

Ge Bai

Johns Hopkins Carey Business School
Johns Hopkins Bloomberg School of Public Health
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Academic Positions

Associate Professor of Accounting, Johns Hopkins Carey Business School: 2018-Present

Associate Professor of Health Policy & Management, Johns Hopkins Bloomberg School of Public Health (Joint): 2019-Present

Assistant Professor of Accounting, Johns Hopkins Carey Business School: 2016-2018

Assistant Professor of Accounting, Washington & Lee University: 2012-2016

Education

Ph.D., Accounting, Michigan State University, 2012

M.S., Accounting, Eastern Michigan University, 2006

B.E., Mechanical Engineering, Dalian University of Technology, 2001

B.A., Japanese Literature, Dalian University of Technology, 2001

Research Interests

Health care pricing, cost management, and pharmaceutical supply chain

Research Affiliation

The Johns Hopkins Drug Access and Affordability Initiative, 2016-Present

Research Articles

Bai, G., Chanmugam A., Suslow, V. Y., & Anderson, G.F. (2019). Air ambulance with sky high charges. Forthcoming.

Bai, G., Kelen G. D., Frick, K. D., & Anderson, G. F. (2019). Nurse practitioners and physician assistants in emergency medical services who billed independently, 2012-2016. [American Journal of Emergency Medicine](#), forthcoming.

Socal, M., Bai, G., & Anderson, G. F. (2019). Favorable formulary placement of branded drugs in Medicare Prescription Drug Plans when generics are available. [JAMA Internal Medicine](#), forthcoming.

Karas, L., Kang, S., Bai, G., Feldman, R., & Anderson, G. F. (2019). Is it time to let the sun shine on pharmaceutical company payments to patient advocacy groups? [Hastings International and Comparative Law Review](#), forthcoming.

Kang, S., Bai, G., Karas, L., & Anderson, G. F. (2019). Pharmaceutical companies' support of US patient-advocacy organizations: an international context. [American Journal of Public Health](#), 109(4), 559-561.

- Barrett, J., Tayler W., Bai, G., Social, M., Trujillo, A., & Anderson, G. F. (2019). Consumer responses to price disclosure in direct-to-consumer pharmaceutical advertising. JAMA Internal Medicine, 179(3), 435-437.
- Included in the invited commentary by Sarpatwari, A., & Kesselheim, A. S.
- Jiang, J., & Bai, G. (2019). Evaluation of causes of protected health information breaches. JAMA Internal Medicine, 179(2), 265-267.
- Bai, G., & Anderson, G. F. (2018). Market power: price variation among commercial insurers for hospital services. Health Affairs, 37(10), 1615-1622.
- Liljenquist, D., Bai, G., & Anderson, G. F. (2018). Addressing generic-drug market failures—the case for establishing a nonprofit manufacturer. The New England Journal of Medicine, 378(20), 1857-1859.
- Reprinted in NEJM Catalyst.
- Aiken, L. H., Dahlerbruch, J., Todd, B., Bai, G. (2018). The graduate nurse education demonstration: Implications for Medicare policy. The New England Journal of Medicine, 378(25), 2360-2363.
- Bai, G., Bennet, C., Wang, J., & Anderson, G. F. (2018). Access to antihypertensive drugs in China. Circulation, 138(17), 1777-1779.
- Rogers, A., Bai, G., Loss, M., & Anderson, G. F. (2018). Increasing frequency and share of dermatologic procedures billed by non-physician clinicians from 2012-2016. Journal of the American Academy of Dermatology, 79(6), 1159-1161.
- Chen, Y., Barkun, A. N., Adam, V., Bai, G., Sign, V. K. et al. (2018). Cost-effectiveness analysis comparing lumen apposing metal stents with plastic stents in the management of pancreatic walled-off necrosis. Gastrointestinal Endoscopy, 88(2), 267-276.
- Bai, G., Sen, A. P., & Anderson, G. F. (2018). Pharmacy benefit managers, brand-name drug prices, and patient cost sharing. Annals of Internal Medicine, 168(6), 436-437.
- Featured in Johns Hopkins Health Review.
- Mehta, A., Xu, T., Bai, G., Hawley, K., & Makary, M. (2018). The impact of price transparency for surgical services. The American Surgeon, 84(4), 604-608.
- Chen, Y., Barkun, A. N., Adam, V., Bai, G., Sign, V. K. et al. (2018). Plastic stents are more cost-effective than lumen apposing metal stents in the management of pancreatic pseudocysts. Endoscopy International Open, 6: E780-788.
- Xu, T., Park, A., Bai, G., Joo, S., Hutfless, S., Mehta, A., Anderson, G. F., & Makary, M. (2017). Variation in emergency department vs internal medicine excess charges in the United States. JAMA Internal Medicine, 177(8), 1139-1145.
- Rogers, A. T., Bai, G., Lavin, R. A., & Anderson, G. F. (2017). Higher hospital spending on occupational therapy is associated with lower readmission rates. Medical Care Research and Review, 74(6), 668-686.
- Bai, G., Jiang, X., & Flasher, R. (2017). Hospitals risks of data breaches. JAMA Internal Medicine, 177(6), 878-880.

