

Centre For Health Economics Seminar Series 2017

INFORMATION, SWITCHING COSTS, AND CONSUMER CHOICE: EVIDENCE FROM TWO RANDOMIZED FIELD EXPERIMENTS IN SWEDISH PRIMARY HEALTH CARE

Presenter: Dr Gustav Kjellsson, University of Gothenburg
Date: Wednesday 5th April 2017
Time: 12.00pm -1.00pm
Venue: RB Scotton Room
Centre for Health Economics



Abstract:

Expanding consumer choice has been a popular measure in for example health care and educational policy during the last decades. Choice may improve the matching of consumers and providers and also spur quality competition among providers. Such improvements are contingent on consumers having access to comparative information about providers and acting on this information when choosing provider. However, in the presence of information frictions and switching costs, consumers' ability to find suitable providers may be impeded. We use two large-scale randomized field experiments in primary care to examine if supplying consumers with comparative information by mail and reducing small costs associated with switching influence the choice of provider. The first experiment targeted a subset of the general population in the Swedish region Skåne, and the second targeted new residents in the same region. In both, the propensity to switch provider increased significantly after the intervention. The effects were larger for new residents than for the general population, and were driven by individuals living reasonably close to alternative providers.

Anders Anell (Lund University), Lina Maria Ellegård (Lund University), Jens Dietrichson (SFI-Copenhagen), Gustav Kjellsson (University of Gothenburg)

Presenter:

Gustav is a Senior Associate Lecturer (Assistant professor with tenure track) at the Department of Economics and Centre for Health Economics at the University of Gothenburg. He received his PhD from Lund University in 2014. His research interest lies in socioeconomic inequalities in health and health behaviour, and the public and private institutions that may affect these differences. He has published several articles in top field journal such as *Journal of Health Economics* (3) and *Health Economics* (1) as well as in high impact medical journal (*Epidemiology*), primarily on measurement and decomposition of health inequality. He has also been hired as a health inequality expert at both regional and national level. Currently, he is also involved in projects studying the effect of competition and patient choice within primary care – both in terms of productivity and inequality.

VISITORS ARE MOST WELCOME

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