

NATALIA SERNA

nserna@stanford.edu ◇ www.nserna.com

Last updated: May 6, 2024

CURRENT APPOINTMENT

Stanford University <i>Assistant Professor of Health Policy</i>	09/2023 -
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EDUCATION

University of Wisconsin - Madison PhD in Economics MS in Economics	05/2023 06/2019
Icesi University MS in Economics Bachelor in Economics and International Business	06/2015 02/2014

PAST APPOINTMENTS

University of Wisconsin - Madison <i>Research Assistant</i> Principal Investigator: Lorenzo Magnolfi.	07/2021 - 06/2022
University of Wisconsin - Madison <i>Research Assistant</i> Principal Investigator: Marguerite Burns.	01/2019 - 06/2020

RESEARCH FIELDS

Industrial Organization, Health Economics, Applied Microeconomics.

ORIGINAL PEER-REVIEWED PUBLICATIONS

Total publications: 9 Authors are organized in alphabetical order based on last names as is the convention in Economics, unless otherwise stated.

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).

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.

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.

CONFERENCE PRESENTATIONS

American Society of Health Economists (ASHEcon)	San Diego, CA, <i>scheduled</i>
Bates White Life Sciences Symposium	Washington D.C., <i>scheduled</i>
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

R Software (Master's level)	Spring 2019
Department of Economics, University of Wisconsin - Madison.	
Elementary Matrix and Linear Algebra	Fall 2018
Department of Mathematics, University of Wisconsin - Madison.	
Principles of Economics 101	Fall 2017, Spring 2018
Department of Economics, University of Wisconsin - Madison	

FELLOWSHIPS AND AWARDS

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