- Bai, G., & Anderson, G. F. (2017). Variation in the ratio of physician charges to Medicare payments by specialty and region. JAMA, 317(3), 315-317.
- Bai, G., Xu, T., Rogers, A. T., & Anderson, G. F. (2017). Hospitals with higher direct cost ratios have lower readmission rates. Journal of Health Care Finance, 2017(winter), 1-10.
- Bai, G., & Anderson, G. F. (2016). US Hospital are still using chargemaster markups to maximize revenues. Health Affairs, 35(9), 1658-1664.
- Bai, G., & Anderson, G. F. (2016). A more detailed understanding of factors associated with hospital profitability. Health Affairs, 35(5), 889-897.
- o The second most-read Health Affairs article in 2016
- Bai, G. (2016). Applying variance analysis to understand California hospitals' expense recovery status by patient groups. Accounting Horizons, 30(2), 211-223.
- Bai, G., & Krishnan, R. (2016). Effects of ambiguous common uncertainty on employees' preference for relative performance contracts. The Japanese Accounting Review, 6, 65-93.
- Bai, G., & Anderson, G. F. (2015). Extreme markup: The fifty US hospitals with the highest charge-to-cost ratios. Health Affairs, 34(6), 922-928.
- o Reported by over 500 national and regional media outlets.
 - o Used as testimony before the House Ways and Means Committee.
 - o The most-read Health Affairs article in 2015
- Bai, G. (2015). California's hospital fair pricing act reduced the prices actually paid by uninsured patients. Health Affairs, 34(1), 64-70.
- Bai, G., Kajiwara, T., & Liu, J. (2015). The cost of manufacturing disruptions. Strategic Finance, 97(6), 40-45.
- Bai, G., & Krishnan, R. (2015). Do hospitals without physicians on the board deliver lower quality of care? American Journal of Medical Quality, 30(1), 58-65.
- Bai, G. (2015). Hospitals with accounting experts on the board received higher charitable contributions. Journal of Health Care Finance, 42(1), 1-17.
- o Received 2011 American Accounting Association/Grant Thornton Doctoral Dissertation Award.
- Bai, G., Kajiwara, T., & Liu, J. (2015). Measuring the cost of individual disruptions in multistage manufacturing systems. Journal of Management Accounting Research, 28(1), 1-26.
- Bai, G., Hsu, S., & Krishnan, R. (2014). Accounting performance and capacity investment decisions: Evidence from California hospitals. Decision Sciences, 45(2), 309-339.
- Bai, G. (2014). University President Compensation: Evidence from the United States. Higher Education Studies, 4(6), 1-14.
- Bai, G. (2013). How do board size and occupational background of directors influence social performance in for-profit and non-profit organizations? Evidence from California hospitals. Journal of Business Ethics, 118(1), 171-187.
- Bai, G., & Krishnan, R. (2012). Role of management accounting systems in the development and efficacy of transactive memory systems. Journal of Management Accounting Research, 24(1), 201-220.

