

David B. Ridley

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Academic Positions

Fuqua School of Business, Duke University

2013-present	Faculty Director, Health Sector Management
2017-present	Dr. and Mrs. Frank A. Riddick Professor of the Practice of Business
2013-2017	Dr. and Mrs. Frank A. Riddick Associate Professor of the Practice
2012-2013	Associate Director, Health Sector Management
2006-2013	Assistant Professor of Business and Economics
2003-2006	Assistant Professor of the Practice of Business
2001-2003	Postdoctoral Fellow

Education

Duke University. Durham, North Carolina

Ph.D., Economics, 2001
Dean's Award for Excellence in Teaching

University of Southampton. Southampton, England

Certificate of Graduate Study, Economics, 1994
Rotary Foundation Ambassadorial Scholar, university basketball team

University of Missouri. Columbia, Missouri

B.A., Economics, Political Science, 1993
Student body president, economics teaching assistant, U.S. Senate intern

Leadership

Faculty Director of the Health Sector Management (HSM) program whose graduates comprise about 20 percent of Duke MBA graduates each year.

Leader of the Health Sector Advisory Council which engages members in academic discussion, connects members to Duke faculty and students, and raises money for the school.

Member of the team that secured the \$16.5 million gift from Dr. Margolis and created the Duke Margolis Health Policy Center.

Lead author of the 2006 paper which was the basis for the priority review voucher law to stimulate drug development for neglected diseases.

Publications

- Ali Yurukoglu, Eli Liebman, and David B. Ridley. 2017. "The Role of Government Reimbursement in Drug Shortages." *American Economic Journal: Economic Policy*, 9(2): 348-382.
- David B. Ridley, Jeffrey L. Moe, and Nick Hamon. 2017. "A Voucher System to Speed Review Could Promote a New Generation of Insecticides to Fight Vector-Borne Diseases." *Health Affairs*, 36(8): 1461-1468.
- David B. Ridley and Su Zhang. 2017. "Regulation of Price Increases." *International Journal of Industrial Organization*, 50: 186-213.
- David B. Ridley. 2017. "Priorities for the Priority Review Voucher." *The American Journal of Tropical Medicine and Hygiene*, 96(1): 14-15.
- David B. Ridley, Jennifer Dent, and Christopher Egerton-Warburton. 2016. "Efficacy of the Priority Review Voucher Program." *Journal of the American Medical Association*, 315(15): 1659-1660.
- David B. Ridley and Stephane A. Régnier. 2016. "The Commercial Market for Priority Review Vouchers." *Health Affairs*, 35(5): 776-783.
- David B. Ridley, Xiaoshu Bei, and Eli Liebman. 2016. "No Shot: US Vaccine Prices and Shortages." *Health Affairs*, 35(2): 235-241.
- Anirban Basu, Kirsten Axelsen, David C. Grabowski, David O. Meltzer, Daniel Polsky, David B. Ridley, Daniel Wiederkehr, and Tomas J. Philipson. 2016. "Real World Data: Policy Issues Regarding Their Access and Use." *Medical Care*. 54(12): 1038-1044.
- Stephane A. Régnier and David B. Ridley. 2015. "Forecasting Market Share in the United States Pharmaceutical Market." *Nature Reviews Drug Discovery*, 14(9): 594-595.
- David B. Ridley. 2015. "Payments, Promotion, and the Purple Pill." *Health Economics*, 24(1): 86-103.
- Joshua S. Gans and David B. Ridley. 2013. "Innovation Incentives under Transferable Fast-Track Regulatory Review." *Journal of Industrial Economics*, 61(3): 789-816.
- Peter Arcidiacono, Paul B. Ellickson, Peter Landry, and David B. Ridley. 2013. "Pharmaceutical Followers." *International Journal of Industrial Organization*, 31(5): 538-553.
* Paul Geroski Award for one of the two best papers in the journal that year.
- David B. Ridley. 2013. "Hotelling's Law." In D. Teece and M. Augier, eds. *Palgrave Encyclopedia of Strategic Management*.
- Adrian Towse, Eric Keuffel, Hannah E. Kettler and David B. Ridley. 2012. "Drugs and Vaccines for Developing Countries." In: P. Danzon and S. Nicholson, eds. *Oxford Handbook of the Economics of the Biopharmaceutical Industry*.
- David B. Ridley and Alfonso Calles Sánchez. 2010. "Introduction of European Priority Review Vouchers to Encourage Development of New Medicines for Neglected Diseases." *The Lancet*, 376(9744): 922-927.
- Gabriel A. Picone, David B. Ridley, and Paul A. Zandbergen. 2009. "Distance Decreases with Differentiation: Strategic Agglomeration by Retailers." *International Journal of Industrial Organization*, 27(3): 463-473.
- Henry G. Grabowski, David B. Ridley, and Jeffrey L. Moe. 2009. "Priority Review Vouchers to Encourage Innovation for Neglected Diseases." In: K. Eggleston, ed. *Prescribing Cultures and Pharmaceutical Policy in the Asia-Pacific*. Brookings Institution Press, 347-365.

