

# NATALIA SERNA BORRERO

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## EDUCATION

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**University of Wisconsin - Madison**

*August 2017 - Present*

PhD Candidate in Economics

MS in Economics

**Icesi University**

MS in Economics

*February 2014 - June 2015*

Bachelor in Economics and International Business

*June 2009 - February 2014*

## RESEARCH FIELDS

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Health Economics, Industrial Organization, Microeconometrics.

## PEER-REVIEWED PUBLICATIONS

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Cost Sharing and the Demand for Health Services in a Regulated Market, *Health Economics*, 2021, 1-17

Implementing Parity for Mental Health and Substance Use Treatment in Medicaid. *Health Services Research*, 2020, 55(4).

*With Marguerite Burns, Laura Dague, Brendan Saloner, Kristen Voskuil, Nam Hyo Kim, and Kevin Look.*

Access to Care Among Individuals Who Experienced Medicaid Lockouts After Premium Nonpayment, *Journal of the American Medical Association*, 2019, 2(11).

*With Brendan Saloner, Laura Dague, Donna Friedsam, Kristen Voskuil, and Marguerite Burns.*

Welfare Effects of Switching Barriers Through Permanence Clauses: Evidence from the Mobiles Market in Colombia, *Telecommunications Research*, 2019, 43(4).

*With Alvaro Riascos and Juan David Martin.*

Machine Learning Based Program to Prevent Hospitalizations and Reduce Costs in the Colombian Statutory Health Care System, *International Journal of Knowledge Discovery in Bioinformatics*, 2018, 8(2).

*With Alvaro Riascos.*

Risk Adjustment Revisited using Machine Learning Techniques, *Proceeding Series of the Brazilian Society of Computational and Applied Mathematics*, 2018, 6(2).

*With Alvaro Riascos and Mauricio Romero.*

Predicting Annual Length-Of-Stay and its Impact on Health Costs: The Case of the Colombian Health-care System, *Proceedings of Machine Learning Research*, 2017, 69.

*With Alvaro Riascos.*

## WORKING PAPERS

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The Impact of a National Formulary Expansion on Diabetics.

*With Cici McNamara.*

Designing Cost Sharing for Regulated Health Insurance: Effects on Prices and Consumers

## WORK IN PROGRESS:

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Targeted advertising in Medicare Advantage Markets.

*With Cici McNamara and Alan Sorensen.*

Hospital Incentives under Capitation and Fee-for-Service Contracts.

*With Gabriel Martínez-Roa and Cici McNamara.*

An Out-of-Sample Test of Nash-in-Nash Bargaining: Application to CT Scans Pricing

## WORK EXPERIENCE

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**University of Wisconsin - Madison**

*July 2021 - Present*

*Research Assistant*

- Trends in the United States Urgent Care Sector. Principal Investigator: Lorenzo Magnolfi.

**University of Wisconsin - Madison**

*January 2019 - June 2020*

*Research Assistant*

- BadgerCare Evaluation Project for the State of Wisconsin. Principal Investigator: Marguerite Burns.
- Medicaid Evaluation Project for the Wisconsin Department of Corrections. Principal Investigator: Marguerite Burns.

**Quantil**

*August 2014 - June 2017*

*Senior Researcher*

- In charge of leading projects and preparing manuscripts in the area of economic modelling.

**Central Bank of Colombia**

*June 2013 - December 2013*

*Intern*

- Supporting research on industrial activity and international trade.

## TEACHING EXPERIENCE

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Linear Algebra

*Fall 2018*

Department of Mathematics, University of Wisconsin - Madison.

Economics 101

*Fall 2017, Spring 2018*

Department of Economics, University of Wisconsin - Madison