

Lucio Corsaro

nato a Roma 14/07/1969

"It is my business to know what other people do not know." ... "Perhaps I have trained myself to see what others overlook"

— Arthur Conan Doyle, The Adventure of the Blue Carbuncle

My career took off in 1999, right after graduating from the University of Tor Vergata in Bio-logical Sciences and a Master in "Fundamentals of Managerial Finance for non-financial managers". In fact, Market Access as well as the study of behavioural sciences are one of my greatest interests and over time, I got increasingly determined to make these professional topics the absolute focus of my daily work life. As a result, along my entire professional career, I have successfully developed various qualitative research methods, models of forecasting approaches and many business models. After years of experience in pharmaceutical companies such as Angelini and Daiichi-Sakyo, I have fulfilled many roles such as: Assistant Vice President of the Health Web Observatory, Expert in Pharmaceutical Marketing and Market Access for development of the healthcare market in Europe, lecturer and deputy director of the Master in "Marketing and Market Acces" of the renown University of Rome; "La Sapienza". In the past 11 years, I have held the role of General Manager at MediPragma, where I have deployed my skills in the development of forecasting approach models and qualitative research.

Since 2020, I am Founder and Managing Director of BHAVE, a startup which studies and analyses the decision-making behaviours of people in the healthcare sector to under-stand their motivations, supporting its customers in finding solutions through observation and predictive analysis of behaviour of people, doctors and stakeholder from the health sector. With the use of Artificial Intelligence (AI) and Machine Learning (ML) we are able to integrate and process both big and small data. At, BHAVE, I mainly deal with patient access which is a fundamental component of our strategy which includes services based on the knowledge we acquired from our customers' relationship and the increasing performance improvement of the companies' Operational Force. Along with my team, I am able to create predictive behaviour models and projects of people through the use of advanced and effective methods. The latter determine both "Business-to-Business" as "Business-to-Consumer" strategies in sales, public affairs, patient advocacy and market access optics.

Experienced in several pharma company for the following therapeutic areas: Antibiotics, Anti-diabetic, Anti-hypertensive, Stem Cell, Gene therapy medicinal product (GTMP), Somatic cell therapy medicinal product (sCTMP) o Tissue engineered product (TEP), rare disease (Cystic fibrosis, Pompe disease, Alpha mannosidosis, Duchenne, etc...), Antineoplastic (Solid and liquid tumours), Anti-viral (HIV, HBV, HCV), Cardiovascular (Statins, Anti-arrhythmic, Anticoagulants), Diabetes, Immuno-oncology, Haemophilia, Multiple Sclerosis, Multiple Myeloma, Autism, Dermatology, Osteoporosis, Women's health, nutraceutical, primary care & pharmacist retail.

My Focus:

Company management

Help clients question their marketing & business models.

Together with my team and clients, I'm passionate about boosting performance and renewing competitiveness through innovation and vision for the future.

My Specialties:

Able to develop innovative strategic approaches.

Tenacity and drive needed to provide direction and set the strategies for short- and long-term company success.

Able to modify strategies according to market dynamics and integrate global learning to achieve goals.

Knowledge of the organization matrix, decision making and critical importance of co-coordinating communication and business strategies.

Gain the commitment of internal people to align all the organization on the best execution.

Attuale posizione

Advisor BHAVE

Recapiti

Indirizzo:

☎ 06.79.00.957

✉ e-mail:

Stato civile:

Servizio militare:

Via Vigne di Morena 114/4a – 00118 Roma

cell.: 348.3867031

lucio.corsaro@bhave.it opp. alcorsaro@libero.it

coniugato

assolto

Incarichi professionali

Bhave s.r.l.s. Consigliere Delegato

Arvalia s.r.l. , Socio fondatore

Medi-Pragma s.r.l, Socio

Sinopia Ricerche di Mercato, Socio fondatore

Master in Marketing e Market Access Farmaceutico_ Univ. Sapienza di Roma, Vice direttore

Ephmra, (European Pharmaceutical Market Research Association), Italian Ethics Advisor Health Web Observatory

Socio Fondatore

AGENAS_ esperto agenas per comunicazione, ricerca e dei rapporti internazionali, clinico, organizzativa, epidemiologica, sociale

IBDO Foundation, Italian Barometer Diabetes Observatory, Socio fondatore

Giornalista _pubblicista

Uniindustria Lazio , Membro CdA settore consulenza

Studi Universitari

Laurea in Scienze Biologiche_ Facoltà di MSN Università degli Studi di Tor Vergata 1999

Master in "Fundamentals of Managerial Finance for non-financial managers"-MCE, Bru

Attività accademiche

Facilitator Lego®Serious Play®

Docente a Contratto Uniindustria

Docente a Contratto Università Sapienza Roma

Docente a Contratto ANCI

Docente ASSIRM per l'analisi e interpretazione dei risultati delle ricerche di marketing