- Jeffrey L. Moe, Henry G. Grabowski, and David B. Ridley. 2009. "FDA Review Vouchers." *New England Journal of Medicine*, 360(8): 837-838.
- David B. Ridley. 2008. "Herding versus Hotelling: Market Entry with Costly Information." *Journal of Economics and Management Strategy*, 17(3): 607-631.
- Henry G. Grabowski, David B. Ridley, and Kevin A. Schulman. 2007. "Entry and Competition in Generic Biologics." *Managerial and Decision Economics*, 28: 439-451.
- David B. Ridley. 2007. "International Price Comparisons for Novel and Follow-On Drugs." *Value in Health*, 10(6): 510-511.
- Margaret K. Kyle and David B. Ridley. 2007. "Would Greater Transparency and Uniformity of Health Care Prices Benefit Poor Patients?" *Health Affairs*, 26(5): 1384-1391.
- David B. Ridley and Kirsten Axelsen. 2006. "Impact of Medicaid Preferred Drug Lists on Therapeutic Adherence." *Pharmacoeconomics*, 24(Suppl. 3): 65-78.
- David B. Ridley, Henry G. Grabowski, and Jeffrey L. Moe. 2006. "Developing Drugs for Developing Countries." *Health Affairs*, 25(2): 313-324.
- * U.S. Senator Brownback wrote, "After reading their proposal in *Health Affairs*, I met with Ridley and colleagues to discuss the idea further, and I subsequently drafted an amendment... Indeed, their idea is the heart of my Elimination of Neglected Diseases (END) amendment" which became law.
- David B. Ridley, Judith M. Kramer, Hugh H. Tilson, Henry G. Grabowski, and Kevin A. Schulman. "Spending on Postapproval Drug Safety." 2006. *Health Affairs*, 25(2): 420-428.
- David B. Ridley. 2005. "Price Differentiation and Transparency in the Global Pharmaceutical Marketplace." *Pharmacoeconomics*, 23(7): 651-658.
- David B. Ridley and Kevin A. Schulman. "Differential Pricing of Pharmaceuticals in the Internet Age." *Journal of Ambulatory Care Management*, 2004. Vol. 27, No. 3: 210-214.
- Bimal R. Shah, Shelby D. Reed, Jennifer Francis, David B. Ridley, and Kevin A. Schulman. 2003. "The Cost of Inefficiency: A Look at US Hospital Overhead Costs from 1985-1997." *Journal of Health Care Finance*, 30: 1-9.

Working Papers

- Margaret K. Kyle, David B. Ridley, and Su Zhang. "Strategic Interaction among Governments in the Provision of a Global Public Good." (under review)

Research Grants

- Co-Principal Investigator*, "Strengthening the United States Government's Role in Research and Development for Global Health" sponsored by the Program for Appropriate Technology (PATH), 2016.
- Investigator*, "Determinants and Consequences of Alcohol Consumption" sponsored by the National Institutes of Health (R01 AA012162), 2005-2010.
- Principal Investigator*, "Market Mechanisms for Drug Development" sponsored by the Center for the Advancement of Social Entrepreneurship, 2004-2005.
- Investigator*, "Under-Investment in Global Diseases" sponsored by GlaxoWellcome Foundation, 2003-2005.

Investigator, “Inter-Organizational Pharmaceutical R&D Relationships,” sponsored by Eli Lilly Foundation, 2003-2004.

Co-Principal Investigator, “The Post-Approval Cost of Safety for Pharmaceuticals,” sponsored by Pharmaceutical Research and Manufacturers of America, 2003-2005.

