

# Digital Health and Precision Medicine Conference

*Toulouse, May 12, 2026*

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## CONFERENCE VENUE

Toulouse School of Economics (TSE)  
1, Esplanade de l'Université  
Auditorium 5  
31080 Toulouse Cedex 06

## ORGANIZING COMMITTEE

Chiara CANTA (TBS)  
Yassine LEFOUILI (TSE)  
Andrea MANTOVANI (TBS)

## CONFERENCE SECRETARIAT

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# Tuesday, May 12<sup>nd</sup>, 2026

9:15 – 9:45	Registration and Welcome Coffee	➤ Cafeteria
9:45 – 9:50	Opening words	➤ Auditorium 5
9:50 – 10:40	<b>SESSION 1</b> Chair: <b>Yassine LEFOUILI</b> (Toulouse School of Economics)	
9:50 – 10:40	<b>Odd Rune STRAUME</b> (University of Minho), Kurt R. BREKKE (NHH) and Dag Morten DALEN (BI Norwegian Business School) <i>Winning the Prescription: Competitive Tenders vs. Decentralised Competition</i>  Discussant: <b>Nadia BURANI</b> (University of Bologna)	
10:40 – 11:30	<b>David BARDEY</b> (Universidad de los Andes and Toulouse School of Economics) and Philippe DE DONDER (Toulouse School of Economics) <i>Family Background and Genetic Testing: A Complex Interplay</i>  Discussant: <b>Renaud BOURLÈS</b> (Aix Marseille School of Economics and Centrale Méditerranée)	
11:30 – 12:20	<b>Chiara CANTA</b> (Toulouse Business School), Andrea MANTOVANI (Toulouse Business School), Leonardo MADIO (University of Padua) and Carlo REGGIANI (Joint Research Centre, European Commission) <i>Platform Entry and Price Negotiation in the Healthcare Sector</i>  Discussant: <b>Sébastien MITRAILLE</b> (Institut Mines-Télécom Business School)	
12:20 – 12:30	Group Photo	
12:30 – 14:00	Lunch	➤ Cafeteria
14:00 – 15:40	<b>SESSION 2 -</b> Chair: <b>Chiara CONTI</b> (University La Sapienza)	➤ Auditorium 5
14:00 – 14:50	<b>Hannes ULLRICH</b> (DIW Berlin and University of Copenhagen), Shan HUANG (Stockholm School of Economics), Renke SCHMAKER (DIW Berlin and WZB Berlin Social Science Center) <i>AI Adoption by Human Experts: Evidence from Primary Care Physicians</i>  Discussant: <b>Ismaël RAFAÏ</b> (Toulouse School of Management and Toulouse School of Economics)	
14:50 - 15:40	<b>Bruno VENTELOU</b> (Aix-Marseille School of Economics), Renaud BOURLÈS (Aix-Marseille School of Economics and Centrale Méditerranée), Izabela JELOVAC (GATE), Ismaël RAFAÏ (Toulouse School of Management and Toulouse School of Economics) <i>Adoption of AI-based Predictive Testing: Disentangling Acceptability from Confidence</i>  Discussant: <b>Debrah MELOSO</b> (Toulouse Business School)	
15:40 – 16:10	Coffee Break	➤ Cafeteria

16:10 – 17:50

**SESSION 3**

➤ Auditorium 5

Chair: **Andrea MANTOVANI** (Toulouse Business School)

16:10 – 17:00

**Léa BIGNON** (KU Leuven and Toulouse School of Economics)

*Pharmaceuticals and Digital Health: Evidence from Data-driven Insights on the Insulin Market*

Discussant: **Luna ZHANG** (University of Washington Tacoma)

17:00 – 17:50

**Mika KORTELAINE** (University of Turku and Finnish Institute for Health and Welfare), **Tapio HAAGA** (Finnish Institute for Health and Welfare), **Lauri SÄÄKSVUORI** (University of Turku and Finnish Institute for Health and Welfare), **Tanja SAXELL** (Aalto University and VATT Institute for Economic Research), **Oskari NOKSO-KOIVISTO** (Aalto University) and **Meeri SEPPÄ** (Aalto University)

*Ostrobothnia Digital Clinic Experiment*

Discussant: **Helena PERRONE** (Toulouse Business School)

19:30-22:00

**Dinner** (*upon invitation only*)