Docente PBIRG per Business Intelligence & Pharmaceutical Market Research

Docente Master Market Access e Marketing Università la Sapienza Roma

Attività pubblicistiche

"Medi-News" Direttore (2009-Attuale)

"Informazioni statistiche sul mercato farmaceutico" Direttore (2009-Attuale)

"Italian Health Policy Brief" Esperto (2014 – attuale)

"Health Policy in Non Communicable Diseases"- Diabetes Advisor (2014 – attuale)

Gionalista Pubblicista Ordine dei Giornalisti Scientifici Lazio

Socio Professionista Associazione Stampa Medica

Pubblicazioni

- Health Policy in Non Communicable Diseases, "SPAD: Situational and Perceptual Assessment on Diabetes" 2015
- Health Policy in Non Communicable Diseases, "DIABETE E WEB: una rivoluzione da regolamentare", 2015
- Italian Diabetes Barometer, "Situational Assessment sul Diabete", 2014
- Italian Diabetes Barometer, "Analysis of the Diabetes in Italy 2014"
- Italian Diabetes Barometer, "Quality of care and quality of cure & diabetes monitor in Italy 2013"
- IHPB, "DIABETE E WEB", 2014
- AboutPharma, "Lo Choc Del Futuro", 2012
- AboutPharma, "Mercato farmaceutico italiano: le ragioni del cambiamento" 2011
- AboutPharma, "Cresce la fiducia per il mercato "parallelo" 2011
- Perspective_PBIRG, "Strategy for Success" 2011

- Micro & Macro Marketing "La reputazione aziendale come leva competitiva", 2012
- Micro & Macro Marketing "La ricerca qualitativa per sviluppare documenti di valore sociale: il caso della Carta dei Diritti della Persona con Diabete", 2011
- Medi-Pragma, Volume "Oncostat 2012_Compendio statistico Informazioni Operative in Oncologia"
- Medi-Pragma, Volume *IN PUBBLICAZIONE* "Oncostat 2015_Compendio statistico Informazioni Operative in Oncologia"
- Medi-Pragma, Volume "Informazioni statistiche sul mercato farmaceutico 2009"
- Medi-Pragma, Volume "Informazioni statistiche sul mercato farmaceutico 2010"
- Medi-Pragma, Volume "Informazioni statistiche sul mercato farmaceutico 2011"
- Medi-Pragma, Volume "Informazioni statistiche sul mercato farmaceutico 2012"
- Medi-Pragma, Volume "Informazioni statistiche sul mercato farmaceutico 2013"
- Medi-Pragma, Volume "Informazioni statistiche sul mercato farmaceutico 2014"
- Medi-Pragma, Volume *IN PUBBLICAZIONE* "Informazioni statistiche sul mercato farmaceutico 2015"
- Medi-News, "Metriche Multichannel & Digital Marketing", 2013
- Medi-News, "OK LA DIFFERENZA E' GIUSTA ...PER CUI SONO DISPOSTO ANCORA A PAGARLA: utilizzare la Price Sensitivity Analysis per aiutare a stabilire il prezzo" 2013
- Medi-News, "Lo stato del neuromarketing in Italia" 2013
- Medi-News, "Metriche in farmacia: Il dashboard che mancava" 2013
- M&D, "Valutazione farmacoconomia delle PDD & DDD di AIIA" 2007
- Esculapio, Volume "Sindrome Metabolica" 2005
- ABSTRACT/POSTER_PBIRG, "Manifesto of the people with diabetes" 2010
- ABSTRACT/POSTER_PBIRG, "Pharmacists segmentation" 2011
- ABSTRACT/POSTER_PBIRG, "Emotion Malaria" 2012
- ABSTRACT/POSTER_PBIRG, "How to Ensure Success in Market Access" 2013
- ABSTRACT/POSTER_PBIRG, "CUSTOMER INSIGHT: Fieldwork for uncovering innovation" 2014

Affiliazioni a Enti e associazioni

- ASSIRM (Associazione Italiana Ricerche di Mercato), Membro
- PBIRG (Pharmaceutical Business Intelligence Research Group), Membro
- ESOMAR (World Association for Market, Social and Opinion Research), Membro
- Ephmra (European Pharmaceutical Market Research Association), Membro
- Lego®Serious Play® Professional Network, Membro
- Ordine dei giornalisti - Iscritto all'elenco speciale
- Italian Public Affairs Association ,Membro
- Uniindustria, Membro
- Associazione Tor Vergata Economia, Membro
- FIP (Federazione Italiana Pallacanestro), Membro
- IBDO (Italian Barometer Diabetes Observatory), Membro
- FARE RETE, Membro consiglio direttivo e socio fondatore
- Health Web Observatory, Membro del consiglio direttivo e socio fondatore