Bai, G., Coronado, F., & Krishnan, R. (2010). The role of performance measure noise in mediating the relation between task complexity and outsourcing. Journal of Management Accounting Research, 22(1), 75-102.

- o Received 2014 Journal of Management Accounting Research Best Paper Award.

Research Comments and Replies

Xu, T., & Bai, G. (2018). Reducing the burden of catastrophic health expenditures in the United States. Annals of Surgery, 268(1), e21.

Xu, T., Park, A., & Bai, G. (2018). Service provided by internal medicine physicians compared with emergency physicians: Flawed data—reply. JAMA Internal Medicine, 178(2), 297-297.

Bai, G., & Anderson, G. F. (2017). Physician charges and Medicare payments—reply. JAMA, 317(17), 1802-1803.

Bai, G., Jiang, X., & Flasher, R. (2017). The need for better data breach statistics—reply. JAMA Internal Medicine, 177(11), 1696-1697.

Bai, G., & Anderson, G. F. (2016). Profitable hospitals: the authors reply. Health Affairs, 35(8), 1545.

Policy Comments

Bai, G. & Anderson, G. F. (2019). Removal Safe Harbor Protection for Rebates Involving Prescription Pharmaceuticals and Creation of New Safe Harbor Protection for Certain Point-of-Sale Reductions in Price on Prescription Pharmaceuticals and Certain Pharmacy Benefit Manager Service Fees. <https://www.regulations.gov/document?D=HHSIG-2019-0001-0097>

Sen, P. A., Willink, A., Oakes, A. H., Hale, J., Eisenberg, M. D., Bai, G., Sharfstein, J. M., & Anderson, G. F. (2019). How are states lowering health care prices in the private sector: policy recommendations to HELP Committee.

Bai, G., & Anderson, G. F. (2019). Proposal to modernize Part D and Medicare Advantage to lower drug prices and reduce out-of-pocket expenses. <https://www.regulations.gov/document?D=CMS-2018-0149-3593>

Anderson, G. F., & Bai, G. (2018). Proposal to require manufacturers to disclosure drug prices in Television Ads. <https://www.regulations.gov/document?D=CMS-2018-0123-0147>

Other Publications

Bai, G., Socal, M., Sharp, M., & Pachman, E. (2019). Pharmacy benefit manager contracts for generic prescription drugs in Medicaid managed care programs. Health Affairs Blog, forthcoming.

Bai, G., Patel, P., Martin, M. A., & Hyman, D. A. (2019). Providing useful hospital pricing information to patients: lessons from voluntary price disclosure. Health Affairs Blog, forthcoming.

Anderson, G. F. & Bai, G. (2019). Reforming direct and indirect remuneration in Medicare Part D. Health Affairs Blog, 10.1377/hblog20190215.708286.

Sen, A. P. & Bai, G. (2019). Commentary: Hospital pricing in Del. Above the norm for Medicare. Delaware State News. January 11, 2019.

Bai, G., Bach, P., & Anderson, G. F. (2018). Oncologists charged higher than non-oncologists for common physician-administered drugs. Health Affairs Blog, 10.1377/hblog20180306.287114.

Bai, G., & Anderson, G. F. (2016). Understanding hospital profitability: Continuing the conversation. Health Affairs Blog, 10.1377/hblog20160506.054788.

Working Papers

Kang, S., Sen, A., Bai, G., & Anderson, G. F. (2019). Independent charity patient assistance programs only assist insured patients and primarily cover expensive drugs. Forthcoming.

Jiang, J., & Bai, G. What information is compromised in protected health information breaches?

Socal, M., Yehia F., Bai, G., & Anderson, G. F. Compliance of Part D Prescription Drug Plans to Medicare drug coverage requirements.

Kang, S., Socal, M., Bai, G., & Anderson, G. F. Patient assistance programs coverage of high-cost specialty drugs for off-label indications.

