



5th Workshop in Behavioral and Experimental Health Economics

December 7 and 8, 2017

Center for the Economic Analysis of Risk

Department of Risk Management and Insurance, Robinson College of Business

Georgia State University, Atlanta <http://cear.gsu.edu>

General Information

Following the success of previous workshops in Oslo, Hamilton, Essen and Cologne, we are pleased to host the **5th Workshop on Behavioral and Experimental Health Economics** in Atlanta. The workshop brings together economists who apply behavioral economics and experimental methods in health economics research to present and discuss their research papers. We also welcome researchers from related fields, such as Public Health, Epidemiology and Medicine. We welcome contributions on all topics within health economics using experimental methods and behavioral economics applications.

For each paper, we allocate 60 minutes to provide speakers with the opportunity for an in-depth presentation of their work. All sessions will be plenary in style. Speakers should plan for a 40 to 45 minute presentation, with the remaining time to allow for questions from the audience and a general discussion.

The primary keynote address will be given by **Professor Judd Kessler** from the Wharton School at the University of Pennsylvania: <http://assets.wharton.upenn.edu/~juddk/>. Judd received a B.A. in Economics from Harvard University in 2004, an M.Phil. in Economics from Cambridge University in 2005, and a Ph.D. in Business Economics from Harvard University in 2011. In his research he uses a combination of laboratory and field experiments to answer questions in Public Economics and market design. He investigates the economic and psychological forces that motivate individuals to contribute to public goods, with applications including organ donation, worker effort, and charitable giving. He also investigates market design innovations, placing particular emphasis on bringing market design from theory to practice, with applications including course allocation and priority systems for organ allocation. Judd's research has appeared in general interest journals including the *American Economic Review*, the *Quarterly Journal of Economics*, and *Management Science*, as well as specialist journals such as *Health Economics* and *American Journal of Transplantation*, *Annals of Internal Medicine*, and the *Journal of General Internal Medicine*.

This year the Workshop on Behavioral and Experimental Health Economics will overlap for one day, by design, with another annual workshop co-sponsored by CEAR on Behavioral Insurance. The reason is that the topics overlap, and this provides an opportunity for intellectual arbitrage. The keynote address for the Behavioral Insurance workshop will also be given on the overlap day, and will be given by **Professor Ben Handel** from the University of California, Berkeley: <http://eml.berkeley.edu/~bhandel/>. Ben received an A.B. in Economics from Princeton in 2004, an M.A. in Economics from Northwestern University in 2005, and a Ph.D. in Economics from Northwestern University in 2010, and completed a postdoctoral fellowship with the Robert Wood Johnson Foundation in 2011. His research focuses on the microeconomics of consumer choice and market structure in the health care sector, with an emphasis on health insurance markets. His most recent research has emphasized the role that consumer choice frictions, such as inertia and limited information, can have when assessing the welfare outcomes of different regulatory policies in health insurance markets. In addition, his work studies incentive design and adoption of information technology by medical providers. Ben has partnered with a range of large firms and policy organizations in the health care sector to study questions in these areas. Ben has published on health insurance issues in *Econometrica*, the *American Economic Review*, and the *Quarterly Journal of Economics*.

Scientific Committee

James Cox (GSU, Economics)

Matteo M. Galizzi (LSE)

Glenn Harrison (GSU, Risk Management & Insurance): chair

Heike Hennig-Schmidt (University of Bonn)

John F. Sweeney (Emory University School of Medicine)

Daniel Wiesen (University of Cologne)

Lodging

All presenters and discussants must make lodging requests directly with CEAR at cear@gsu.edu.

For all other attendees requiring lodging, you need to make your own reservations directly. CEAR recommends the [Courtyard Atlanta Buckhead](#) or the [DoubleTree Hilton Buckhead](#); both of these hotels are within walking distance to the workshop venue. There are other hotels in the area that offer different levels of accommodation, and can be found with a quick Google search.

Funding

CEAR will provide travel and lodging expenses for presenters. The usual university guidelines apply, and those will be communicated via email.

Registration

Can be done here – <https://www.eventbrite.com/e/5th-workshop-in-behavioral-and-experimental-health-economics-tickets-38787952811>.

Registration is required for anyone wanting to attend this workshop, and there is a small fee. Registration admits you into the workshop and an invitation to the hosted dinner. You will be contacted after you're registered regarding the dinner.

*Note that presenters and the scientific committee are already registered and are not required to do so again. Also, current faculty and PhD students of Georgia State University need to register, but the fee will be waived via a "promotional code". If you need that code, please contact cear@gsu.edu using your official @gsu.edu email address.

Location

The symposium will be held at the [Georgia State University Buckhead Center](#), in Room 1203 on the **12th floor**. The address is Tower Place 200, 3348 Peachtree Rd. NE, Atlanta, GA 30326. Detailed directions are below and can also be found on the [Buckhead Center's page](#).

Directions

MARTA Subway:

Take the North Springs line (Red Line) to the Buckhead N7 Station; follow the first exit out of the station and turn right on Peachtree Road (away from Lenox Square Mall); turn right again immediately after the Capital City Plaza building (before Fresh 2 Order Restaurant); follow the sidewalk on the left – it will lead you around to the front entrance of Tower Place 200.

One-way Rail Rides cost \$2.50. Tickets can be easily purchased from vending machines at all MARTA stations. This is by far the easiest method, and is on a direct line to Atlanta International Airport. Here is a map of the [MARTA rail system](#).

