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## Editorial of Special issue

### “Industrial Organisation of the Health Sector and Public Policy”

Martin Chalkley   Helmuth Cremer   Luigi Siciliani

This special issue includes a selection of papers presented at the 16<sup>th</sup> European Health Economics Workshop held in Toulouse on the 28-29 May 2015. The special issue focuses on microeconomic theoretical models in health economics, with a strong emphasis on applications of industrial organization, contract theory and public economics. The common aim is to address and answer key policy questions through rigorous and formal analyses.

The papers address specific issues and interventions in relation to nutritional policies, regulation of the pharmaceutical industry, long-term care and the role of incentive schemes in stimulating healthcare provision. Both normative and positive approaches are employed.

#### *Nutritional policies*

Cremer, Goulão and Roeder investigate the determination of fat taxes within a political economy (median voter) approach, under a general model where individuals differ both in income and the degree of misperception of the long-run health effects concerning the consumption of fat and healthy goods. Tax revenues are used (earmarked) to reduce health insurance premiums or to finance a subsidy on the healthy good. They find that the fat tax determined through the political process is generally too low (or lower compared to a fat tax chosen by a utilitarian policymaker). The earmarking rule can be used to boost the political support for the fat tax, but this may involve a trade-off between the fat tax and a subsidy for a healthy good.

Requillart, Soler and Zang investigate how firms strategically react to nutritional policies when there is product differentiation and individuals differ in both the preferences for a good and its healthy content. They compare three policies: a minimum quality standard, an excise tax on the nutrient content of the unhealthy product, and an excise tax on the nutrient content of all products. They find that the first two policies dominate the third one, and that the choice between the first two depends on the relative importance of the taste parameter.

#### *Regulation of Pharmaceuticals*

Gonzalez, Macho-Stadler and Perez-Castrillo investigate whether pharmaceutical companies have adequate incentives to invest in research and development of breakthrough and follow-on drugs. They study the price decision of a firm introducing a new drug, and analyze the firm's

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