

Ass. Prof. SARA RUBINELLI - Curriculum Vitae

Personal Details

Name, Surname: **Sara Rubinelli**

Date of birth: 27 April 1970

Nationality: Italian

Address for correspondence: Swiss Paraplegic Research, Guido Zäch Strasse 4, 6207 Nottwil, Switzerland

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Overview

Sara Rubinelli holds a degree in Classics and Philosophy from the Catholic University of Milan (I) and a PhD from the University of Leeds (UK) in the areas of argumentation theory, persuasion and rhetoric. Since September 2009 she is Scientific Coordinator of the Human Functioning Unit at Swiss Paraplegic Research (CH) and leads there the Person-Centered Healthcare Group. Since September 2012 she is Assistant Professor in Health Sciences with a focus in health communication at the Department of Health Sciences and Health Policy of the University of Lucerne (CH). Since September 2016 she is President-elect of the European Association for Communication in Healthcare (EACH) and holds the scientific direction of the Observatory for Research and Practice of Medical Humanities of the Fondazione Sasso Corbaro (CH).

Research and Teaching Interests

Theories and models of health, disability and well-being; health communication with a focus on interpersonal (face-to-face and technology-enhanced) communication; health literacy; empowerment; patient participation; social marketing; health campaign; risk communication; medical humanities; the International Classification of Functioning, Disability and Health; health literacy; theories and models of communication; rhetoric; argumentation theory; argument effects and persuasion; knowledge translation; health advertising; semiotics; critical thinking; communication skills in academic/professional curricula.

Education

October 1997 – December 2002: PhD in rhetoric and argumentation theory

School of Classics. University of Leeds, UK

Title of the thesis: “*Topoi and Loci. Dialectical and rhetorical uses of argument schemes*”

Supervisors: Dr Hans Gottschalk and Professor Malcom Heath

Novembre 1989 – October 1995: Laurea in Filosofia e Lettere classiche

Dipartimento di Filologia Classica. Università Cattolica di Milano, I

Title of the thesis: “*La teoria dell’inventio: costruire e valutare gli argomenti*”

Supervisor: Professor Guido Milanese

Current position and affiliation

September 2012 – *present*: Assistant Professor in Health Sciences with a focus in Health Communication

Department of Health Sciences and Health Policy

Faculty of Humanities and Social Sciences

University of Lucerne, CH

March 2011 – *present*: Group Leader

Person-Centred Healthcare/Health Communication Group

Swiss Paraplegic Research, CH

January 2011 – *present*: Scientific Coordinator

Human Functioning Unit

Swiss Paraplegic Research, CH

September 2016 – *present*: President-elect

European Association for Communication in Healthcare (EACH)

Other current and past academic positions

September 2016- *present*: Scientific Director

Osservatorio per Formazione e la Ricerca in Etica Clinica e in Medicina [Observatory for Education and Research in Clinical Ethics and Medicine] (OFREM)

Fondazione Sasso Corbaro, Bellinzona

2015-2017: Independent Expert/Evaluator

European Commission Research and Innovation Programme

April 2015 – *present*: Chair

pEACH: the science-to-society committee of the European Association for Communication in Healthcare (EACH)

September 2012 – June 2016: National (Swiss) Representative of the European Association for Communication in Healthcare (EACH)

March 2011 – *present*: Co-Leader
Task-force in Medical Humanities
Funded by the European School of Oncology (ESO)

January 2009 – *present*: Member of the iCamp team
WHO Family of International Classifications
World Health Organisation, Geneva, CH

March 2010 – *present*: Member of the Curriculum Development Team
PhD curriculum and Master curriculum in Health Sciences and Health Policy
Department of Health Sciences and Health Policy
University of Lucerne and Swiss Paraplegic Research, CH

June 2008 – August 2009: Member of the Curriculum Development Team
Master in Communication, Management and Health
Institute of Communication and Health, University of Lugano, CH

September 2005 – August 2009: Scientific Coordinator (Assistant Institute Director)
Institute of Communication and Health, University of Lugano, CH

October 2003 – September 2004: Member of the Curriculum Development Team
Master in Technology Enhanced Communication for Cultural Heritage
Technology Enhanced Laboratory, University of Lugano, CH

December 2002 – August 2005: Post-doctoral fellow
Institute of Communication and Health, University of Lugano, CH

