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# **Annika Herr**

## **Leibniz Universität Hannover**

October 14, 2025 | 12.30  
Seminar room S15 HG.31

**research seminar**

jointly organized by bche & wwz

# Prof. Dr. Annika Herr

## Concentration and Prescribing Behaviour in Primary Care

### Abstract

Abstract: Between 2015 and 2019, more than 10% of general practitioners' (GP) practices in the English NHS closed, raising concerns about consolidation in primary care. We examine how market concentration affects prescribing behaviour using a quarterly panel of over 7,500 English GP practices from 2015 to 2019. Market concentration is measured through population-weighted Herfindahl-Hirschman Indices, based on predicted rather than actual patient flows to address endogeneity between market shares and quality.

Our analysis shows that when market concentration rises by one standard deviation, prescription volume and drug expenditure per registered patient fall by more than 2%. At the national level, this

corresponds to around 24 million fewer prescriptions and £160 million lower annual drug spending. Heterogeneity analyses reveal that these reductions are particularly pronounced for over-the-counter medications, for urban practices, and for practices facing higher baseline competition. Although the effect size is modest, the results suggest that reduced competitive pressure influences GP prescribing, with practices becoming less responsive to patient demand and expectations for medication.





**Annika Herr** is Professor of Health Economics and Director of the Institute of Health Economics at Leibniz University Hannover. She studied economics and business administration at TU Dortmund and earned her doctorate in economics at FAU Erlangen-Nürnberg in 2009. From 2012 to 2019 she was Junior Professor at the Düsseldorf Institute for Competition Economics (DICE), where she completed her habilitation in 2018. Her research focuses on health economics with an emphasis on competition, regulation, quality of care, and healthcare innovation. Current projects address digital health acceptance, long-term care, caregiver burden, and quality measurement in nursing homes. She is spokesperson of the Center for Health Economics Research Hannover (CHERH), Vice-Chair of the German Health Economics Association, and a member of several advisory boards, including the RWI – Leibniz Institute for Economic Research and the German Center for Lung Research. She has received multiple awards, including the Science Award of the City of Düsseldorf.

## Program

14/10/2025 @ 12.30

S15 HG.31 WWZ

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**12.00 – 12.30** Sandwiches, coffee and water will be provided from 12.00 at Café Laspeyres, 3rd floor, WWZ

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**12.30 – 13.30** **Lecture**  
A. Herr

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**13.30 – 13.45** **Discussion**  
Q & A

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Registration is not required.  
The number of seats is limited.

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