

SETTING PRIORITIES FOR DIGITAL TRANSFORMATION IN HEALTHCARE: RECOMMENDATIONS AND CALL TO ACTION



10.04.2025

H. 17.00

LOCATION: **MILANO**

SDA Bocconi
Via Sarfatti, 10 • Milano

ONLINE EVENT

Digital transformation is reshaping healthcare, yet its full potential remains untapped. The Digital Transformation Hub at CER GAS Bocconi presents a policy brief that explores the key challenges and strategic actions needed to integrate digital technologies into clinical practice, healthcare management, and market access policies. With four high-profile discussants, we will discuss what is driving and what is slowing down digital innovation adoption, offering concrete insights to accelerate meaningful change. A must-attend event for those looking to navigate and lead the digital evolution of healthcare in Europe.

A conversation with:

Amelia Compagni, Director of CeRGAS, the center for research in health and social care management of SDA Bocconi

Patrizio Armeni, Associate Professor of Practice di Government, Health and Not for Profit, SDA Bocconi

Francesco Petracca, Lecturer of the Government, Health & Not for Profit Knowledge Group, SDA Bocconi

Discussant:

Francesca Cerruti, CEO, ab medica

Federico Chinni, General Manager, UCB Italy

Luca Cinquepalmi, Chief Future and Innovation Officer, Fondazione ENPAM

Federico Esposti, Chief Operating Officer, HSR

[REGISTRATION LINK](#)