

Discussion on:

"A Structural Analysis of Detailing, Publicity and Correlated Learning: The Case of Statins" by Hyunwoo Lim and Andrew Ching

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This paper estimates the degree of information spillover in physicians' learning about drug efficacies.

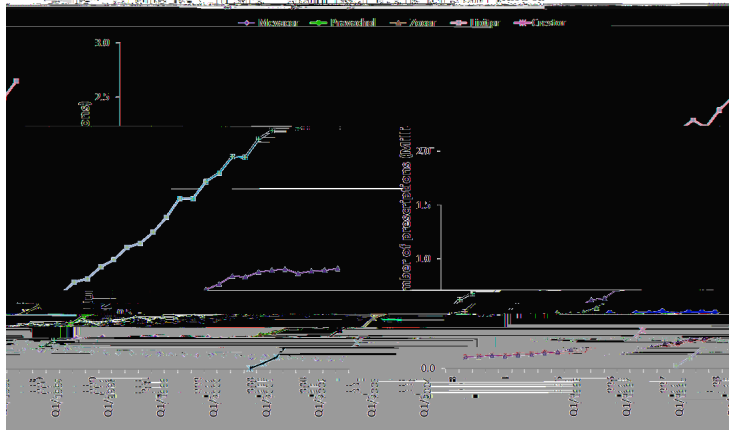
In particular, the paper asks whether and how much physicians learn about the efficacy of one drug from its competing drugs' clinical trials, i.e., correlated learning.

When Lipitor was first introduced in 1997, its producer only proved that it was more effective in lowering bad cholesterol levels over existing statins but did not show that it was effective in reducing heart disease risks.

However, Lipitor became the best selling statin well before the first scientific evidence on reducing heart disease risks was provided.

Quarterly Number of Total Prescription

Figure 1. Quarterly Number of Total Prescription for Station





Are they exogenous?

Conclusions

- Despite a few complaints, I found this paper innovative and interesting.
- I hope my comments help them make the paper stronger.