NATALIA SERNA

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Last updated: September 21, 2023

CURRENT APPOINTMENT

Stanford University   09/2023 -
Assistant Professor of Health Policy

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   07/2021 - 06/2022
Research Assistant
Principal Investigator: Lorenzo Magnolfi.

University of Wisconsin - Madison   01/2019 - 06/2020
Research Assistant
Principal Investigator: Marguerite Burns.

Quantil   08/2014 - 06/2017
Senior Researcher
Principal Investigator: Alvaro Riascos.

Central Bank of Colombia   06/2013 - 12/2013
Intern
Principal Investigator: Juan Esteban Carranza.

RESEARCH FIELDS

Industrial Organization, Health Economics, Applied Microeconomics.

ORIGINAL PEER-REVIEWED PUBLICATIONS

Total publications: 8

McNamara, C. and Serna, N.*, (2022). The Impact of a National Formulary Expansion on Diabetics, Health Economics, 31(11), 2311-2332. *Conception and design. Acquisition of data. Drafting of manuscript. Critical revision of the manuscript for important intellectual content.*

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, 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). *Conception and design. Statistical analysis. Drafting of manuscript. Critical revision of the manuscript for important intellectual content.

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). *Conception and design. Statistical analysis. Drafting of manuscript. Critical revision of the manuscript for important intellectual content.

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). *Statistical analysis. Drafting of manuscript. Critical revision of the manuscript for important intellectual content.

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. *Conception and design. Statistical analysis. Drafting of manuscript. Critical revision of the manuscript for important intellectual content.

CONFERENCE PRESENTATIONS

National Bureau of Economic Research, Summer Institute (NBER SI)	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) Department of Economics, University of Wisconsin - Madison.	Spring 2019
Elementary Matrix and Linear Algebra Department of Mathematics, University of Wisconsin - Madison.	Fall 2018
Principles of Economics 101 Department of Economics, University of Wisconsin - Madison	Fall 2017, Spring 2018

FELLOWSHIPS AND AWARDS

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