Park, A., Bai, G., Overton, H., Bruhn, W., & Makary, M. A. Payments to health insurance brokers: an underlying driver of high health care costs.

Makary, M. A., & Bai, G. Real price can save health care.

Levin, J., Ballreich, J., Socal, M., Gellad, W., Bai, G., Anderson, G. F. Consolidated drug purchasing across federal agencies: a policy to decrease cost sharing for Medicare beneficiaries.

Honors and Awards

National Level

The Institute of Management Accountants Research Foundation Emerging Scholar Award. 2014.

Journal of Management Accounting Research Best Paper Award. 2014.

The Institute of Management Accountants Research Foundation Research Grant. 2013.

The American Accounting Association/Grant Thornton Doctoral Dissertation Award. 2011.

University Level

Johns Hopkins Carey Business School Dean's Awards. 2017-Present.

Johns Hopkins Carey Business School Supplemental Research Support Award. 2017-Present.

Johns Hopkins Carey Business School Black & Decker Research Fund. 2017-2018.

Washington & Lee University Lenfest Summer Research Grant. 2013-2015.

Washington & Lee University Mellon Grant for Spring Term Course Development. 2014.

Michigan State University Robert P. Poland Doctoral Dissertation Fellowship. 2012.

Michigan State University Student Excellence in Teaching Award. 2011.

Michigan State University Student Excellence in Research Award. 2008.

Michigan State University Marlys and Jack Gray Scholarship. 2007.

Michigan State University Summer Recruitment Fellowship. 2007.

Eastern Michigan University Distinguished Student Honor. 2006.

Dalian University of Technology Japanese Study Excellence Scholarship. 2000.

Dalian University of Technology Student Excellence Scholarship. 1997-2000.

Selected Media Coverage

Congress looks to tackle surprise medical bills. [Wall Street Journal](#). April 2, 2019.

How to end the scourge of surprise medical bills in the emergency room. [Forbes](#). March 12, 2019.

Azar calls on Congress to help eliminate drug rebates. [STAT](#). February 1, 2019.

White House plan to disclose drug prices may not drive down costs: study. [U.S. News & World Report](#). January 25, 2019.

Trump plan to force drug makers to advertise prices might work, but not if pharma gets its way. [STAT](#). January 23, 2019.

Trump's drug ad price transparency contains huge loophole, researchers identify. [CNN](#). January 22, 2019.

Hospitals must now post prices. But it may take a brain surgeon to decipher them. [The New York Times](#). January 13, 2019.

The Trump administration has a new idea for changing drug rebates. That doesn't mean it's abandoning its earlier proposals. [STAT](#). December 4, 2018.

Did your doctor ask for your social security number? why that may be a bad idea. [MarketWatch](#). December 3, 2018.

Hackers are not main cause of health data breaches. [Reuters](#). November 19, 2018.

Main Line hospitals charges \$63 for olive oil used to turn a breech baby. [Philadelphia Inquirer](#). November 19, 2018.

Children's hospitals again cry for help from voters, but are they really hurting? [LA Daily News](#). October 12, 2018.

HCA's success over 50 years banks on sticking with the basics. [Modern Healthcare](#). October 6, 2018.

Hospitals gouging patients with auto, workers' compensation coverage. [POLITICO](#). October 1, 2018.

Companies moving to cut out middlemen and reduce drug prices for employees. [MarketWatch](#). August 28, 2018.

Hospital billing: Overcharged and outrageous liens. [The Legal Examiner](#). July 25, 2018.

Drug-pricing battle plays out in Florida. [POLITICO](#). May 30, 2018.

How banks and law firms make millions from hospital debt? [Axios](#). May 23, 2018.

Nonprofit consortium plans to create competition to drive down drug prices. [Nonprofit Quarterly](#). May 21, 2018.

Could nonprofit drug companies cut sky-high prices? [U.S. News & World Report](#). May 17, 2018.

California hospital giant Sutter Health face heavy backlash on prices. [Los Angeles Times & Washington Post](#). May 16, 2018.

