

NATALIA SERNA BORRERO

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EDUCATION

University of Wisconsin - Madison

PhD Candidate in Economics
MS in Economics

August 2017 - Present

Icesi University

MS in Economics
Bachelor in Economics and International Business

February 2014 - June 2015

June 2009 - February 2014

RESEARCH FIELDS

Industrial Organization, Health Economics, Microeconometrics.

PUBLICATIONS

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.

OTHER PUBLICATIONS

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

Cost Sharing Design for Public Health Insurance: Effects on Prices and Consumers. (R&R at Journal of Health Economics)

The Impact of a National Formulary Expansion on Diabetics (R&R at Health Economics).
With Cici McNamara.

The Rise of Urgent Care Centers: Implications for Competition and Access to Health Care (R&R at Journal of Political Economy Microeconomics)
With Christopher Sullivan, Lorenzo Magnolfi, and Corina Mommaerts

WORK IN PROGRESS:

Targeted advertising in Medicare Advantage Markets.
With Cici McNamara and Alan Sorensen.

Healthcare Provider Referral and Treatment Decisions Under Mixed Contracts.
With Gabriel Martínez-Roa and Cici McNamara.

Quasi-experimental Evidence of Switching Costs and Consumer Inattention in Health Insurance.
With Cici McNamara and Sarah Waldfogel.

An Out-of-Sample Test of Nash-in-Nash Bargaining: Application to Hospital Admissions

WORK EXPERIENCE

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

R Software *Spring 2019*
Department of Economics, University of Wisconsin - Madison.

Linear Algebra *Fall 2018*
Department of Mathematics, University of Wisconsin - Madison.

Economics 101 *Fall 2017, Spring 2018*
Department of Economics, University of Wisconsin - Madison

FELLOWSHIPS AND AWARDS

Caves Dissertation Fellowship Department of Economics, University of Wisconsin - Madison.	<i>2022</i>
Richard E. Stockwell Dissertation Fellowship Department of Economics, University of Wisconsin - Madison.	<i>2021</i>
Summer Fellowship Department of Economics, University of Wisconsin - Madison.	<i>2019</i>