January 1996 – June 1997: Research Assistant
Dipartimento di Filologia Classica, Catholic University of Milan, I

Teaching Activities

September 2016 – *current*: Evidence-informed policy and stakeholder dialogue (in English)
Department of Health Sciences and Health Policy
University of Lucerne, CH

October 2014 – *current*: Science Communication (in English)
Master program
Department of Health Sciences and Health Policy
University of Lucerne, CH

October 2014 – *current*: Empirical Health Communication (in English)
Master program
Department of Health Sciences and Health Policy
University of Lucerne, CH

January 2014 – *current*: Social Marketing (in English)
Master program
Department of Health Sciences and Health Policy

University of Lucerne, CH

January 2014 – *current*: Health Communication (in English)

Master program

Department of Health Sciences and Health Policy

University of Lucerne, CH

September 2013 – December 2014: Philosophy of Science (in English)

Master program

Department of Health Sciences and Health Policy

University of Lucerne, CH

May 2012: Lecturer in Knowledge Translation (in English)

PhD program

Department of Health Sciences and Health Policy

University of Lucerne, CH

March 2011– June 2013: Lecturer in Professional Communication (in English)

Master in Computer Engineering

Polytechnic of Milan (Como-campus), I

October 2010 – December 2012: Lecturer in Communication Skills (in English)

PhD program

Department of Health Sciences and Health Policy

University of Lucerne, CH

February 2010: Lecturer in Philosophy of Science and Scientific Writing (in English)

PhD program

Department of Health Sciences and Health Policy

University of Lucerne, CH

September – December 2009: Lecturer in Argumentation and Rhetoric in Health (in English)

Master in Communication, Management & Health

University of Lugano, CH

June – September 2009: Lecturer in Health Communication (in Italian)

Executive Course for health professionals

University of Brescia, I

September 2008 – *present*: Lecturer in Rhetoric and Persuasion (in English)

Master in International Tourism

Faculty of Economics & School of Communication Sciences

University of Lugano, CH

September 2008 – December 2010: Lecturer in Fundamentals of Communication (in English)

Master in International Tourism

Faculty of Economics & School of Communication Sciences

University of Lugano, CH

April 2008: Lecturer in Strategic Communication (in English)

Department of Marketing

Virginia Tech University, USA

February 2008 – July 2009: Lecturer in Semiotics (in French)
Institut des Sciences de l'Information et de la Communication
University of Neuchâtel, CH

January 2008 – December 2015: Lecturer in Patient/Provider communication (in English)
Pro*Doc program in Communication and Health
Funded by Swiss National Science Foundation
Institute of Communication and Health, University of Lugano, CH

October 2006 – July 2009: Lecturer in Professional Communication (in French)
Institut des Sciences de l'Information et de la Communication
University of Neuchâtel, CH

October 2006 – June 2007: Lecturer in Argumentation Theory (in French)
Institut des Sciences de l'Information et de la Communication
University of Neuchâtel, CH

January – September 2006: Lecturer in Health Communication (in Italian)
Lombardy Region Institute for Education and Training of Public Administration, Milan, I

October 2005 – 2007: Lecturer in Health Communication (in Italian)
Master in Institutional Communication
University of Lugano, CH

October 2004 – January 2009: Lecturer in Logic and Argumentation Theory (in Italian)
School of Communication Sciences
University of Lugano, CH

October 2004 – July 2009: Lecturer in Fundamentals of Communication Sciences (In English)
Master in Computer Engineering
Polytechnic of Milan (Como-campus), I

October 2003 – July 2004: Teaching Assistant in Fundamentals of Communication Sciences (in Italian)
Faculty of Informatics Engineering
Polytechnic of Milan (Como-campus), I

January 2003 – March 2004: Teaching Assistant in Analysis of Media Contents (in Italian)
School of Communication Sciences
University of Lugano, CH

October 1999 – December 2002: Lecturer in Logic and Theory of Argumentation (in English)
School of Classics
University of Leeds, UK

January 1998 – May 1999: Teaching Assistant in Logic and Theory of Argumentation (in English)
School of Classics
University of Leeds, UK

January –December 1996: Teaching Assistant in Communication Theories (in Italian)

Faculty of Classics
Catholic University of Milan, I

Grants as Main Applicant or Co-Applicant

“La speranza e il privilegio terapeutico nella comunicazione della prognosi” (co-applicant)
ABREOC (Advisory Board Research EOC, Cantonal Hospital, Ticino)
CHF 76.474

