

NATALIA SERNA

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Last updated: December 9, 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.

Serna. N. (2025). Exogenous Exits, Market Structure, and Equilibrium Contracts in Healthcare. *American Economic Review: Insights*, 7(3), 325-339.

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.***, Voskuil, 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. *Revise and Resubmit, Review of Economics and Statistics*.

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

How Much Health Insurer Market Power is Too Much? Theory and Evidence from Quality Competition. *Under Review*.

The Impact of Non-Linear Contracts on Medical Decisions—With Cici McNamara.

How to Promote Health Insurer Competition? Evidence from Automatic Enrollment Rules—With Giancarlo Buitrago, Paul Rodriguez-Lesmes, Marcos Vera-Hernandez.

WORK IN PROGRESS

Facilitating Contraceptive Choice: Market Segmentation, Information Frictions, and Price Regulation—With Jorge Florez, Santiago Ortiz-Ortiz, Paul Rodríguez-Lesmes.

Supply-side Drivers of Access to Long-Acting Reversible Contraception: Evidence from Medicaid Beneficiaries—With Maya Rossin-Slater and Lin-Tung Tsai.

Beyond the Income Gradient: Comparing Life Expectancy Gaps in Lower-Income Countries and the United States—With Grant Miller, Paul Rodríguez-Lesmes, Iván Mejía, Eran Bendavid.

Optimal Timing of Risk Adjustment Payments in Health Insurance—With Lin-Tung Tsai.

SEMINAR PRESENTATIONS

Berkeley School of Public Health (Scheduled, 2026), International Development Bank (2025), Harvard University (2025), Georgetown University (2024), University College London (2024), Stanford Medicine Grand Rounds (2023), 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

IO Fest (Stanford, CA, 10/2025), 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

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|---|------------------------|
| Health Care Systems Around the World (Undergraduate) Department of Human Biology, Stanford University. | Winter 2025 |
| R Software (Master's) Department of Economics, University of Wisconsin - Madison. | Spring 2019 |
| Elementary Matrix and Linear Algebra (Undergraduate) Department of Mathematics, University of Wisconsin - Madison. | Fall 2018 |
| Principles of Economics 101 (Undergraduate) Department of Economics, University of Wisconsin - Madison | Fall 2017, Spring 2018 |

FELLOWSHIPS AND AWARDS

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| 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 |

SERVICE

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

Scientific committee: RIDGE Industrial Organization Workshop.