

Digital Health and Precision Medicine Conference

Toulouse, May 12, 2026

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)
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CONFERENCE SECRETARIAT

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Tuesday, May 12, 2026

9:15 – 9:45	Registration and Welcome Coffee	➤ Auditorium 5 – Cocktail Room (2 nd Floor)
9:45 – 9:50	Opening words	➤ Auditorium 5
9:50 – 10:40	SESSION 1 Chair: Yassine LEFOUILI (Toulouse School of Economics)	
9:50 – 10:40	Odd Rune STRAUME (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: Nadia BURANI (University of Bologna)	
10:40 – 11:30	David BARDEY (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: Renaud BOURLÈS (Aix Marseille School of Economics and Centrale Méditerranée)	
11:30 – 12:20	Chiara CANTA (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: Sébastien MITRAILLE (Institut Mines-Télécom Business School)	
12:20 – 12:30	Group Photo	
12:30 – 14:00	Lunch	
14:00 – 15:40	SESSION 2 - Chair: Chiara CONTI (University La Sapienza)	
14:00 – 14:50	Hannes ULLRICH (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: Ismaël RAFAÏ (Toulouse School of Management and Toulouse School of Economics)	
14:50 - 15:40	Bruno VENTELOU (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: Debrah MELOSO (Toulouse Business School)	
15:40 – 16:10	Coffee Break	

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*)