

Erika Mallarini

GOVERNMENT, HEALTH AND NOT FOR PROFIT

ASSOCIATE PROFESSOR OF PRACTICE
Healthcare Management

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Biography

Erika Mallarini is an Associate Professor of Practice in Government, Health, and Not-for-Profit at SDA Bocconi School of Management. She is responsible for the Key Research Area Health & Wellness at the Channel & Retail Lab and coordinates OCPS (Osservatorio sui Consumi Privati in Sanità - Observatory on Private Health Consumption). Erika is the director of the Pharmacy Management course and teaches and coordinates modules on pharmaceutical companies for the EMMAS (Executive Master in Management delle Aziende Sanitarie) and MiMS (Master in Management per la Sanità) programs.

She has managed research and training projects with major companies in the health sector, including public and private healthcare organizations, pharmaceutical companies, intermediate drug distribution companies, and retail networks in the health and wellness industry. Her research focuses on healthcare management topics such as health management & policy, pharmaceutical management & policy, sustainability, diversity, and inclusion in the healthcare sector, and territorial healthcare. Currently, she is working on themes such as trust management, pharmaceutical care, prevention and compliance, innovative drugs, market access, digital health, private consumption in healthcare, healthcare & wellness retail management, and intermediate drug distribution.

Erika is the author of numerous books, essays, and articles on the topics she addresses. Her works have been published in important journals such as Research in Social & Administrative Pharmacy, Micro e Macro Marketing, Quaderni Società Italia Farmacologia, Aboutpharma, and Mecosan. She participates in various Scientific Committees and International Advisory Boards for the launch of innovative drugs, particularly biotechnological ones.

Erika has held positions at the Ministry of Economy and Finance and the Ministry of Economic Development. She has served as an expert at the Ministry of Health, the Higher Health Council, and the Prime Minister's Office. She was the President of the Corsican Municipal Pharmacies, President of the Oversight Body of Humanitas San Pio X, and a member of the Independent Evaluation Body (OIV) of the ASL of Cuneo. In the Sicilian Region, she was a Member of the Evaluation Committee for the General Directors of Healthcare Companies and a Member of the Management Board of the Strategic Internal Control Service.

Erika earned her degree in Business Administration from Università Bocconi.

Teaching domains

Service Design and Marketing

Pharmaceutical and Other Medical

Latest publications

MALLARINI E.

Un nuovo paradigma per lo store management della farmacia. Rapporto annuale Channel Retail Lab
Franco Angeli, Milano, Italy, 2022

COSTA S., ROMÃO M., MENDES M., HORTA M. R., RODRIGUES A. T., CARNEIRO A. V., MARTINS A. P.,
MALLARINI E., NACI H., BABAR Z.

Pharmacy interventions on COVID-19 in Europe: Mapping current practices and a scoping review
Research in Social and Administrative Pharmacy (RSAP), 2022, vol.18, no. 8, pp.3338-3349

GIUDICE L., MALLARINI E., PRETI L. M., RAPPINI V.

Case della salute: evoluzione delle configurazioni tra fisico, digitale e ruolo nella rete in *Rapporto OASI 2021*
Cergas (Eds), Egea, chap. 13, pp.519-561, 2021

MALLARINI E.

La Salute alla Prova del Mercato. Andare oltre l'Orientamento al Prodotto
Egea, Milano, Italy, 2020

CAVAZZA M., DEL VECCHIO M., FENECH L., GIUDICE L., MALLARINI E., PRETI L. M., RAPPINI V.

Consumi sanitari privati e Covid-19: esperienze e prospettive
Mecosan, 2020, vol.113, pp.165-175

BOSCOLO P. R., GIUDICE L., MALLARINI E., RAPPINI V.

Le tecnologie nella gestione dell'emergenza: sviluppo e tenuta delle nuove soluzioni in *Rapporto OASI 2020*
CERGAS (Eds), Egea, chap. 17, pp.657-712, 2020
