



Europass Curriculum Vitae

Personal information



First name(s) / Surname(s) **PATRIZIA BERTO**
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 Nationality **Italian**
 Date of birth **02/01/1959**
 Gender **Female**

Work experience

Dates	2023 - current
Occupation or position held	Sr. Director – Head of P&R
Main activities and responsibilities	Leading the Italian P&R Team; Coordination and delivery of projects in Market Access, Pharmacoeconomics and Health Technology Assessment; preparation and delivery of P&R Dossiers; management of internal & external consultants, Advisory Boards' organisation and moderation, scientific publications (posters, presentations and manuscripts), relationship with local Opinion Leaders and stakeholders, Scientific Societies and research institutes..
Name and address of employer	Pharmalex Italy - Milano
Type of business or sector	Strategic Consulting for the Health Technology Industry
Dates	2023
Occupation or position held	Principal - Europe
Main activities and responsibilities	Strategic P&R analysis; HTA Assessments; Healthcare Economics (cost-effectiveness/utility, budget impact); RWE and HEOR generation and dissemination.
Name and address of employer	AESARA Inc. Chapel Hill, NC 27515 (USA)
Type of business or sector	Strategic Consulting for the Health Technology Industry
Dates	2020 - 2022
Occupation or position held	SVP Value & Access
Main activities and responsibilities	Coordination and delivery of projects in Market Access, PEC and HTA; preparation and delivery of P&R Dossiers; management of internal & external consultants, Advisory Boards' organisation and moderation, scientific publications (posters, presentations and manuscripts), relationship with local Opinion Leaders and stakeholders, Scientific Societies and research institutes.
Name and address of employer	Regulatory Pharma Net SRL, Corso Italia 116, Pisa (Italy)
Type of business or sector	Strategic Consulting for the Health Technology Industry
Dates	2011 - 2020
Occupation or position held	SVP & Managing Director – Italy

Main activities and responsibilities	Coordination and delivery of projects in Market Access, Pharmacoeconomics and Health Technology Assessment; preparation and delivery of P&R Dossiers; management of internal & external consultants, Advisory Boards' organisation and moderation, scientific publications (posters, presentations and manuscripts), relationship with local Opinion Leaders and stakeholders, Scientific Societies and research institutes.
Name and address of employer	CERTARA Italy SRL, Via GB Pirelli 27, Milano (Italy)
Type of business or sector	Strategic Consulting for the Health Technology Industry
Dates	2011 - 2014
Occupation or position held	SVP Business Development & Marketing – Global
Main activities and responsibilities	Strategic planning and coordination of worldwide Business Development and Marketing activities for consulting services and real-world studies.
Name and address of employer	LASER Analytica Europe – Int. House, 66 Chiltern Street, London (UK)
Type of business or sector	Strategic Consulting for the Health Technology Industry
Dates	2001 - 2013
Occupation or position held	Lecturer (professore a Contratto)
Main activities and responsibilities	Lecturing on Health Economics and Pharmacoeconomics
Name and address of employer	School of Pharmacy - University of Padova, Padova (Italy)
Type of business or sector	Education
Dates	1997 - 2011
Occupation or position held	Founder & Managing Director
Main activities and responsibilities	Development and Management of Projects in Pharmacoeconomics and Health Technology Assessment; Management of a team of consultants (internal-external), Relationship with Scientific Societies, Research Institutes and International Consulting agencies.
Name and address of employer	PBE consulting SRL, Vicolo Stella 6, 37121 Verona (Italy)
Type of business or sector	Strategic Consulting for the Health Technology Industry
Dates	09/1993 - 12/1993
Occupation or position held	Project Leader in secondment from Glaxo Italy to the US Glaxo Research Institute
Main activities and responsibilities	Development of a cost-effectiveness analysis study on Ondansetron.
Name and address of employer	Glaxo Italia SPA, Via Fleming 2, 37100 Verona (Italy)
Type of business or sector	Pharma Industry
Dates	1987 - 1997
Occupation or position held	Head, Health Economics Team
Main activities and responsibilities	Head of the market research team (2 years) Head of Special Product Planning Unit (2 years) Head of Health Economic Team (6 years) Project Development & Management in Pharmacoeconomics and Outcome research; management of internal resources as well as of external consultants and providers
Name and address of employer	Glaxo Italia SPA, Via Fleming 2, 37100 Verona (Italy)
Type of business or sector	Pharma Industry
Education and training	
Dates	1983 - 1984
Title of qualification awarded	Master in Business Administration
Name and type of organisation providing education and training	CUOA (Consorzio Universitario Regione Veneto) Altavilla Vicentina (Italy)
Dates	1977 - 1982
Title of qualification awarded	Degree in Pharmacy
Name and type of organisation providing education and training	School of Pharmacy (University) Padova (Italy)
Personal skills and competences	

