

Roberto Cotta

FELLOW

Healthcare Management

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Biography

Roberto Cotta is Fellow of Healthcare Management at SDA Bocconi School of Management.

His collaboration with SDA Bocconi began in 1985. He conducted training and research projects with primary healthcare companies (public, private and non-profit), institutions, foundations, associations and public and private organizations.

His training and research activity focuses on four key topics: strategic planning of the territory and healthcare companies (public, private and non-profit); organizational analysis and planning; strategic staff management, with particular attention to professional development systems, valuation and incentivization; designing, managing and evaluating training processes in the logic of training-intervention; relational skills, in particular: communication, public speaking, team building, leadership, negotiation; and designing, managing and evaluating training processes.

He is the author of books and articles on the subject. His works have been published on *Mecosan*.

Roberto earned a Degree in Political Science from the University of Milan and a Master in Business Administration (MBA) from the School of Management of Bocconi University, "ninth edition", 1983-1984.

RESEARCH MONOGRAPHS

COTTA R.

La comunicazione in Sanità

PROMOPHARMA Editore, Italy, , 1998

COTTA R.

Alcune riflessioni sull'evoluzione della funzione infermieristica

Cusl, Italy, , 1991

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

TRINCHERO E., BORGONOV I E., COTTA R., FILANNINO C.

Trasformazione della geografia dei servizi e ruolo delle professioni sanitarie: un'analisi di casi nella Regione Lazio in *Rapporto OASI 2015*

Cergas (Eds),Egea, chap. 14, pp.479-501, 2015