Presentations

Academic Conferences

Academy Health (2007)
Academy of Management (2009, 2010, 2012, 2014)
Allied Social Science Associations (2005 AEA, 2015 iHEA)
American Society of Health Economists (2006, 2008, 2010, 2012, 2014, 2016)
Annual Health Economics Conference (2004, 2008, 2012)
Duke University School of Law Intellectual Property Conference (2009, 2013)
International Health Economics Association (2005, 2007, 2011, 2017)
International Industrial Organization Conference (2016)
National Bureau of Economic Research Summer Institute (2008)
Society for Economic Measurement (2016)
Southern Economic Association (2000, 2006, 2013)
Strategy and the Business Environment (2011)
Tufts Conference on Neglected Diseases in the Developing World (2009)
Western Economic Association (2003, 2009, 2014)
Wharton Conference on the Biopharmaceutical Industry (2009)

Government Conferences and Seminars

Congressional Budget Office (2017)
Department of Justice (2011)
Federal Trade Commission (2006)
National Academy of Sciences, Institute of Medicine (2010)
USPTO/Kauffman Conference on Patents, Entrepreneurship, and Innovation (2012)

Industry Conferences

Bates White Healthcare & Life Sciences Symposium (2013, 2014)
BIO International Convention (2009)
Drug Information Association (2004, 2009)
International Federation of Pharmaceutical Manufacturers Associations (2004)
Priority Review Voucher Summit (2016)

University Seminars

Arizona State University (2013)
Cornell University (2009)
Emory University (2017)
Indiana University (2013)
University of California-Los Angeles (2010, 2013)
University of Chicago (2011)
University of Florida (2010)
University of Memphis (2009)
University of Missouri (2003, 2007, 2010)

University of North Carolina (2004, 2016)
University of Southern California (2013)

Teaching

Biotech and Pharmaceutical Strategy

MBA elective

Health Care Markets

Duke MBA Weekend Elective Teaching Award, 2007, 2016

Honorable Mention, Duke MBA Daytime Elective Teaching Award, 2006

Navigating Health Care Trends

Executive Education

Health Economics

Department of Economics Distinguished Teaching Award, 2000

Industrial Organization

Undergraduate economics elective

Life Science Product Strategy

Executive MBA elective

Principles of Microeconomics

Duke University Dean's Award for Excellence in Teaching, 2000

Department of Economics Distinguished Teaching Award, 1997, 1998, 1999

Seminars in Health Care

MBA elective

Referee Service

Economics and Policy

American Economic Journal: Economic Policy, American Economic Review, Economic Inquiry, International Economic Review, International Journal of Industrial Organization, Journal of the European Economic Association, Journal of Industrial Economics, Journal of Policy Analysis and Management, Journal of Political Economy, Journal of Public Economics, RAND Journal of Economics

Health, Medicine, and Science

American Journal of Health Economics, British Medical Journal, Health Affairs, Health Economics, Health Services Research, Institute of Medicine, Journal of the American Medical Association, Journal of Health Economics, New England Journal of Medicine, Science

Management, Marketing, and Strategy

Journal of Economics and Management Strategy, Journal of International Business Studies, Journal of Marketing Research, Management Science, Marketing Science, Organization Science, Research Policy, Strategic Management Journal

Media Citations

Incentives for Pharmaceutical Innovation, including the Priority Review Voucher

Agence France Presse (2006), *Reuters* (2006), *United Press International* (2006), *Bloomberg* (2008), *Financial Times* (2008), *Wall Street Journal Health Blog* (2010), *Nature* (2011), *Financial Times* (2012), *BBC World Service* (2014), *NPR Health News* (2014), *Philadelphia Inquirer* (2014), *San Francisco Chronicle* (2014), *Washington Post* (2014), *Bloomberg* (2015), *NPR Health News* (2015), *The Hill* (2017)

Generic Pharmaceuticals and Biosimilars

News Hour with Jim Lehrer (2006), *Pink Sheet* (2006), *Asian News International* (2007), *United Press International* (2007), *WCHL* (2007), *American Medical Association* (2012)

Health Insurance and Health Care Reform

State of Things on NPR (2007), *Huffington Post* (2013), *Herald Sun* (2014)

Pharmaceutical Reimbursement

Charlotte Observer (2004)

Postapproval Drug Safety

Eye for Pharma (2006), *WCHL* (2006), *WUNC* (2006)

Shortages

New York Times Upshot Blog (2016), *Forbes Blog* (2016)