Driving: (use the following address – **Tower Place Drive NE 30326**)

From SOUTH of Atlanta: Follow I-85 North to GA 400. Exit at Lenox Road (first exit, before the toll plaza). Stay in the far left lane and turn left off the exit onto Lenox Road. At the next light, turn left onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

From NORTH of Atlanta on I-85: Take I-85 South to the North Druid Hills exit. Turn right onto North Druid Hills Road. Go through two traffic lights. Stay in the left lane and continue straight onto E. Roxboro Road at the split. Turn left onto Peachtree Road. Turn right onto Lenox Road/Paul Coverdell Memorial Parkway. After you cross GA 400, turn left at the first light onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

From NORTH of Atlanta on I-75: From I-75 South, take Exit 251 for I-85 North toward Greenville. Merge onto I-85. Take Exit 87 onto GA-400 N toward Buckhead. Take the Lenox Road exit and turn left. Turn left at the first light onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

From NORTH of Atlanta on GA-400: Take 400 South. Follow Exit #2 GA 141 Connector to Buckhead. Make a right onto Lenox Road. At the next light, turn left onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

From Peachtree/Piedmont Roads: From Peachtree, turn north on Piedmont Rd. (If coming south on Peachtree, turn right on Piedmont. If coming north on Peachtree, turn left on Piedmont.) From Piedmont Road, turn onto Lenox Road. At the first light, turn right onto Tower Place Drive NE. (You will see On The Border Mexican Restaurant as a landmark.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

Parking *(one option)*

The Tower Place 200 parking deck rate is \$2 every 30 minutes, with a maximum daily rate of \$18. Validation tickets will be arranged for presenters, discussants, and registered conference participants. An attendant is on duty until 8 pm on weekdays only. A payment machine is available after hours.

After you have parked, take the garage elevator down to the ground level – this will lead you directly into the lobby of Tower Place 200. Once in the lobby of the building, take the lobby elevator to the 12th floor, Room 1203.

PROGRAM

THURSDAY – DECEMBER 7, 2017

08:30 – 08:50	Breakfast (provided)
08:50 – 09:00	Welcome & Introductions
09:00 – 10:00	Title: “Deductibles And Health Care Utilization - An Experiment On The Role Of Forward-Looking Behavior” Presenter: Nadja Kairies-Schwarz (University of Duisburg-Essen & CINCH)
10:00 – 10:15	Break
10:15 – 11:15	Title: “Incentivizing Efficient Utilization Without Reducing Access: The Case Against Cost-Sharing In Insurance” Presenter: Markus Fels (Karlsruhe Institute of Technology)
11:15 – 11:30	Break and Keynote Introduction
11:30 – 12:30	Keynote: “Behavioral Consumers and Health Care Markets: Methodology and Applications” Professor Ben Handel (University of California, Berkeley)
12:30 – 13:30	Lunch (provided)
13:30 – 14:30	Title: “The Buyer's Curse” Presenter: Maryaline Catillon (Harvard University)
14:30 – 14:45	Break
14:45 – 15:45	Title: “Temporal Stability, Cross-Validity, And External Validity Of Risk Taking Measures: Experimental Evidence From A UK Representative Sample” Presenter: Matteo Galizzi (London School of Economics)
15:45 – 16:45	Title: “Physician Performance Pay: Experimental Evidence” Presenter: Daniel Wiesen (University of Cologne)
16:45 – 17:00	Break and Keynote Introduction
17:00 – 18:00	Keynote: “Experimental Investigations of Organ Donation” Professor Judd Kessler (Wharton School of Business, University of Pennsylvania)
18:00 – 18:30	Announcements and walk to Conference Dinner
18:30 – TBD	Dinner for BOTH conferences (Behavioral Insurance & Behavioral and Experimental Health Economics)

FRIDAY – DECEMBER 8, 2017

08:30 – 08:50	Breakfast (provided)
08:50 – 09:00	Welcome & Introductions
09:00 – 10:00	Title: “Giving Life And Saving Lives: Motivating Cord Blood Donation With Information And Behavioral Nudges” Presenter: Daniela Grieco (Bocconi University)
10:00 – 11:00	Title: “Nudges In The Restroom: How Hand-Washing Can Be Impacted By Environmental Cues” Presenter: Calvin Blackwell (College of Charleston)
11:00 – 11:15	Break
11:15 – 12:15	Title: “Approximating Randomized Experiments With Non-Experimental Data: A Case Study From Tobacco Litigation” Presenter: Glenn Harrison (CEAR, Georgia State University)
12:15 – 13:00	Lunch (provided)
13:00 – 14:00	Title: “Point of Care Support for Hospital Discharge Decision Making” Presenters: James C. Cox (Georgia State University), John Sweeney (Emory University) and Vjollca Sadiraj (Georgia State University)
14:00 – 14:15	Break
14:15 – 15:15	Title: “Equity In Health Care: A Field Experiment On The Effect Of Socioeconomic Status On Access To Outpatient Care” Presenter: Christian Waibel (ETH Zurich)
15:15 – 16:15	Title: “Identity Priming To Reduce Risk: A Flu Vaccination Field Experiment” Presenter: Irene Mussio (University of Massachusetts Amherst)
16:15 – 16:30	Break
16:30 – 17:30	Title: “Who Benefits From Physician Competition? A Laboratory Experiment On The Relevance Of Patients' Mobility And State Of Health” Presenter: Jeannette Brosig-Koch (University of Duisburg-Essen)
17:30	Concluding Remarks
