

NATALIA SERNA

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Last updated: June 13, 2025

CURRENT APPOINTMENT

Stanford University

Assistant Professor of Health Policy

09/2023 - Current

EDUCATION

University of Wisconsin - Madison

PhD in Economics

05/2023

MS in Economics

06/2019

Icesi University

MS in Economics

06/2015

Bachelor in Economics and International Business

02/2014

PAST APPOINTMENTS

University of Wisconsin - Madison

Research Assistant

Principal Investigator: Lorenzo Magnolfi.

07/2021 - 06/2022

University of Wisconsin - Madison

Research Assistant

Principal Investigator: Marguerite Burns.

01/2019 - 06/2020

RESEARCH FIELDS

Industrial Organization, Health Economics, Applied Microeconomics.

ORIGINAL PEER-REVIEWED PUBLICATIONS

Total publications: 5 Authors are organized in alphabetical order based on last names, unless otherwise stated.

Exogenous Exits, Market Structure, and Equilibrium Contracts in Healthcare. *Accepted at American Economic Review: Insights*

Magnolfi, L., Mommaerts, C., Serna, N., and Sullivan, C. (2024) The Rise of Urgent Care Centers: Implications for Competition and Access to Health Care. *Journal of Political Economy: Microeconomics*, 2(2), 201-243.

McNamara, C. and Serna, N., (2022). The Impact of a National Formulary Expansion on Diabetics, *Health Economics*, 31(11), 2311-2332.

Serna, N., (2021). Cost Sharing and the Demand for Health Services in a Regulated Market, (2021). *Health Economics*, 30(6), 1259-1275.

Burns, M., Dague, L., Saloner, B. Serna, N.*, Voskuil, K., Kim, N., and Look, K., (2020). Implementing Parity for Mental Health and Substance Use Treatment in Medicaid. *Health Services Research*, 55(4). *Statistical analysis. Administrative, technical, or material support.

Saloner, B., Dague, L., Friedsam, D., Serna, N.*, Volskuil, K., and Burns, M., (2019). Access to Care Among Individuals Who Experienced Medicaid Lockouts After Premium Nonpayment, *Journal of the American Medical Association, Network Open*, 2(11). *Statistical analysis. Administrative, technical, or material support.

PRE-DOCTORAL PUBLICATIONS

Total publications: 4 Authors are organized in alphabetical order based on last names, unless otherwise stated.

Martin, J., Riascos, A., and Serna, N., (2019). Welfare Effects of Switching Barriers Through Permanence Clauses: Evidence from the Mobiles Market in Colombia, *Telecommunications Research*, 43(4).

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

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

Riascos, A. and Serna, N., (2017). Predicting Annual Length-of-Stay and its Impact on Health Costs: The Case of the Colombian Healthcare System, *Proceedings of Machine Learning Research*, 69.

WORKING PAPERS

Do Health Insurers Matter for Health Outcomes? Evidence from a Large Natural Experiment in Colombia?—With Giancarlo Buitrago, Paul Rodriguez-Lesmes, Marcos Vera-Hernandez

Centralized and Decentralized Equilibria in Healthcare Provider Network Breadth.

Determinants of Provider Networks: Risk Selection vs. Administrative Costs. *Revise and resubmit, American Economic Journal: Microeconomics*.

Do Payment Contracts in Healthcare Influence Medical Treatment Decisions?—With Cici McNamara, *Revise and resubmit, Journal of Health Economics*

Enrollee Reassignment Rules after Health Plan Terminations—With Giancarlo Buitrago, Paul Rodriguez-Lesmes, Marcos Vera-Hernandez.

What Do Health Insurers Do? Patient Choices and Utilization Management in Health Insurance.

SEMINAR PRESENTATIONS

Harvard University (2025), Georgetown University (2024), University College London (2024), University of Pennsylvania (2023), London School of Economics and Political Science (2023), Boston University (2023), Ohio State University (2023), California Institute of Technology (2023), Olin School of Business (2023), Ross School of Business (2023), Stanford Health Policy (2023), Kelley School of Business (2023), University of Toronto (2023), Central Bank of Colombia (2023), Quantil Colombia (2023).

CONFERENCE PRESENTATIONS

Health Economics Conference (Toulouse, France, 06/2025), International Industrial Organization Conference (IIOC) (Philadelphia, PA, 04/2025), California Health Economics Conference (Los Angeles, CA, 11/2024), American Society of Health Economists (ASHEcon) (San Diego, CA, 06/2024), Bates White Life Sciences Symposium (Washington D.C., 05/2024), International Industrial Organization Conference (IIOC) (Boston, MA, 05/2024), Health Economics and Policy Innovation Collaborative (HEPIC) (Atlanta, GA, 04/2024), National Bureau of Economic Research, Spring Meeting (NBER IO) (Stanford, CA, 02/2024), Junior Health Economics Summit (Canada, 02/2024), Becker Friedman Institute, Women in Empirical Microeconomics (Chicago, IL, 09/2023), National Bureau of Economic Research, Summer Institute (NBER IO) (Boston, MA, 07/2023), International Industrial Organization Conference (IIOC) (Washington D.C., 04/2023), Stanford Institute for Theoretical Economics (SITE) (Stanford, CA, 07/2022), American Society of Health Economists (ASHEcon) (Austin, TX, 06/2022), International Industrial Organization Conference (IIOC) (Boston, MA, 04/2022), Midwest Economics Association (MEA) (Minneapolis, MN, 03/2022), Association for Public Policy Analysis and Management (APPAM) (Austin, TX, 11/2021), Midwest Economics Association (MEA) (Virtual, 03/2021), American Society of Health Economists (ASHEcon) (Virtual, 06/2021)

TEACHING EXPERIENCE

Health Care Systems Around the World (Undergraduate) Winter 2025
Department of Human Biology, Stanford University.

R Software (Master's) Spring 2019
Department of Economics, University of Wisconsin - Madison.

Elementary Matrix and Linear Algebra (Undergraduate) Fall 2018
Department of Mathematics, University of Wisconsin - Madison.

FELLOWSHIPS AND AWARDS

Discovery Innovation Fund Stanford University	2025
Rosenkranz Prize Stanford University	2024
Caves Dissertation Fellowship Department of Economics, University of Wisconsin - Madison	2022
Richard E. Stockwell Dissertation Fellowship Department of Economics, University of Wisconsin - Madison	2021
Summer Fellowship Department of Economics, University of Wisconsin - Madison	2019

REVIEW SERVICE

American Economic Review, National Science Foundation, Economic Journal, Journal of Health Economics, Journal of Human Resources, Health Economics, B.E. Journal of Economic Analysis and Policy.