

# Léa Bignon

[lea.bignon@tse-fr.eu](mailto:lea.bignon@tse-fr.eu)

## Contact details

Toulouse School of Economics

1, Esplanade de l'Université,

31000 Toulouse

<https://leabignon.github.io>

## Personal information

Citizenship: French

Mobile: +33 7 86 40 40 99

*Last updated: October 2024*

## TSE Placement Officer

Ulrich Hege

[ulrich.hege@tse-fr.eu](mailto:ulrich.hege@tse-fr.eu)

+33 5 61 12 86 01

## TSE Placement Administrator

Louise Strachan

[louise.strachan@tse-fr.eu](mailto:louise.strachan@tse-fr.eu)

+33 5 61 12 87 65

## 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

[backus@berkeley.edu](mailto:backus@berkeley.edu)

Matthew Grennan

Emory University

[matthewgrennan@gmail.com](mailto:matthewgrennan@gmail.com)

Bruno Jullien

Toulouse School of Economics

[bruno.jullien@tse-fr.eu](mailto: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

<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**

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

<b>Software</b>	Matlab, R, SQL, Stata
<b>Languages</b>	English (fluent), French (native)