

## Accepted Manuscript

Optimizing Healthcare Network Design under Reference Pricing and Parameter Uncertainty

Victoire Denoyel, Laurent Alfandari, Aurélie Thiele

PII: S0377-2217(17)30514-3  
DOI: [10.1016/j.ejor.2017.05.050](https://doi.org/10.1016/j.ejor.2017.05.050)  
Reference: EOR 14478



To appear in: *European Journal of Operational Research*

Received date: 24 September 2015  
Revised date: 10 March 2017  
Accepted date: 24 May 2017

Please cite this article as: Victoire Denoyel, Laurent Alfandari, Aurélie Thiele, Optimizing Healthcare Network Design under Reference Pricing and Parameter Uncertainty, *European Journal of Operational Research* (2017), doi: [10.1016/j.ejor.2017.05.050](https://doi.org/10.1016/j.ejor.2017.05.050)

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**Highlights**

- A decision model is proposed for healthcare network design under reference pricing.
- A multinomial logit choice model is used for patients behaviour.
- Providers are classified in two tiers based on cost and quality.
- Robust optimization is used to cope with parameter uncertainty in choice models.
- Numerical experiments are conducted with data from a CALPERS study.

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