

Annual Public Lecture 2004



Why Economics is good for your health?

An opportunity to hear **Professor Carol Propper** Director, CMPO and Professor of Economics at the University of Bristol speak to a wide audience about an issue relevant to all of us. This lecture will be of interest to specialists and non-specialists alike.

Growing drug use, rising obesity, the spread of communicable diseases, how to pay doctors and whether there should be greater choice in health care markets are all issues we are concerned about as a society and feature largely in current public debate. But is economic analysis of any use in understanding these health concerns, or are these issues best tackled by public health specialists and the medical profession? The lecture will explore in a way that is accessible to a wide audience the insights that can be gained from an economic approach to these issues. It will argue that economic analysis, with its focus on incentives, can help us to understand people's choices with respect to their health and government choices in the design of public policy in the health care market.

The lecture will be given in two places:

The Royal Society, Edinburgh:
3.30 p.m. Wednesday 1st December 2004

The Royal Institution, 21 Albemarle Street, London W1S 4BS
3.30 p.m. Friday 3rd December 2004

Admission is free but by ticket only. The session (including questions) will last approximately an hour and a half and will be followed by a drinks reception.

Book early to ensure your place!

Fill in and fax/mail the following form, or reply by email mentioning the words "RES Lecture" as the subject of the message:

Yes, please send me tickets (max. 15 tickets per school) for

Edinburgh Lecture (1st December 2004, 3.30 p.m.)

London Lecture (3rd December 2004, 3.30 p.m.)

Name (**PLEASE PRINT**): _____

Address: _____

Email: _____

Please send or fax this form to:

RES Lecture 2004
Ms Eleanor Burke
RES Administration Officer
London Business School
Regent's Park
London NW1 4SA
Fax: 0207 724 1598

E-mail: res@london.edu