

# David B. Ridley

Duke University  
100 Fuqua Drive  
Box 90120  
Durham, NC 27708-0120

Office: +1 919 660 3784  
Email: david.ridley@duke.edu  
Twitter: @dave\_ridley  
<http://people.duke.edu/~dbr1>

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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
2018-present	Duke-Margolis Health Policy Center, Faculty Executive Committee
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 discussion, makes new connections for Duke students and faculty, and raises over \$100,000 each year 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 that was the basis for the priority review voucher law to stimulate drug development for neglected diseases and created more than a billion dollars in value.

## Publications

- David B. Ridley and Chung-Ying Lee. "Does Medicare Reimbursement Drive up Drug Launch Prices?" *The Review Economics and Statistics*. (Conditional acceptance.)
- Margaret K. Kyle, David B. Ridley, and Su Zhang. 2017. "Strategic Interaction among Governments in the Provision of a Global Public Good." *Journal of Public Economics*, 156: 185–199.
- 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 and Su Zhang. 2017. "Regulation of Price Increases." *International Journal of Industrial Organization*, 50: 186–213.
- 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. 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.

## Select Research Grants

- Principal Investigator*, "Transferable Exclusivity Voucher Program for Neglected Diseases" sponsored by the Bill and Melinda Gates Foundation (OPP1203383), 2018-2019.
- Principal Investigator*, "Strengthening the United States Government's Role in Research and Development for Global Health" sponsored by the Program for Appropriate Technology (PATH), 2016-2017.
- 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 the GlaxoWellcome Foundation, 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)*  
*Food and Drug Administration (2018)*  
*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, 2018)*  
*BIO International Convention (2009)*  
*Drug Information Association (2004, 2009)*  
*International Federation of Pharmaceutical Manufacturers Associations (2004)*  
*Priority Review Voucher Summit (2016, 2017)*

### 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, 2018)*  
*University of North Carolina (2004, 2016)*  
*University of Southern California (2013)*  
*Yale University (2017)*

## Teaching

### Courses taught since 2017

*Biotech and Pharmaceutical Strategy*, master of business administration students  
*Health Care Markets*, master of business administration students  
*Health Institutions and Policy*, master of quantitative management students  
*Life Science Product Strategy*, master of business administration students  
*Navigating Health Care Trends*, executive education students

### Past teaching

*Health Economics*, undergraduate students  
*Industrial Organization*, undergraduate students  
*Principles of Microeconomics*, undergraduate students  
*Seminars in Health Care*, master of business administration students

### Awards

*Department of Economics Distinguished Teaching Award*, 1997, 1998, 1999, 2000  
*Duke University Dean's Award for Excellence in Teaching*, 2000  
*Duke University MBA Daytime Elective Teaching Award Honorable Mention*, 2006  
*Duke University MBA Weekend Elective Teaching Award*, 2007, 2016  
*Duke University MBA Weekend Elective Teaching Award Honorable Mention*, 2018

## Referee Service

### Economics and Policy

*American Economic Journal: Economic Policy*, *American Economic Review*, *Economic Inquiry*,  
*Economics Letters*, *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*, *JAMA Internal Medicine*, *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), *The Wall Street Journal* (2018)

### 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)