

# Léa Bignon

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## Contact details

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## Personal information

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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](mailto:pierre.dubois@tse-fr.eu)

Matthew Backus

UC Berkeley, Haas School of Business

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## 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

<b>Research Assistant</b> to Laura Lasio, McGill University	2018-2019
<b>Analyst</b> at Compass Lexecon, Paris	2017-2018

## FELLOWSHIPS AND AWARDS

<b>Mobility grant</b> Toulouse School of Economics, Université Toulouse 1	2023
<b>Teaching award</b> Best TA, First-year Graduate level, International track, TSE	2022-2023
<b>Teaching award</b> Best TA, Undergraduate level, TSE	2020-2021
<b>Doctoral fellowship</b> French Ministry of Research	2019
<b>Full fellowship</b> 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 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, CEPR-IO Gathering (Online), European Winter Meeting Econometric Society (scheduled)

**2023** EARIE

## OTHER INFORMATION

**Software** Matlab, R, SQL, Stata

**Languages** English (fluent), French (native)