Léa Bignon

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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

Digital health technologies, such as Continuous Glucose Monitors (CGMs), are transforming the availability of patient-level data, potentially influencing healthcare markets more broadly. This paper examines how CGMs influence the insulin market, shedding light on the impact of digital health technologies on pharmaceutical demand, pricing, and innovation incentives. 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 insulin products based on patient experiences, and (iii) price bargaining by pharmaceutical companies and the regulator, both internalizing demand-side learning. Using comprehensive medical claims data from France, where expanded CGM coverage boosted technology adoption, I find that CGMs' patient-specific information steered insulin demand toward newer products, with limited information spillover to non-users. Manufacturers of drugs that benefited from higher perceived quality, thanks to the observability of these attributes, could negotiate higher drug prices. My findings indicate that the introduction of these new *observable* attributes into pharmaceutical demand can shift the relative profitability of drug innovation strategies, thereby shaping future pharmaceutical innovation.

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 system- atically 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)