June 2015 – July 2016

“Versorgungsmanagement zur Minderung von Dekubitus bei Personen mit Querschnittslähmung”
(main applicant)
SUVA (grant: EKNZ 2015-311)
CHF 81.000

November 2015 – October 2018

“Informal health care by family members of persons with spinal cord injury in Switzerland” (co-applicant)
Swiss National Science Foundation (grant: 160158)
CHF 183.618

March 2011– February 2014

“Enhancing doctor-patient argumentation through the International Classification of Functioning, Disability and Health (ICF): insights from a study in the field of chronic pain” (main applicant)
Swiss National Science Foundation (grant: FDFMP1_132423/1)
CHF 163.000

February 2011 – January 2014

ProDoc “Adaptivity in Communication and Health” (co-applicant)
Swiss National Science Foundation (grant: PDAMP1_132615)
CHF 381.525

April 2007 – June 2007

“Bridging the gap between argumentation theory and persuasion research. A feasibility study on the classical method of *topoi*” (main applicant)
Swiss National Science Foundation (grant: PIK01-117380)
Hosting Institution: Institute of Speech Communication, Rhetoric and Argumentation, University of Amsterdam, NL
CHF 30.000

January 2006 – June 2008

“ECHO. E-course in Communication for Health Operators” (co-applicant)
Swiss Virtual Campus (Federal Program)
CHF 210.000

Honours and Fellowships

January 2005 – December 2007: Postdoctoral fellowship
King's Foundation, UK

June 2004 – December 2007: Postdoctoral fellowship
Swiss National Science Foundation, NRP 53 “Musculoskeletal Health-Chronic Pain” (project 405340-104841/1)

June 2003 – present: Honorary Research Fellow
School of Classics, University of Leeds, UK

June 1996 – June 2000: Fellowship for Studies Abroad
Catholic University of Milan, I

Organisation of Academic Events

September 2017 – *present*: Member of planning and scientific committee, EACH Summer Event (Workshops)
Regent's Park, London (UK), 4-6 September 2017.

June 2016 – *present*: Member of planning and scientific committee, 2nd European Conference on Argumentation (ECA): Argumentation and inference
University of Fribourg (CH), 20-23 June 2017

January-June 2016: Co-organizer, First EACH Mini-Symposium on Health Communication in Switzerland
University of Bern (CH), 7 June 2016

June 2015 – September 2015: Co-organizer, Symposium on “Hope in the context of breaking bad news”
Bellinzona (CH), 3-4 September 2015

October 2014 – December 2015: Scientific Organizing Board, 13th Conference on Communication in Healthcare
With the American Academy on Communication in Healthcare (AACH)
New Orleans (US), 25-28 October 2015

July 2010 – January 2011: Co-organizer, Conference on “Communication and Cognition 2011: Manipulation, Persuasion, Deception in Language”
University of Neuchâtel (CH), 26th-28th January 2011

March 2010 – March 2011: Co-organizer, Symposium on “Artificial Intelligence and Health Communication”
AAAI Spring 2011 Symposium Series
Stanford University (CA), 21st - 23th March 2011

January – June 2010: Organizer, Symposium on “Argumentation theory and health communication”
ISSA Conference on Argumentation Theory,
Amsterdam (NL), 30th June – 2 July 2010

January – June 2009: Organizer, Symposium on ‘Persuasive communication in the health domain’
COMET Communication, Medicine and Ethics
Cardiff (UK), 25th- 27th June 2009

February – September 2008: Co-organizer, Symposium on “Rhetoric in interpersonal and mass media health communication”
International Conference on Communication in Healthcare (EACH), Oslo (NO), 2-5 September 2008

February 2006 – July 2007: Co-organizer, V^o edition of COMET, International Conference on Communication, Medicine and Ethics
Lugano (CH), 28-30 June 2007
Institute of Communication and Health, University of Lugano, CH

June 2004 – July 2005: Co-organizer, International Conference on Tailoring Health Messages.
Monte Verità (CH), 6-10 July 2005
Institute of Communication and Health, University of Lugano, CH

April 2003 – October 2003: Co-organiser, IV International Conference of Public Health.
Monte Verità (CH), 8 October 2003
Institute of Communication and Health, University of Lugano, CH

March 2002 – June 2003 : Co-organiser, Conference on “Philosophy and Science in the classical world”
Leeds (UK), 25-28 June 2003
Rutgers University, NJ., University of London (UCL) and University of Leeds, UK.

