

ELISSA PHILIP GENTRY

Sandra Day O'Connor College of Law
Arizona State University
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RESEARCH INTERESTS

Health, Risk and Regulation, Law and Economics

PROFESSIONAL HISTORY/AFFILIATIONS

2026- Affiliated Faculty, Department of Economics, W.P. Carey School of Business,
Arizona State University

2025- Associate Professor (with tenure), Sandra Day O'Connor College of Law, Arizona
State University

2022- Associate Member, Toulouse School of Economics

2024-2025 Associate Professor (with tenure), Florida State University College of Law

2023-2025 Kevin Wood and Mary Jo Peed Professor, Florida State University College of Law

2023-2025 Courtesy Professor, Department of Economics, Florida State University

2019-2023 Assistant Professor, Florida State University College of Law

2017-2019 Postdoctoral Research Fellow, Institute for Advanced Study in Toulouse, France

2016-2017 Judicial Clerk, Hon. Jane Roth, U.S. Court of Appeals, Third Circuit, Philadelphia,
PA

EDUCATION

2010-2016 Ph.D. in Law and Economics, Vanderbilt University
Fields: Risk and Environmental Regulation, Labor Market and Human
Resources
Dissertation: "Safety and Effectiveness: The FDA's Approach to Risk in
Prescription Medication"
Committee: W. Kip Viscusi (Chair), James Blumstein, Daniel Gervais, and
Melinda J. Beeuwkes Buntin
J.D., Vanderbilt University
Senior Articles Editor, VANDERBILT LAW REVIEW

2006-2010 B.S. in Human and Organizational Development & Economics, Vanderbilt
University
Summa cum laude, Rank: 1/315

PUBLICATIONS

- “Strategic Submissions: An Analysis of Supplemental Drug Approvals,” with Pierre Dubois and Tuba Tunçel, (accepted at *Journal of Economics and Management Strategy*).
- “Embryonic Option-hood,” with Mackenzi Barrett and W. Kip Viscusi, 79 *SMU Law Review* (forthcoming 2026)
- “Disrupting the Risk Ratchet.” 104 *Oregon Law Review* (forthcoming 2026).
- “Embryonic Personhood’s Threat to Conception”, with W. Kip Viscusi, 25 *Houston Journal of Health Law and Policy* (forthcoming 2026).
- “Market versus Policy Responses to Novel Occupational Risks,” with Robert J. Cramer and W. Kip Viscusi, *Journal of Empirical Legal Studies* 21(4): 716-756 (2024).
- “Disregarding Uncertainty, Marginalizing Patients,” *Indiana Law Review* 57(2): 357-401 (2023).
- “When Patients are Assailants: Attitudes toward Healthcare Occupational Risks,” with W. Kip Viscusi, 14 *Journal of Benefit-Cost Analysis* 356-385 (2023).
- “The Misapplication of the Major Questions Doctrine to Emerging Risks,” with W. Kip Viscusi, 63 *Houston Law Review* 469-516 (2024).
- “Damned Causation,” *Arizona State Law Journal* 54(2):419-469 (2022).
- Reviewed in *JOTWELL* (March 2024)
 - Connecticut Lawyer’s FORUM magazine solicited a short article summarizing and further discussing this piece.
- “A Socially Beneficial False Claims Act?,” *Tennessee Law Review* 88(3): 725-770 (2021).
- “Contaminated Relationships in the Opioid Crisis,” with Benjamin McMichael, *Hastings Law Journal* 72(3), 827-870 (2021).
- “Responses to Liability Immunization: Evidence from Medical Devices,” with Benjamin McMichael, *Journal of Empirical Legal Studies* 17(4), 789-819 (2020).
- “Asymmetric Effects of Changes in Workers’ Compensation Laws,” with W. Kip Viscusi. *American Law and Economics Review* 21(2), 307-345, (2019).
- “Empirical Evidence of Risk Penalties for NTI Drugs,” *Journal of Risk and Uncertainty*, 58(2), 219-224 (2019).
- “The Fatality and Morbidity Components of the Value of Statistical Life,” with W. Kip Viscusi, *Journal of Health Economics*, 46, March 2016, 90–99.
- “The Value of a Statistical Life for Transportation Regulations: A Test of the Benefits Transfer Methodology,” with W. Kip Viscusi, *Journal of Risk and Uncertainty*, 51(1), 53–77 (2015).
- “*United States v. Caronia*: How True Does ‘Truthful’ Have to Be?” Case Comment, 67 *VANDERBILT LAW REVIEW EN BANC* 157 (2014).
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WORKING PAPERS (DRAFTS AVAILABLE UPON REQUEST)

