



Curriculum Vitae Europass

Personal information

Spataro Veronica

Education

- 10/2020 – on going PhD in Management - Innovation, Sustainability and Healthcare,
Sant'Anna School of Advanced Studies (Pisa, Italy)
- 03/2023 – 06/2023 - Post-graduate visiting student at Swansea University (Swansea, UK)
- 09/2016 – 03/2019 Master Degree
Marketing – Major: Analytics and Metrics
Luiss Guido Carli (Rome, Italy)
- 09/2017 – 01/2018 - Erasmus Programme at Universidad Complutense de Madrid (Madrid, Spain)
- 09/2013 – 10/2016 Bachelor Degree,
Economics and Management
Luiss Guido Carli (Rome, Italy)

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 (Patient-Reported Indicator Survey), commissioned by the OECD, led by the PaRIS-SUR Consortium, in close collaboration with participating countries and the OECD.
- 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 Principal Investigator, in collaboration with four hospitals located in different European countries: Italy, the Netherlands, Finland and Latvia, and UNICEF Italia.

National and regional projects:

- Member of the research groups working on performance measurement activities, in relation to i) the PREMs (Patient-Reported Experience Measures) and PROMs (Patient-Reported Experience Measures) Observatories and ii) the health care performance evaluation system IRPES.

Teaching and tutoring activities:

- Oral presentation at Master in Lean Healthcare Management, Università di Siena, May 5, 2023
- Tutoring activities at "Corso di formazione manageriale per dirigenti di struttura complessa e aspiranti direttori sanitari XXX edizione a.a. 2021/2022", Scuola Superiore Sant'Anna, October 2022 – January 2023
- Oral presentation and tutoring activities at Seasonal School IACH 2022, Scuola Superiore Sant'Anna, Pisa, October 6, 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, October 14, 2021
- Tutoring activities at Laurea Magistrale MAIN – Master degree in Innovation Management (in

English), on PREMS and PROMS, Scuola Superiore Sant'Anna, Pisa, November 4, 2021

Presentation at conferences:

Oral presentations of papers at the following conferences:

- IMTC: International Marketing Trends Conference, Paris, France, 19-21 January 2023
- 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: What does stimulate people to co-assess public services? A discrete choice experiment in healthcare

- 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

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

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

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

Other activities:

- Organizational activities for BRIGHT-Night 2023, "la Notte dei Ricercatori e delle Ricercatrici"; talk: "Ridisegnare le cure territoriali con i cittadini".
- Organizational activities and dissemination for BRIGHT-Night 2022, "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.Ite 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)

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

Skills, certifications & training

Native language

Italian

Other languages

English: Fluent

Spanish: Very Good

IT skills

MS Office/Excel/ Qualtrics and LimeSurvey/ PowerBI / STATA/ SAS/ SPSS/ NVivo software/ Markstrat (a marketing strategy simulation software)

Certifications 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)

Publications

Academic publications:

- De Rosis, Vainieri, Spataro (2023). What does stimulate people to co-assess healthcare public services and policies? In *Social Marketing for One Health*. Cultura e Salute Editore Perugia.
- De Rosis, S., Bonciani, M., Spataro, V., Corazza, I., Conti, E., Sibbles, B., ... & Vainieri, M. (2023). Value of Including the Children's Experience for Improving Their Rights During Hospitalization: Protocol for the VoiCEs Project. *JMIR Research Protocols*, 12(1), e42804.
- 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.
- 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.

Other publications:

- Vainieri et al. (2022). *PREMs - Patient-Reported Experience Measures Indagine di Esperienza del servizio di Ricovero Ordinario dei pazienti adulti e pediatrici* (2022). ISBN 978-88-8250-282-9