



Curriculum Vitae Europass

Personal information

Veronica Spataro

Work experience

10/2020 – on going

PhD candidate and research assistant at the Management and Healthcare Laboratory, Sant'Anna School of Advanced Studies (Pisa, Italy)

Participation in the following research projects:

International projects:

- PaRIS-SUR project, commissioned by the OECD, led by the PaRIS-SUR Consortium, in close collaboration with stakeholders, participating countries and the OECD. The PaRIS-SUR project has been designed to develop, pilot and support the implementation of the PaRIS-survey. The project consists of two parts: Development of the survey methodology and instruments; Field Trial and implementation of the Main Survey, and reporting.

- European project VoICES (Value of Including the Children Experience for improving their rights during hospitalization), co-funded by the European Commission under the Horizon 2020 program "The Rights, Equality and Citizenship Program" (REC-AG-2020/101008460) with Scuola Sant'Anna as PI, relating to the introduction of a continuous survey for the collection of the voice of hospitalized paediatric patients and their parents/caregivers, in four hospitals located in different European countries: Italy, the Netherlands, Finland and Latvia.

National and regional projects:

- Member of the research group working on: the activities for the implementation of the PREM's Chronic Patients Observatory, developed in Italy as part of the international project PaRIS (Patient-Reported Indicators Survey) promoted by the OECD and financed by the Ministry of Health, aimed at introducing a survey on territorial assistance to chronic patients, from the point of view of health professionals and patients.

- Member of the research group working on: elaboration of the patient experience indicators of the PREM's Observatory (Patients-Reported Experience Measures).

- Member of the research group working on: elaboration of indicators about chronicity on health care performance evaluation system (IRPES).

- Member of the research group working on: the implementation of a systematic and continuous Observatory on patient-reported outcomes and experience with care from people suffering of diabetes and Inflammatory Bowel Disease in Tuscany (Italy).

Oral presentations of papers at the following conferences:

- XIX SIM Conference (Società Italiana Marketing), Salerno, Italia, 20-21 October 2022

Title of the paper: How to involve people in co-creating value with healthcare organizations

- EIASM: International EIASM Public Sector Conference, Madrid, Spain, 30-31 August 2022

Title of the paper: User preferences for service delivery along chronic care pathways: results from a discrete choice experiment

- EISIC: Excellence in Services International Conference, Visby, Sweden, 25-26 August 2022

Title of the paper: Rethinking youth engagement in evaluating the experience of hospitalization

- IMTC: International Marketing Trends Conference, online, 20-22 January 2022

Title of the paper: How did the user perception of healthcare services changed during the pandemic? The patient experience of hospitalization in Tuscany region (Italy)

Participation also to the following conferences:

- IRSPM: International Research Society for Public Management, online, 19-22 April 2022

- IAS EUROMENA: Rome, Italy, 27-30 June, 2022

Publications:

- De Rosis et al. (2022) Value of including the Children's Experience for improving their rights during hospitalization: protocol of the VoiCEs project JMIR Preprints. 19/09/2022:42804
- Corazza, I., Spataro V., Hazelet J., Bonciani M., & De Rosis S. (2022). Rethinking youth's engagement in evaluating the experience of hospitalization. In Excellence in Services 21th International Conference.
- De Rosis, S., & Spataro, V. (2022). How did the user perception of healthcare services changed during the pandemic? The patient experience of hospitalization in Tuscany region (Italy). In 25th International Marketing Trends Conference.
- Vainieri, M., De Rosis, S., Nuti, S., Spataro, V., Bellentani, M. D., Carbone, S., ... & Urbani, A. (2022). Da un'iniziativa internazionale a un osservatorio nazionale per monitorare l'esperienza dei pazienti cronici in Italia. *Sistema Salute*, 66(2), 120-138.

Teaching activities:

- Tutoring activities at "Corso di formazione manageriale per dirigenti di struttura complessa e aspiranti direttori sanitari XXX edizione a.a. 2021/2022", *on going*
- Oral presentation and tutoring activities at Seasonal School IACH 2022, Pisa, 6 October, 2022
- Oral presentation and tutoring activities at Master (II level) "Funzioni Direttive e di Gestione dei Servizi Sanitari", on PREMs and PROMs, Fondazione Alma Mater, Bologna, 14 October 2021
- Tutoring activities at Laurea Magistrale MAIN - Master degree in Innovation Management (in English), on PREMs and PROMs, Pisa, 4 November 2021
- Oral presentation at the Seasonal School IACH 2021, Pisa, 30 September 2021

Other activities:

- Organizational activities and dissemination for BRIGHT-Night 2021, "la Notte dei Ricercatori e delle Ricercatrici"; talk: "Ridisegnare le cure territoriali con i cittadini".
- Organizational activities and dissemination for BRIGHT-Night 2021, "la Notte dei Ricercatori e delle Ricercatrici".

10/2019 – 09/2020 Research Fellow at X.lte Research Centre (Rome, Italy)

04/2019 – 09/2020 Teaching Assistant at Luiss Guido Carli (Rome, Italy)

- Marketing Plan and Markstrat Simulation courses (ITA & ENGL)
- Marketing course (ITA)
- Digital Marketing Transformation & Customer Experience course (ENG)

Publications:

- Amatulli, C., De Angelis, M., & Spataro, V. (2021). Luxury and Sustainability: How Consumer-related Characteristics May Influence the Effectiveness of Different Sustainability Dimensions. *Micro & Macro Marketing*, 30(1), 89-112.

06/2019 – 07/2019 Tutoring activity during the Marketing Summer School, at Luiss Guido Carli (Rome, Italy)

03/2018 – 09/2018 Internship Program: Broadband Marketing (area: Marketing Consumer, segment: Family- Broadband) Vodafone Italia S. p.A. (Milan, Italy)

- Benchmarking of competitors' offers
- Support for communication and Go To Market activities
- Management of sales channels materials

Education

10/2020 – on going PhD in Management - Innovation, Sustainability and Healthcare, Sant'Anna School of Advanced Studies (Pisa, Italy)

09/2016 – 03/2019 Master Degree
Marketing – Major: Analytics and Metrics
Luiss Guido Carli (Rome, Italy)

09/2017 – 01/2018 Erasmus Programme
Universidad Complutense de Madrid (Madrid, Spain)

09/2013 – 10/2016 Bachelor Degree,
Economics and Management
Luiss Guido Carli (Rome, Italy)

Skills, certifications & training

Native language Italian

Other languages English: Fluent
Spanish: Very Good

IT skills MS Office/Excel/ Qualtrics/ SurveyMonkey/ STATA/ SAS/ NVivo software/ Markstrat (a marketing strategy simulation software)/ LimeSurvey/ Power BI

Certification and trainings

- Summer School UniCal 2020 program, on Structural Equation Modelling (27-31/07/2020)
- Research methodology course (for qualitative and quantitative research), from Scuola di Metodologia e della Ricerca SIMA-SIM (20-25/07/2020)
- Research planning course, from Scuola di Metodologia e della Ricerca SIMA-SIM, at Università di Napoli Parthenope (Naples, 20-24/01/2020)
- Public speaking and effective communication course, at Luiss Guido Carli (Rome, 22/01/2016 and 23/01/2016)
- ECDL (Modica, 14/02/2011)