

NYU Stern School of Business
Department of Information, Operations & Management Sciences
INFORMATION SYSTEMS RESEARCH SEMINAR

TOPIC: The Trillion Dollar Conundrum: Complementarities and Health Information Technology

SPEAKER: Avi Goldfarb (University of Toronto)

DATE: Thursday, December 13th, 2012

TIME: 4:00-5:30pm

PLACE: KMC 4-90

ABSTRACT

We examine the relationship between the adoption of EMR and hospital operating costs. We first identify a puzzle that has been seen in prior studies: Adoption of EMR is associated with a slight cost increase. We draw on the literature on IT and productivity to demonstrate that the average effect masks important differences across time, locations, and hospitals. We find: (1) EMR adoption is initially associated with higher costs; (2) At hospitals with access to complementary inputs, EMR adoption leads to a cost decrease after three years; (3) Hospitals in unfavorable conditions experience increased costs even after six years.

BIO

Avi Goldfarb is Professor of Marketing at the Rotman School of Management, University of Toronto. His research applies large data sets to questions related to measuring the value of a brand, to assessing the incidence of boundedly rational decisions by managers, and to exploring the impact of information technology on marketing, on universities, and on the economy. Professor Goldfarb has published over 40 articles in a variety of outlets in economics, marketing, computing, statistics, and law. He has editorial roles at the Journal of Economics and Management Strategy, Management Science, Quantitative Marketing and Economics, Marketing Science, and the Journal of Marketing Research. He received his Ph.D. in economics from Northwestern University.