“The Ramifications of Promotional Material on Informed Consent”

“Authorizing Accessible Bespoke Therapies,” with Daniel Chen & Timothy Yu. Novel medical treatments that skip, mask, or edit genetic mutations are capable of solving previously incurable are

developed for as few as one patient, earning the moniker “N-of-1 precision medicine.” The Article reframes the interconnected nature of N-of-1 precision therapies as a positive network externality and incorporates the platform economics literature to show that such externalities can be well-managed in a multi-sided platform system. Onerous ex-ante premarket approval would be replaced by standards-based good practice review of pre-registration designs, similar to the regulatory structure currently governing laboratories. Rather than relying on the patent system to provide incentives to create, laboratories would be paid for sharing data from pre-registered studies. This data sharing not only reduces costs of development but also helps insurance markets price the risk of covering such treatments. Finally, the gaps left by products liability and medical malpractice claims would be filled by monitoring the pre-registered designs.

“Behavioral Impediments to Beneficial Experimentation,” with W. Kip Viscusi. Prior evidence suggests that people do not experiment enough, and that when they do experiment, they do so poorly. Without sufficient instruction about when experimentation would be beneficial, consumers may be too reluctant to experiment with uncertain treatments. This project explores consumers’ sensitivity to estimate precision and data quality in their willingness to experiment by allowing participants to choose between a traditional drug and a “new” drug, whose efficacy is less certain. The survey explicitly discloses several key data: the success rate and sample size associated with the traditional drug and any existing evidence for the new drug, as well as the quality and sample size of additional data about the new drug. It also provides visual representations of the mechanics and weaknesses of different sampling techniques (random vs. voluntary samples). Using an incentive-compatible experimental design, we measure participants’ willingness to pay for additional information about new treatments and ability to update their prior beliefs based on this additional information. Results demonstrate that participants’ willingness to pay for additional information is sensitive to quality of data offered, the existing data available, and the potential selection observed in the data. Once purchased, participants incorporate data by discounting heavily selected samples in their updated beliefs.

PRESENTATIONS

“The Ramifications of Promotional Material on Informed Consent”

- Southern Economic Association, November 2025
 - Society for Benefit-Cost Analysis, March 2026
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“Authorizing Accessible Bespoke Therapies”

- Southern Economic Association, November 2025
 - Judge Douglas H. Ginsburg Judicial Colloquium Series, November 2025
 - American Society for Legal Medicine, March 2026
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“Embryonic Option-hood.”

- Berkeley Law, Law, Economics, and Business Colloquium, October 2025
 - Judge Douglas H. Ginsburg Judicial Colloquium Series, November 2025
-

“Embryonic Personhood’s Threat to Conception”

- Society for Benefit Cost Analysis, March 2025
 - Southern Economic Association, November 2024
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“Disrupting the Risk Ratchet.”

- University of Arizona James E. Rogers College of Law, October 2024
 - Queen’s University Faculty of Law, November 2024
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“Market versus Policy Responses to Novel Occupational Risks”

- Notre Dame Law and Economics Seminar, September 2024
 - Society for Benefit-Cost Analysis, March 2024
 - American Law and Economics Association, May 2024
 - Georgetown Law and Economics Workshop, October 2023
 - Conference for Empirical Legal Studies, October 2023
 - Southern Economic Association Conference, New Orleans, November 2023
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“Damned Causation”

- Program in Psychiatry and the Law Seminar, Massachusetts Mental Health Center (Harvard Medical School teaching hospital), March 2023
 - Judge Douglas H. Ginsburg Judicial Colloquium Series, November 2025
-

“Behavioral Impediments to Beneficial Experimentation,”

- Texas A&M Law and Economics Conference, October 2024
 - Southern Economic Association Annual Meetings, November 2023
 - American Society of Health Economists, June 2023
 - Southern Economic Association Annual Meetings, November 2022
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“Disregarding Uncertainty, Marginalizing Patients,”

- Southeastern Junior Senior Conference, December 2022
-

“The Misapplication of the Major Questions Doctrine to Emerging Risks,”