Scientific, Editorial and Review Boards

Ongoing

December 2016 – July 2017 : Member Programme Committee
7th International Conference on Digital Health
London, UK

January 2015 – *present*: Associate Editor
Journal: *BMC Medical Education*

September 2014 - *present*: Member of Scientific Board
Journal: *Patient Education and Counseling*

June 2013 – *present*: Member of the scientific board
Board: *European Conferences on Argumentation* (ECA)

October 2011 – *present*: Member of the scientific board
Board: *International Learned Institute for Argumentation Studies* (ILIAS)
University of Amsterdam, N

September 2011 – *present*: Book reviewer

Publisher body: *Springer* (Humanities and Social Sciences)

September 2011 – *present*: Member of the editorial board

Journal: *Journal of Public Health Research*

January 2011 – *present*: Member of the editorial board

Book series: *Argumentation in Context* (John Benjamins Publishing Company)

January 2011 – *present*: Member of *European Society for Communication in Healthcare*

December 2010 – *present*: Reviewer for projects Division I

Funding institution: *Swiss National Science Foundation*

January 2004 – *present*:

Reviewer for the journals *Health Promotion International*, *Argumentation*, *Patient Education & Counseling*, *Journal of Medical Internet Research*, *Communication & Medicine*, *Argumentation in Context*, *Body & Society*, *Bryn Mawr Classical Review*, *Journal of Public Health*, *Disability & Rehabilitation*, *Informal Logic*, *Topoi*, *Journal of Public Health Research*, *Health Expectations*, *PlosONE*, *Perspectives in Public Health*, *Healthcare Management Review*, *Qualitative Psychology*, *International Journal of Environmental Research and Public Health*, *Argument and Computation*.

Past

January – February 2016: Abstract reviewer

European Association for Communication in Healthcare,
Heidelberg, Germany

January 2016 – June 2016 : Member Programme Committee

6th International Conference on Digital Health

Montreal, Canada

May 2015 – September 2015: Member Programme Committee

International Workshop on Interactivity in Healthcare Systems

15th International Conference on Human-Computer Interaction, INTERACT 2015

Bamberg, Germany

February 2015 – July 2015: Member Program Committee

International Workshop on Personalisation and Adaptation in Technology for Health

Trinity College, Dublin, Ireland

December 2014 – May 2015: Member Program Committee

5th International Conference on Digital Health

Florence, Italy

May 2014: Member of Active Citizenship Network

8th European Patients' Rights Day

In partnership with European Union/ Public Health Program

Brussels, Belgium

January 2014- March 2014: Reviewer for abstract acceptance

International Conference: *Communication, Medicine and Ethics (COMET)*

University of Lugano, CH

October 2013: Member of the scientific board of poster evaluation
International Conference on Communication in Healthcare
Montréal, Canada

April – June 2013: Member Program Committee
Workshop on Computational Models of Natural Argument, International Conference on Artificial Intelligence and Law
Rome, I

August 2010 – December 2010: Member of the program committee of the *Workshop on Argumentation in Artificial Intelligence and Philosophy: computational and philosophical perspective*.

April 2009 – *present*: Member of the editorial board of the journal *Argumentation in Context* (John Benjamins Publishing Company)

February 2009 – *present*: Member of the program committee of the series of *Workshops on Computational Models of Natural Argument*

January 2009 – *present*: Member of the program committee of the series of *Workshops on Personalisation for e-Health*

October 2007 – *present*: Evaluator for the European Seventh Framework Program (FP7), Health Theme area.

