

NATALIA SERNA

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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

The Impact of a National Formulary Expansion on Diabetics. *Forthcoming at Health Economics*, 2022.
With Cici McNamara.

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.

WORKING PAPERS

Non-Price Competition and Risk Selection Through Hospital Networks. (Job Market Paper)

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

The Rise of Urgent Care Centers: Implications for Competition and Access to Health Care (R&R at Journal of Political Economy Microeconomics)

With Lorenzo Magnolfi, Corina Mommaerts, and Christopher Sullivan.

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 Cici McNamara and Gabriel Martínez-Roa.

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

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.

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 (Master's level)

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

2022

Department of Economics, University of Wisconsin - Madison.

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>

CONFERENCES

Stanford Institute for Theoretical Economics (SITE)	<i>2022-Scheduled</i>
American Society of Health Economists (ASHEcon)	<i>2022</i>
Midwest Economics Association (MEA)	<i>2022</i>
Association for Public Policy Analysis and Management (APPAM)	<i>2021</i>
Midwest Economics Association (MEA)	<i>2021</i>
American Society of Health Economists (ASHEcon)	<i>2021</i>