclay	2015

REFERENCES

Pierre Dubois
Toulouse School of Economics
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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	
<i>Intermediate Econometrics</i> , graduate	Fall 2022
<i>Program Evaluation</i> , graduate	Winter 2022
<i>Industrial Organization</i> , undergraduate	Winter 2021, Winter 2022
<i>Econometrics</i> , undergraduate (in French)	Fall 2019
<i>Microeconomics</i> , 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

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)