Mother tongue(s) **Italian**

Other language(s)

Self-assessment

European level (*)

English

French

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	Proficient user	C2	Proficient user	C1	Proficient user	C2	Proficient user	C2	Proficient user
A2	Basic User	A1	Basic User	A1	Basic User	A1	Basic User	-	-

(*) [Common European Framework of Reference \(CEF\) level](#)

Social skills and competences

- Team spirit; Good ability to adapt to multicultural environments, gained through my work experience in international teams; Good communication skills gained through all my career

Organisational skills and competences

- Leadership (I have been responsible for teams of 5-15 people, managing internal and external resources; employees, free-lance consultants, opinion leaders and thought leaders);
- Sense of organisation (I have managed a consulting company with offices in both Verona and Milan, organising logistics, administration, IT support);
- Excellent experience in project and team management (working with a number of Pharma/Device clients as well as other International Consulting Companies)

Technical skills and competences

Through all my career, as Leader of the economic team in a major pharma company and as the founder & managing director of a well reputed consultancy team, I gained strong experience in Health Economics and in the in adaptation of economic models (see publications); additionally I have developed several Budget Impact Models and P&R Dossiers aimed at ensuring effective market access to both pharmaceuticals and medical devices.

I have been involved in HTA submissions at the national and regional level, in Italy. I have strong experience of Pricing and Reimbursement and could apply this to ensure effective market access in a number of countries. Also, I participated to many Advisory Boards providing good understanding and effective suggestions for Pharma and Device Companies.

In the past 20 years I taught at innumerable training courses to employees of the Technology industry as well as to pharmacists, specialist physicians and payers.

Computer skills and competences

Excellent command Microsoft Office™ (Word™, Excel™, PowerPoint™), Reference Manager™

Driving licence(s)

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Additional information

SCIENTIFIC PUBLICATIONS (last 4 years)

- **Berto P**, Jommi C, Marcellusi A, Aiello A, Bianco M, Bini C, Bozzari I, D'Avella MC, Di Brino E, Moreno C, Mucherino S, Ragonese A, Romano F, Sansone C, Simonelli C, Zucconi A, Canonico PL. Guideline for Costing in Italian Economic Evaluations: A Proposal of the ISPOR Italy Rome Chapter. Poster ISPOR EU Conference Copenhagen November **2023**.
- **Berto P**, Chamoux C, Outteridge G, Roeder C Potential Discrepancies/Misalignments in Future EU-HTA Appraisals the Polivy and Stelara JA3 PICO Example. Poster ISPOR EU Conference Copenhagen November **2023**.
- Guyenet A, **Berto P**, Chamoux C, Crathorne L, Roeder C. Unraveling the Relationship Between Expedited Regulatory Approval by the European Medicines Agency (EMA) and Reimbursement. Poster ISPOR EU Conference Copenhagen November **2023**.
- Chamoux C, Outteridge G, **Berto P** Predicting Picos for EU Joint Clinical Assessment: Lessons from PICOs in Relative Effectiveness Assessments (REA) from Eunetha Joint Action 3 Project. Poster ISPOR EU Conference Copenhagen November **2023**.
- **P. Berto**, A. Belotti, S. Bringhen, B. Bruno, G. Buda, A.M. Cafro, C. Conticello, L. De Paoli, D. Derudas, F. Di Raimondo, M. Gentile, N. Giuliani, V. Montefusco, P. Musto, M. Offidani, F. Patriarca, M.T. Petrucci, M. Sanna, P. Tosi, E. Zamagni, R. Zambello, M. Boccadoro. Trattamento Sequenziale Del Mieloma Multiplo Alla Prima Ricaduta – Risultati Di Un Delphi Panel Del Gruppo EMN Italia. Poster XLIV Congresso Nazionale SIFO Roma, 5-8 ottobre **2023**.
- **P. Berto**, A. Belotti, S. Bringhen, B. Bruno, G. Buda, A.M. Cafro, C. Conticello, L. De Paoli, D.

