



**Call for Papers: Deadline October 15, 2007**

The Institut D'Economie Industrielle (IDEI, Toulouse) is organizing a conference on health economics and the pharmaceutical industry in Toulouse on **January 25 and 26, 2008**.

This conference will cover in particular the following topics (the list is not exhaustive):

**Industry Regulation and Consequences**

- Regulation and reimbursement of new products.
- Impact of advertising and marketing restrictions on patients and doctors.

**Industrial organization of the drug industry (and of other parts of the health sector)**

- Drivers of innovation in the health care and the drug industry.
- Intellectual property policy, patents and innovation.

**Health System Reform, with a special emphasis on European health systems**

- Potential for market oriented solutions to provide affordable and sustainable health care.
- Consumer behaviour; health related expenditures; consequences of insurance.

**Economics and Value of Health:**

- Determinants of health.
- Value of health, including the consequences of better health for economic growth and patient welfare.
- Health expenses as investment vs. consumption.

**The scientific committee** is composed of:

**David Bardey** (GREMAQ, University of Rosario, Bogota), **Helmuth Cremer** (Toulouse School of Economics, GREMAQ, IDEI), **Patricia Danzon** (The Wharton School, University of Pennsylvania), **Pierre Dubois** (Toulouse School of Economics, GREMAQ, INRA, IDEI), **Pierre-Yves Geoffard** (Paris-Jourdan Sciences Economiques), **Bruno Jullien** (Toulouse School of Economics, GREMAQ, IDEI), **Ching-To Albert Ma** (Boston University), **Pedro Pita Barros** (Universidade Nova de Lisboa)

**Submission of papers:**

Papers must be submitted by e-mail at [health@cict.fr](mailto:health@cict.fr) by **October 15, 2007**.

The program and list of presenters will be confirmed and notification will be made to presenters by November 15, 2007.

**Ticket fares** are reimbursed to speakers on a negotiated basis and their hotel room paid directly by the conference organizing committee (this does not apply to co-authors). Please indicate on your reply form whether you will be able to cover your own travel costs, or whether you will require funding.

**The registration fee** for non speaker participants is **250 € plus 100 €** for lunches and conference dinner. Both fees are waived for speakers, discussants and IDEI's partners. The registration fee (but not the lunch and dinner fee) is waived for non speaking academic participants and students.

**On-line registration** for conference attendance will be available from October 15, 2007 to January 10, 2008.

We hope you will be able to join us for an intellectually stimulating conference, with potentially significant academic, strategic, and policy outcomes.

Yours sincerely,

The organizers: David Bardey, Pierre Dubois and Bruno Jullien.

**Please note the deadlines:**

For paper submission: **October 15, 2007**.

For registration: **January 10, 2008**.

**Contact:**

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