Keynote Speeches/ invited speeches

Febrary 2017: “The inconsistency of health information on the internet”
CAS in Medical Humanities
University of Applied Sciences (SUPSI), Bellinzona, CH

January 2017: “The sides effects of internet”
Library of Borgosesia City
Borgosesia, I

June 2016: “Argumentation skills as pre-requisites for shared decision making in doctor-patient communication”
International Research Centre for Communication in Healthcare (IRCCH)
Symposium on Communicating for patient safety
Lugano, CH

June 2016: “Planning persuasive communication. Trends and strategies”
Second Leadership Conference
European Haemophilia Consortium
Brussels, B

May 2016: “New technologies, health literacy and health professionals. Evidence and perspectives at the level of healthcare systems and services” (in Italian)
Scuola Specializzata Superiore in Cure Infermieristiche (SSSCI)
Lugano, CH

April 2016: “The use of qualitative research in the field of health”
Faculty of Medicine, University of Brescia
Brescia, I

March 2016: “Do information tools need adapting for an effective communication in healthcare?”
European Medical Agency
London, UK

December 2015: “Communication and risk perception about environmental risks”
Symposium on ‘Environment and Health’
ASL Brescia, Italy

September 2015: “It is good that she does not use internet”
Symposium on ‘Hope in the context of breaking bad news’
Bellinzona, Switzerland

May 2015: “Stili di vita e salute: tra scelte individuali, nuove tecnologie e pressioni sociali”.
Fondazione Iniziative Zooprofilattiche Brescia e Università di Bresica, Italy

April 2014: “Narrative and patient empowerment in the context of new technologies”
IV Convegno Nazionale di Medicina Narrativa “Dalle storie le cure: narrazione e salute digitale”
Foligno, I

November 2014: “Health literacy and self-management in the post-rehabilitation empowerment process”
23. Pflegesymposium: Gesundheitskompetenz im Fokus
Nottwil, Switzerland

September 2014: “Internet and disability”
SIMFER-FAIP
University of Pavia, Pavia, I

March 2014: “Principles of health communication”
Master in Healthcare Management
University of Sassari. Sassari, I

June 2013: “Paraforum – an interactive platform for SCI”.
European Spinal Cord Injury Federation (ESCIF), Nottwil, CH

March 2013: “Capturing the point of view of patients. The value of argumentation theory in interpersonal health communication”. Institute of Medical Education. University of Basel, Basel, CH.

March 2013: “La dimensione argomentativa dell’interazione medico-paziente”.
CAS in Medical Humanities. Bellinzona, CH

December 2012: “The nature and role of the education for healthcare operators”
Conference for the International Day of Person with Disability.
SIMFER, Società Italiana di Medicina Fisica e Riabilitativa. Rome, I

October 2012: “Internet and online health communication”
L’Accademia di Chirone. Imperia, I

July 2012: "Patient-centeredness in healthcare. What are we talking about?"
European School of Oncology, online lecture in Medical Humanities

May 2012: "ICF and Research"
Conference: Research and Rehabilitation. From methodologies to outcomes
SIMFER, Società Italiana di Medicina Fisica e Riabilitativa. Cagliari, I

March 2012: "Medical humanities: what they are, and why they matter in oncology"
Annual meeting of the task force in medical humanities of the European Society of Oncology (ESO).
Bellinzona, CH

March 2012: "The paradox of health information and empowerment"
IFOM-IEO, Institute of Molecular Oncology Foundation and European Institute of Oncology. Milan, I

March 2012: "Conflict management in a hospital setting"
Oncologic Hospital. Cagliari, I

March 2012: "Communication with chronic pain patients"
Conference: 7th Giornate Reumatologiche Sannite. Benevento, I

January 2012: "Interdisciplinary team communication in a hospital setting"
Oncologic Hospital. Cagliari, I

December 2011: "Disability and disables. The route from philosophy to science and society."
Conference: La Riabilitazione specialistica nel superamento della disabilità
IRCCS Fondazione Salvatore Maugeri. Pavia, I

October 2011: "Mass-media, doctors and medicine between information and advertising"
Congress: SICCR, Società Italiana di Chirurgia Colo-Rettale. Genova, I

October 2011: "Investing in disability. The World Report on Disability"
Congress: Disability in Tuscany. Reality and Perspectives
Associazione Toscana Paraplegici O.N.L.U.S. Firenze, I

June 2011: "Health, functioning and well-being"
Congress: ICF, Outcomes and Rehabilitation.
SIMFER, Società Italiana di Medicina Fisica e Riabilitativa. Perugia, I

May 2011: "Communication in a hospital setting"
Master in Health Systems management. University of Sassari, I

February 2011: "Argumentation in doctor-patient communication".
Department of Discourse and Argumentation Studies. University of Amsterdam, NL

May 2010: "Introduction to health communication"
Executive program for health professionals. Azienda Sanitaria di Nuoro, I

November 2009: "The universe of eHealth"

