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Magdalena Flatscher-Thöni is a Assitant Professor at the Institute of Public Health, Medical Decision Making and Health Technology Assessment, Department of Public Health, Health Services Research and Health Technology Assessment at UMIT - University for Health Sciences, Medical Informatics and Technology in Hall i.T., Austria. Furthermore, she is the head of the Program „Health Policy, Administration, Economics and Law“.

After her studies of law and economics, she earned a PhD in law and did several research stays abroad.

Her research project is concerned with the question why people are willing to donate their ovum or sperm cell for reproductive medicine.

Her main research interests are economic analyses of health legislation with a focus on evaluation of the Reproductive Medicine Act.