Hospitals made \$21B on Wall Street last year, but are patients seeing those profits? [NBC News](#). February 7, 2018

You know who else fails “The Jimmy Kimmel Test”? Hospital emergency rooms. [Forbes](#). December 6, 2017.

Could your data be breached? [U.S. News & World Report](#). May 10, 2017.

Researchers find data breaches more likely at large teaching hospitals. [Baltimore Sun](#). April 15, 2017.

The data show hospitals need to do better at protecting your personal data. [Forbes](#). April 5, 2017.

Protect yourself from a hospital data breach. [Consumer Reports](#). April 4, 2017.

Surprised by a medical bill? Here’s what to do. [CNN](#). January 17, 2017.

More than 1 in 5 emergency room patients face surprise medical bills, study finds. [CBS News](#). January 17, 2017.

Doctors may accept low fee from Medicare, but not from all patients. [Reuters](#). January 17, 2017.

Steep bills surprise patients who go out-of-network. [U.S. News & World Report](#). January 17, 2017.

Hospitals jack up costs strategically, study finds. [Live Science](#). September 12, 2016.

These hospitals make the most money off patients and they're mostly nonprofits. [The Washington Post](#). May 3, 2016.

For hospitals, prestige leads to profits. [Kaiser Health News](#). May 2, 2016.

Want to bankrupt hospitals? Force them to charge fair prices. [Forbes](#). November 25, 2015.

Want to pay higher prices? Try a for-profit hospital. [Forbes](#). September 25, 2015.

Sticker shock in for-profit Hospitals. [The New York Times](#). June 16, 2015.

Fifty hospitals charge uninsured more than ten times cost of care, study finds. [The Washington Post](#). June 8, 2015.

Some hospitals marking up treatments by as much as 1,000 percent: study. [NBC News](#). June 15, 2015.

At these hospitals, prepare to pay markups of 900 percent or more. [CBS News](#). June 8, 2015.

The hospitals that overcharge patients by 1,000 percent. [The Atlantic](#). June 8, 2015.

Presentations and Guest Lectures

2019

AcademyHealth Annual Research Meeting, Washington, DC (scheduled).

Johns Hopkins Drug Discovery Program, Baltimore, Maryland (scheduled).

Bloomberg Public Health Pharmaceutical Policy Course, Baltimore, Maryland (scheduled).

Delaware State Employee Benefits Committee Meeting, Dover, Delaware.

2018

Reforming States Group Steering Committee Meeting, Washington, DC.
Delaware State Employee Benefits Committee Meeting, Dover, Delaware.
15th Annual Symposium of the Journal of Law, Economics, & Policy, Arlington, Virginia.
51st Transportation Law Institute, Louisville, Kentucky.
Johns Hopkins Drug Accessibility & Pricing Symposium, Baltimore, Maryland.
Capital Alpha Partners Drug Pricing Policy Forum, Washington, DC.

2017

Johns Hopkins Drug Discovery Program, Baltimore, Maryland.
Virginia Association of Health Plans Annual Meeting. Richmond, Virginia.
The AAA Managerial Accounting Section Conference. San Juan, Puerto Rico.

2016

The American Accounting Association (AAA) Annual Meeting. New York City, New York.
Johns Hopkins Carey Business School

2015

The AAA Public Interest Section Midyear Meeting. Crystal City, Virginia.

2014

The AAA Government and Nonprofit Section Midyear Meeting. Norwalk, Connecticut.

2013

The AAA Southeast Regional Meeting. Nashville, Tennessee.
The Canadian Academic Accounting Association Annual Conference. Montreal, Canada.

2012

The AAA Managerial Accounting Section Conference. Houston, Texas.
The AAA Government and Nonprofit Section Midyear Meeting. San Diego, California.
Ball State University
Emory University
Indiana University Bloomington
The Pennsylvania State University
The University of Illinois at Urbana-Champaign
The University of Iowa
The University of Norte Dame
The University of Southern California
Washington & Lee University

2011

The AAA Annual Meeting. Denver, Colorado.
The Canadian Academic Accounting Association Annual Conference. Toronto, Canada.

