Research Seminar in Health Sciences and Medicine, 16.11.2026

Location: Alpenquai 4, 6005 Luzern
Room: Break room
Time: 12.00-13.00h
Speaker: Ezgi Demirtas, PhD candidate, Université de Neuchâtel
Project: Integrated-care features in health insurance choice: What are they worth, and to whom?

Session Information

Integrated-care insurance plans promise better coordination and prevention, yet their uptake depends on how insurees value such features. We take as a case study the VIVA plan, linked to the Réseau de l'Arc integrated-care network. Using a discrete choice experiment with 2,040 adults in French-speaking Switzerland, we analyze preferences for health insurance plans that differ in prevention cover and a shared health record. Our results show that prevention cover is the most valued feature, worth about three times the shared health record. Mixed logit and latent class analyses reveal strong heterogeneity. A sizeable minority values these features negatively, and distinct preference profiles emerge. For insurees in standard models, the discount required to give up free choice of physician exceeds the value of the integrated-care features. These findings suggest that prevention is the strongest lever for integrated-care plans, but that a single message will not fit all.

About the speaker

Ezgi Dilek Demirtas completed her Bachelor's and Master's degrees in Human Medicine at the University of Geneva. She subsequently obtained a Master's degree in Public Health, specializing in Health Economics, from the London School of Hygiene & Tropical Medicine in 2023, followed by a Doctor of Medicine (MD) degree from the University of Geneva in 2025.

Since 2024, she has been pursuing a PhD at the Université of Neuchâtel, under the supervision of Prof. Mehdi Farsi. Her doctoral research focuses on the factors influencing the acceptance of health insurance linked to integrated care networks, examining the perspectives of both insured individuals and physicians.

She is currently working as a doctoral assistant at the Institute of Economic Research at the Université of Neuchâtel.