- Derudas, F. DiRaimondo, M. Gentile, N. Giuliani, V. Montefusco, P. Musto, M. Offidani, F. Patriarca, M.T. Petrucci, M. Sanna, P. Tosi, E. Zamagni, R. Zambello, M. Boccadoro Choice Of Multiple Myeloma Treatment Sequences: An EMN Italy Delphi Panel Study. 50° Congresso Nazionale SIE, Roma 23-25 Ottobre **2023**.
- Rosati A, Conti P, **Berto P**, Molinaro S, Baldini F, Egan CG, Panichi V. Efficacy, safety and pharmacoeconomic analysis of intravenous ferric carboxymaltose in anemic hemodialysis patients unresponsive to ferric gluconate treatment: a multicenter retrospective study. *J. Clin. Med.* **2022**, 11, 5284.
 - Pirri S, Moreno C, Nannetti E, Sanna M, Garimberti C, **Berto P**. Il ruolo dell'innovatività nel processo di valutazione AIFA per i farmaci innovativi. Un'analisi statistica della relazione tra i criteri di innovatività. Poster ISPOR Italy Rome Chapter 8th Congress, Roma 28-29 Nov. **2022**
 - **Berto P**, Bellone M, Sabinot A, Pinto C, Martino M, Generali D, Carriero PL, Sanna MD. Budget Saving Potential of Pegfilgrastim Biosimilar for the Treatment of Chemotherapy-Induced Febrile Neutropenia, in Italy. *Farmeconomia. Health economics and therapeutic pathways* **2022**; 23(1): 1-12
 - Boccadoro M, **Berto P**, Bringhen S, Zamagni E, Tosi P, Cascavilla N, Giuliani N, Mannina D, Zambello R, Patriarca F, Montefusco V, Grasso M, Di Raimondo F, Offidani M, Petrucci MT, Musto P. Place in therapy of innovative drugs in multiple myeloma in 2021 & 2023 according to an expert panel Delphi consensus. *Glob Reg Health Technol Assess* **2021**; 8: 80-86
 - Minutolo R, **Berto P**, Liberti ME, Peruzzu N, Borrelli S, Netti A, Garofalo C, Conte G, De Nicola L. Ferric Carboxymaltose in Non-Hemodialysis CKD Patients: A Longitudinal Cohort Study. *J. Clin. Med.* **2021**, 10, 1322
 - **Berto P**, Sanna MD, Jackson J, Berry M, Jackson J. Osteoarthritis in Italy: Impact on Health-Related Quality of Life and Health Care Resources. *Farmeconomia. Health economics and therapeutic pathways* **2021**; 22(1): 1-13
 - **Berto P**, Aiello A, Procopio G, Iacovelli R, Mennini FS. Costo-Efficacia di cabozantinib nel trattamento di prima linea del tumore a cellule renali avanzato (aRCC) in Italia. *GIHTAD* **2020**; 13(7),1-10
 - Aiello A, **Berto P**, Conti P, Panichi V, Rosati A. Impatto economico dell'utilizzo di carbossimaltoso ferrico nei pazienti in emodialisi. *GIN* **2020**; S75-6(98-108)
 - **Berto P**, Aiello A. Impatto epidemiologico, economico e sociale dell'osteoartrosi in Italia. *IHPB Anno X; speciale* **2020**
 - Aiello A, Mancuso M, Colombo A, Teruzzi C, & **Berto P** (2020). Budget impact analysis of extended half-life recombinant factor IX (rFIXFc) in the treatment of haemophilia B. *Global & Regional Health Technology Assessment*, **2020**:7(1), 40-49.
 - Aiello A, **Berto P**, Fedriga A, Amoroso C, Canonica GW, Cattani L, Cicchetti A, Coratella G, Di Marco F, Lombardo FP, Ruggeri I, Trifirò G, Ubertazzo L. Valutazione di Health Technology Assessment con applicazione della Multi-Criteria Decision Analysis (HTA-MCDA): budesonide-formoterolo (Symbicort) Turbohaler nel trattamento dell'asma. *QIJPB* – **2020**; 9(4):1-65 <https://www.ijph.it/pdf/2020-v9-n4.pdf>



