

# JESSICA LEE COHEN

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## CURRENT POSITION

Assistant Professor of Global Health, Harvard School of Public Health (Global Health and Population Dept)  
Teaching course: Quantitative Methods in Impact Evaluation.

## OTHER AFFILIATIONS

Non-Resident Fellow, Brookings Institution Global Economy and Development Program  
Faculty Affiliate, Center for International Development, Harvard University  
Malaria Technical Advisor, William J. Clinton Foundation  
Co-Founder and Board Member, TAMTAM, Inc. (Together Against Malaria)  
Advisor, Catalytic Initiative to Save a Million Lives, Canadian International Development Agency  
Consultant on Zanzibar Malaria Elimination Feasibility Assessment, Zanzibar Ministry of Health

## RESEARCH FIELDS

Development Economics, Health Economics, Behavioral Economics, Economics of Education

## EDUCATION

Ph.D. Economics, Massachusetts Institute of Technology, 2007  
B.A. Economics with High Honors, Wesleyan University, 2000

## FELLOWSHIPS/HONORS

National Science Foundation Graduate Research Fellowship  
George and Obie Schultz Fund Research Grant  
MIT Dept. of Economics Faculty Fellowship  
Phi Beta Kappa

## CURRENT GRANTS

Clinton Health Access Initiative (for support of Kenya, Tanzania & Uganda Malaria Field Work)  
Novartis (for support of Kenya Malaria Field Work)

## PUBLISHED/FORTHCOMING

“Adoption of Over-the-Counter Diagnostics in Africa: The Role of Subsidies, Beliefs, Externalities and Competition” (with William Dickens). Forthcoming in *The Value of Information*, Resources for the Future, 2011.

“Free Distribution or Cost-Sharing?: Evidence from a Malaria-Prevention Field Experiment in Kenya” (with Pascaline Dupas), *Quarterly Journal of Economics* 125(1), pp. 1-45, 2010.

“The Costs and Financial Feasibility of Malaria Elimination” (with O. Sabot et al.), *Lancet*, 376(9752), pp. 1604-1615, 2010.

“A Framework for Assessing the Feasibility of Malaria Elimination (with B. Moonen et al.), *Malaria Journal*, 9: 322, 2010.

“What Works in Development?: Thinking Big and Thinking Small” (with William Easterly). Washington DC: Brookings Institution Press, 2009.

“Instinct and Choice: The Implications of Behavioral Genetics and Evolutionary Psychology for Policy Analysis,” with W. Dickens, in *Nature and Nurture: The Complex Interplay of Genetic and Environmental Influences on Human Behavior*, C. G. Coll, E. Bearer, and R. Lerner, eds. Erlbaum, 2004.

“A Foundation for Behavioral Economics,” with W. Dickens, *American Economic Review Papers and Proceedings*, 92(2), May, 2002.

“Have the New Human Resource Management Practices Lowered the Unemployment Rate?” with W. Dickens and A. Posen, in *The Roaring Nineties: Can Full Employment be Sustained?* A. Krueger and R. Solow, eds. Russell Sage Foundation Press, 2002.

## **WORKING PAPERS**

“Prices, Diagnostic Tests and the Demand for Malaria Treatment: Evidence from a Randomized Trial,” with Pascaline Dupas and Simone Schaner.

“Antimalarial Adherence among Private Sector Purchasers: Evidence from a Pilot Study in Uganda”

“Financial Incentives for Special Education Placement: The Impact of SSI Benefit Expansion on Special Education Enrollment”

“Causes and Consequences of Special Education Placement: Evidence from Chicago Public Schools”

“Financial Feasibility of Malaria Elimination on the Islands of Zanzibar”

## **RESEARCH FEATURED IN THE MEDIA**

“Studies Examine Costs, Prospects of Ending Malaria” *Reuters* 10/29/2010

“The Mystery of Economic Growth” *New York Times* (Akash Kapur) 10/21/2010

“The Underlying Tragedy” *New York Times* (David Brooks) 1/14/2010

“Control Freaks: Are Randomized Evaluations a Better Way of Doing Aid and Development Policy?” *The Economist* 6/12/2008

“A Handout, Not a Hand up,” *Boston Globe* 11/7/2007

“Field Trials Aim to Tackle Poverty,” *Nature* 10/22/2007

“Waging a War we Could be Proud Of,” *New York Times* (Nicholas Kristof) 1/10/2006

“To Give or Not to Give: Academics Study Bednet Distribution,” *NextBillion Weblog* 1/10/2008

“Jeff Sachs Vindicated,” *Dani Rodrik’s Weblog* 1/15/2008

“Sachs Not Vindicated,” *Global Health Policy Blog (Center for Global Development)* 1/18/2008

## **FIELD WORK IN PROGRESS**

“Can Financial Incentives to Pharmaceutical Wholesalers Improve Supply Chains to Remote Areas?” (with Prashant Yadav)

Pharmaceutical wholesalers have weak incentives to supply drug shops in very remote areas in Africa. When supplying drugs to remote shops, wholesalers face higher transport costs, thinner markets, lower mark-up ceilings and more difficult contract enforcement and monitoring when they sell drugs on credit. We are conducting a field trial in Tanzania analyzing the impact of a financial incentive to antimalarial wholesalers to reach coverage targets in remote areas. The incentive level will be based on a wholesaler auction and the targets are based on the fraction of remote drug shops stocking effective antimalarials (ACTs).

“Nudging toward Diagnostics: Education, Behavior Change and Pricing of Over-the-Counter Diagnostics in Uganda” (with William Dickens and Gunther Fink)

Theoretical and empirical work exploring the determinants of pricing of over-the-counter (OTC) malaria diagnostics among drug shops in Uganda. Subsidized OTC diagnostic tests are sold to drug shops while several approaches to demand creation are conducted at the community level including behavior change campaigns with varying messages aimed at increasing patient valuation of a confirmed diagnosis.

“Can Package Design and Messaging Increase Antimalarial Adherence?: A Randomized Trial in Uganda”

Pilot data for this study (see “Working Papers” above) revealed that only 55% of people purchasing antimalarials in drug shops finish the full treatment course. Parasite resistance to antimalarials was a driving factor behind increases in malaria mortality in the 1980s and 1990s and Artemisinin-based medicines are the only remaining effective antimalarial. Preserving the effectiveness of Artemisinin requires strategies to improve adherence. This study explores whether specialized package design and messaging can increase adherence to antimalarials purchased in Ugandan drug shops. Design and messages relate to product quality, to the importance of completing medication beyond symptom resolution and to the role of adherence in protecting community health. The study also explores placebo effects of antimalarial packaging on symptom resolution.

## **REFEREEING**

Comparative Education Review, Health Economics, Journal of Development Economics, Journal of Development Effectiveness, Journal of Health Economics, Journal of Human Resources, Journal of Public Economics, Quarterly Journal of Economics, Review of Economics and Statistics