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Speaker: Catherine Tucker, MIT

Date: Friday, September 4, 2015

Time: 2:00 PM - 3:15 PM

Location: VMH 1202

Privacy Protection, Personalized Medicine and Genetic Testing

Authors: Amalia Miller and Catherine Tucker

Abstract: This paper explores how state genetic privacy laws affect the diffusion of personalized medicine, using data on genetic testing for cancer risks. State genetic privacy laws take three alternative approaches to protecting patient privacy: Requiring informed consent on the part of the individual; restricting discriminatory usage of genetic data by employers, health care providers or insurance companies; or limiting redisclosure without the consent of the individual or defining genetic data as the 'property' of the individual. We find empirically that approaches to genetic and health privacy that give users control over redisclosure encourage the spread of genetic testing, but that the informed consent approach deters individuals from obtaining genetic tests. We present some evidence that the latter reflects costs imposed on the supply of genetic testing by hospitals. We find no effects of state or federal genetic anti-discrimination laws on genetic testing rates.

Bio: Catherine Tucker is a Professor of Marketing at MIT Sloan. She is also Chair of the MIT Sloan PhD Program.

Her research interests lie in how technology allows firms to use digital data to improve their operations and marketing, and in the challenges this poses for regulations designed to promote innovation. She has particular expertise in online advertising, digital health, social media, and electronic privacy. Generally, most of her research lies in the interface between marketing, economics, and law.

She has received an NSF CAREER Award for her work on digital privacy, the Erin Anderson
Award for Emerging Marketing Scholar and Mentor, the Paul E. Green Award for contributions to the practice of Marketing Research and a Garfield Award for her work on electronic medical records.

Tucker is Co-Editor of Quantitative Marketing and Economics and a Research Associate at the National Bureau of Economic Research. She teaches MIT Sloan's course on Pricing and the EMBA course "Marketing Management for the Senior Executive." She has received the Jamieson Prize for Excellence in Teaching as well as being voted "Teacher of the Year" at MIT Sloan.

She holds a PhD in economics from Stanford University, and a BA from the University of Oxford.