

CALL FOR PAPERS

// HPI-ZEW-DIW WORKSHOP ON

Applied Economics in Digital Health

6 – 7 June 2024 | Potsdam · Germany

The digital revolution in health care is changing how medical services are delivered and managed and how new products are developed. Economists from different fields have started to analyze how digital tools, IT, and novel sources of data are transforming health care delivery, markets, and regulations. This workshop aims to provide a platform for researchers from health economics, industrial economics, labor economics, digital economics, innovation/entrepreneurship economics, and behavioral economics to explore, discuss and contribute to the evolving field of digital health economics.

WE INVITE ORIGINAL CONTRIBUTIONS AND RESEARCH PAPERS ADDRESSING VARIOUS ASPECTS OF APPLIED ECONOMICS IN DIGITAL HEALTH, INCLUDING BUT NOT LIMITED TO

- **Market Dynamics and Business Models:** Examination of the market forces, business strategies, and economic models shaping the digital health industry's growth and sustainability.
- **Health Technology Adoption and Diffusion:** Analysis of factors influencing the adoption and diffusion of digital health solutions among health care providers, patients, and other stakeholders.
- **Equity and Access:** Examination of the role of digital tools and processes in addressing health care disparities, ensuring equitable access, and potential economic implications.
- **The Economics of Health Data:** Discussions on the economics of health data collection, storage, sharing, and research projects based on large-scale digital health data, including both centralized and federated data models.
- **Value-based Care in the Digital Era:** Exploration of how digital health contributes to the transition from volume-based to value-based health care, including its impact on patient outcomes and health care expenditures.
- **Economic Evaluation of Digital Health Interventions:** Methods for assessing the cost-effectiveness, cost-benefit, and cost-utility of digital health technologies, health IT, and interventions.
- **Patient Engagement and Behavior Change:** Studies on the economic effects of digital health tools on patient engagement, behavior modification, and self-management.
- **Policy and Regulation:** Analysis of regulatory and policy frameworks governing digital health technologies, and their implications for economic aspects of health care.



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SUBMISSION

Junior and senior researchers are invited to submit working papers or extended abstracts related to the workshop's theme via e-mail to mail@digitalhealthecon.org. The deadline for submissions is **25 March 2024**. Decisions will be sent out by **1 April 2024**. Those interested in discussing a paper and/or attending with-out presenting (including doctoral students) should reach out to the conference organizers directly prior to the submission deadline.

PLANNED FORMAT

The workshop will take place on **6 and 7 June 2024** at the HPI's Digital Health Center in Potsdam (a short train ride from central Berlin). It will begin with a catered lunch at noon on **Thursday, 6 June**, followed by an afternoon of research presentations and a panel of digital health leaders representing hospitals, start-ups, investors, and clinicians. The first day will end with a conference dinner, featuring a high-level keynote speaker. On **Friday, 7 June**, we will continue with a morning of research presentations and wrap up after a casual lunch. After lunch you can stay for a Standup-Paddle Session next to the workshop venue.

ORGANISATION: Ariel Stern (HPI) · Simon Reif (ZEW) · Hannes Ullrich (DIW)

The **HPI**, Hasso Plattner Institute in Potsdam, is unique in the German university landscape. Academically structured as the independent Faculty of Digital Engineering at the University of Potsdam, HPI unites excellent research and teaching with the advantages of a privately financed institute and a tuition-free study program. The HPI's Digital Health Cluster assumes an open, inclusive network structure of researchers, projects and research institutions in order to empower patients and to transform health care with innovative digital health solutions.

The **ZEW** – Leibniz Centre for European Economic Research in Mannheim, conducts policy-oriented research applied economics and provides important data sets for national and international research. The institute supports politicians, companies and administrations at national and European level in overcoming economic policy challenges by providing evidence-based advice. ZEW's central research question is how markets and institutions must be designed to enable sustainable and efficient economic development of the knowledge-based European economies.

DIW Berlin, founded in 1925, is one of the leading economic research institutes in Germany. The institute analyzes the economic and social aspects of topical issues, formulating and disseminating policy advice based on its research findings. DIW Berlin is part of both the national and international scientific communities, provides research infrastructure to academics all over the world, and promotes the next generation of scientists. A member of the Leibniz Association, DIW Berlin is independent and primarily publicly funded.