- 17th Annual Colloquium on Scholarship in Employment and Labor Law (COSELL), October 2022
 - Society for Risk Analysis, Keynote Panel, December 2022 (remarks based on the above paper)
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“When Patients are Assailants: Attitudes toward Healthcare Occupational Risks,”

- Cardozo Law School faculty workshop, April 2022
 - Law Economics & Society Seminar at University of Alabama, March 2022
 - Boston University Law and Economics Workshop, March 2022
 - Conference of Empirical Legal Studies, March 2022
 - Duke Law and Economics Colloquium, March 2022
 - George Mason Larry Ribstein Law & Economics Workshop, March 2022
 - Southern Economic Association Annual Meetings, November 2021
 - American Society of Health Economists, June 2021
 - ETH Zurich Seminar, May 2021
 - Society for Benefit-Cost Analysis, March 2021
 - Southern Economic Association Annual Meetings, November 2020
 - Experimental Methods in Legal Scholarship, October 2020
-

“Strategic Submissions: A Cross-Country Analysis of Supplemental Drug Approvals,”

- American Law and Economics Association, Boston University, June 2023
 - Lancaster Conference on Auctions, Regulation, and Public Policy, Lancaster University, UK, June 2023
 - University of Texas Law and Economics Seminar, November 2022
 - Charles River Associates Seminar, March 2023
 - Econ Brown Bag Seminar, Food and Drug Administration, November 2022
 - UCLA Seminar on Pharmaceutical Economics and Policy, October 2022
 - American Society of Health Economists, June 2022
 - Bates White Life Sciences Symposium, May 2022
 - Vanderbilt Law and Economics PhD Workshop, February 2022
 - NBER Productivity Seminar, May 2021
 - Empirical Health Law Conference, Duke University, April 2020
 - Southern Economic Association Annual Meetings, November 2019
-

LEC Judicial Symposium on Scientific Evidence

- Panel Presentation, March 2022
 - Panel Presentation, March 2021
 - Panel Presentation, March 2020 (cancelled due to COVID)
-

“Responses to Liability Immunization: Evidence from Medical Devices,”

- Conference on Empirical Legal Studies, November 2019
 - Queen’s University Seminar, Kingston, Canada, November 2018
-

“Empirical Evidence of Risk Penalties for Prescription Drugs,”

- Pricing Lives: Guideposts for a Safer Society Symposium, Vanderbilt University, September 2018
 - Southern Economic Association Annual Meetings, November 2015
-

“Valuations of Ambiguity in Prescription Drug Risks: Evidence by Framing and Risk Type,”

- Behavioral Law and Economics Conference, Vanderbilt University, October 2017, Nashville, TN
-

“The Fatality and Morbidity Components of the Value Statistical Life,”

- Southern Economic Association Annual Meetings, November 2015
 - Society for Benefit-Cost Analysis Annual Conference, March 2015
-

“Learning about Ineffectiveness: Physicians’ Prescription Decisions Regarding Off-Label Drug Uses,” (later reworked into “A Socially Beneficial FCA”)

- Conference on Empirical Legal Studies, November 2014
 - American Law and Economics Association Annual Meeting, May 2014
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COURSES TAUGHT

Torts (Law), Florida State University

Law and Economics (Law), Florida State University

Medical Malpractice (Law Seminar), Florida State University

Health Law (Law), Florida State University

Economics and the Law (Economics undergraduate), Florida State University

Empirical Environmental Economics (Masters), Toulouse School of Economics

HONORS AND ACTIVITIES

Weatherall Visiting Scholar, Queen’s University Fall 2018

University Graduate Fellowship

Provost’s Graduate Fellowship

Scholastic Excellence Award for Civil Procedure and Employment Law

Vanderbilt Law and Economics Scholars Program

Southern Economic Association Graduate Student Award

OTHER SERVICE

Advisory Editor, Journal of Risk and Uncertainty

Referee for Journal of Empirical Legal Studies, Journal of Law and Biosciences, Journal of the European Economic Association, Journal of Risk and Uncertainty, International Review of Law and Economics, BMC Health Services Research

Program Committee (Area Coordinator) for Conference on Empirical Legal Studies 2022, Program Organizer (Area Organizer) for American Law and Economics Association Conference 2023, Area Organizer for Conference on Empirical Legal Studies 2025; Program Committee for Society for Benefit Cost Analysis 2026

Society for Benefit Cost Analysis workshop organizer, 2024-present; SBCA organizer for ASSA 2027 session

FSU Appointments Committee Chair (Fall 2024-Spring 2025)