2009

The AAA Managerial Accounting Section Conference. St. Pete Beach, Florida.

Teaching Experience

Capital Budgeting and Decision Making. Johns Hopkins Carey Business School (scheduled).

Advanced Financial Accounting. Johns Hopkins Carey Business School. 2016-Present.

Financial Accounting and Reporting. Johns Hopkins Carey Business School. 2016-Present.

Management Accounting in China. Washington & Lee University. 2015.
Cost Accounting. Washington & Lee University. 2013-2016.
Introduction to Managerial Accounting. Washington & Lee University. 2012-2015.
Cost and Managerial Accounting. Michigan State University. 2011.
Principles of Management Accounting. Michigan State University. 2010.

Service

Editorial Review Board

Journal of Management Accounting Research. 2013-2015.

Conference Organization

Accounting Track Co-chair, Decision Sciences Institute Conference. 2016. Austin, Texas.

Reviewer

Accounting Horizons
Accounting, Organization, and Society
Applied Health Economics and Health Policy
BMJ Open
Elsevier Science & Technology Book Prospectuses
European Accounting Review
Health Affairs
Health Economics
Health Policy
JAMA Internal Medicine
Journal of Business Ethics
Journal of Governmental and Nonprofit Accounting
Journal of Hand and Microsurgery
Journal of Management Accounting Research
Oxford University Press Book Proposal
PLOS ONE
The Research Foundation of the City University of New York
Robert Wood Johnson Foundation Health Data for Action
Strategic Management Journal
The Accounting Review
The AAA Management Accounting Section Midyear Meeting. 2013, 2014, 2016, 2017, 2018.
The AAA Government and Nonprofit Section Midyear Meeting. 2011.

Discussant and Moderator

The Johns Hopkins Drug Accessibility & Pricing Symposium, 2018.
The AAA Management Accounting Section Midyear Meeting. 2013, 2014, 2017.
The AAA Government and Nonprofit Section Midyear Meeting. 2011.
The AAA Annual Meeting. 2011, 2014.
The Canadian Academic Accounting Association Annual Conference. 2011.

Student Mentoring

Dissertation Committee Member: Farah Yehia (Bloomberg School of Public Health), 2018-Present.
Dissertation Committee Alternate Member: Jonathan Levin (Bloomberg School of Public Health), 2018-Present.

Dissertation Committee Alternate Member: Mariana Socal (Bloomberg School of Public Health), 2017.

Dissertation Committee Alternate Member: Jeromie Ballreich (Bloomberg School of Public Health), 2017.

Other Services

The Johns Hopkins Carey Business School MBA Program Committee on Health, Innovation & Technology, 2018-2020.

The Johns Hopkins Carey Business School Faculty Diversity Initiative Action Plan Committee, 2019-2020.

The Johns Hopkins Sheridan Libraries' Advisory Board. 2017-2019.

The Johns Hopkins Carey Business School Library E-Resource Acquisition Committee. 2017-18.

The Johns Hopkins Carey Business School Faculty Recruiting Committee. 2016-18.

The Johns Hopkins Carey Business School Global MBA Curriculum Committee. 2016-17.

Washington & Lee University Fall Faculty Academy. 2015.

Washington & Lee University Library Committee. 2014.

Washington & Lee University John Gunn Scholarship Committee. 2014.

Washington & Lee University Glynn Scholarship Committee. 2013.

Washington & Lee University Topinka Scholarship Committee. 2013.

Michigan State University AIS Doctoral Program Committee. 2009-2010.

Professional Affiliation

Certified Public Accountant, the Commonwealth of Massachusetts

Industry Experience

Musashi North America, Inc., Southfield, Michigan. Business Process Reengineering Supervisor. 2006-2007.

Lingua Science Corporation, Ann Arbor, Michigan. Accountant. 2005-2006.

Luoyang Yincheng Import and Export Corporation, China. International Sales Manager. 2002-2003.

Liaoning Light Industrial Products Import and Export Corporation, China. International Sales Associate. 2001-2002.