BIO

Patrizia Berto ricopre attualmente la posizione di Sr. Director - Head of P&R presso Pharmalex ed è Director ISPOR Italy Rome Chapter (2021-2023).

La sua esperienza ultra-trentennale nel settore delle tecnologie sanitarie è iniziata nel 1987 nell'industria farmaceutica, in Glaxo (poi GlaxoWellcome, GSK) occupandosi di ricerche di mercato, pianificazione strategica, pricing ed economia sanitaria. La sua prima analisi di costo-efficacia è stata pubblicata su *Pharmacoeconomics* nel 1994, come primo *original research article* italiano pubblicato sulla prestigiosa rivista internazionale.

Nel 1997 è passata alla consulenza e nei successivi >26 anni ha guidato molteplici iniziative di consulenza strategica in materia di accesso al mercato, prezzi e rimborsi e HEOR per prodotti in pipeline, in fase di lancio e commercializzati in una vasta gamma di aree terapeutiche, dalle malattie rare all'oncologia, all'ematologia e molte altre.

Le sue esperienze di consulenza includono: Principal, Aesara Europe (2023); Sr VP Value & Access in Regulatory Pharma Net (2020-2022), Head of Italian Office in Certara (2018-2020), Global Head of Business Development in LA-SER/Laser-Analytica (2012-2018) e Managing Director di PBE consulting di cui è stata fondatrice (1997 - 2011).

Patrizia ha conseguito la laurea presso l'Università di Padova e un MBA presso la Fondazione CUOA della Regione Veneto. È anche relatrice, formatrice e docente ospite su temi legati alla farmacoeconomia e alla ricerca sugli esiti. Negli anni 2001-2013 Patrizia è stata docente (professore a contratto) di farmacoeconomia presso l'Università di Padova: in quei 12 anni ha visto fiorire molti talenti promettenti e tra questi alcuni, e alcuni per i quali è stata relatore di tesi, hanno intrapreso carriere e assunto posizioni sempre più rilevanti nel settore sanitario pubblico e/o privato.

Vision statement

Il mio coinvolgimento con l'ISPOR è iniziato nel 1997, quando l'Associazione si chiamava ancora APOR (Association for Pharmacoeconomics and Outcomes Research) e ho sempre dato il mio appassionato sostegno come membro: all'inizio perché per me l'ISPOR era un "megafono" essenziale per sviluppare e diffondere i contenuti e la necessità della disciplina dell'economia sanitaria; oggi vedo quanta strada ha fatto la Società, l'eccezionale partecipazione dei membri di tutto il mondo a conferenze, summit, corsi brevi, tavole rotonde e riunioni dei gruppi di membri e mi sento molto orgogliosa della mia iscrizione al numero 1917 e desiderosa di fornire ulteriori approfondimenti e supporto, soprattutto ai più giovani.

Dal 2021 sono uno dei direttori dell'ISPOR Italy Rome Chapter, lieta di sostenere progetti volti a far progredire la disciplina della farmacoeconomia, a fare da mentore ai più giovani e a supportare i membri ISPOR in tutto il Paese.

Nella mia visione dell'ISPOR condivido pienamente i valori organizzativi della Società, articolati sui pilastri strategici dell'**eccellenza scientifica e della ricerca**, del **coinvolgimento dei soci**, dell'**istruzione e della formazione**, della **comunicazione e della collaborazione**. Sono orgogliosa di essere una ricercatrice e un leader in questo settore sempre più influente e sarei onorata di avere l'opportunità di partecipare attivamente alla realizzazione del piano strategico dell'ISPOR Italy Chapter per il 2024-26.