Course in Electronic Technologies and Health Communication in cardiology (Cardio e-Tech). University of Lugano, CH

July 2009: Series of lectures on e-Health and doctor-patient communication
Faculty of Medicine. University of Brescia, I

April 2008: Series of lectures on “Internet tra medico e paziente”
Faculty of Medicine. University of Brescia, I

January 2008: “Strategies of argumentation in health-related advertising”
CARES. Osservatorio di Pavia, I

October 2007: “Health communication and the media”
Master of International Tourism. University of Lugano, CH

April 2006: “From Classics to Health Communication and back again”
Department of Discourse and Argumentation Studies. University of Amsterdam, NL

March 2005: “Aristotle’s dialectic”
School of Philosophy. University of Leeds, UK

September 2004: “Semiotics of medicine”
Southeast European Centre for Semiotic Studies. New Bulgarian, University, BG

September 2004: “Semiotics in ancient philosophy”
Southeast European Centre for Semiotic Studies. New Bulgarian University, BG

June 2004: “Foundamental of Health Communication”
Istituto di Bioetica. Catholic University of Rome, IT

November 2003: “Aristotle and the discovery of the principle of science”
Department of Discourse and Argumentation Studies. University of Amsterdam, NL

November 2002: “Am I ill? Let’s ask the ancients”
School of Classics. University of Leeds, UK

September 2001: “Dialectical features of Aristotle’s *Rhetoric*”
The Liverpool – Manchester Reading Group in Ancient Philosophy. University of Liverpool, UK

December 2000: “Dialectical strategies in Aristotle’s *Physics* book IV”
The Liverpool – Manchester Reading Group in Ancient Philosophy. University of Manchester, UK

Other speeches and poster presentations

September 2016 (together with C. Zanini, N. Lustenberger, M. Brach, S. Essig, A. Gemperli, H.G. Koch, A. Scheel-Sailer, G. Stucki): “Health professionals’ views on patient responsibility in the prevention of pressure ulcers” (poster presentation)
The International Spinal Cord Society (ISCOS), Vienna, Austria.

September 2016 (together with C. Zanini, N. Lustenberger, M. Brach, S. Essig, A. Gemperli, H.G. Koch, A. Scheel-Sailer, G. Stucki): “Health professionals’ views prevention of pressure ulcers in spinal cord injury in Switzerland” (poster presentation)
The International Spinal Cord Society (ISCOS), Vienna, Austria.

September 2016 (together with C. Zanini, N. Lustenberger, M. Brach, S. Essig, A. Gemperli, H.G. Koch, A. Scheel-Sailer, G. Stucki): “Self-management beyond health information? The prevention of pressure ulcer in spinal cord injury as a case in point” (poster presentation)
European Association for Communication in Healthcare (EACH), Heidelberg, Germany.

September 2016 (together with Janan Huang, Mirjam Brach, Armin Gemperli): “Informal Care by Family Members of Persons with Spinal Cord Injury in Switzerland”.
European Forum for Primary Care, Riga, LV.

June 2016: “Stakeholder dialogue and policy decision making from the point of view of argumentation theory”.
16th Biennial Wake Forest University Argumentation Conference, Venice, I

June 2015 (poster presentation together with Fabia Rothlisberger, Stefan Boes, Klaus Schmitt, Anke Scheel-Sailer): “Challenges and potential improvements in the admission process of patients with spinal cord injuries – an interview based qualitative study of an interdisciplinary team”
International Society of Physical and Rehabilitation Medicine (ISPRM), Kuala Lumpur, Malasia.

October 2015 (together with Claudia Zanini): “Health education in traumatic spinal cord injury: challenges of building health literacy overnight”.
International Conference on Communication in Healthcare (ICCH), New Orleans, USA

October 2014 (together with Julia Amann): “Exploring the Potential of Open Innovation Communities for Healthcare Institutions: A Scoping Review”
Medicine 2.0, Malaga, E

September 2014 (together with Claudia Zanini): “Design and pilot evaluation of a training course in argumentation theory for doctors in the field of chronic pain”
European Conference for Communication in Healthcare (EACH), Amsterdam, NL

June 2014: “Classifying argument schemes: lessons from Aristotle and from modern health classifications”
ISSA Conference on Argumentation. University of Amsterdam, NL

April 2014 (together with Claudia Zanini): “Bringing the patient perspective into medical consultation. A qualitative pilot study in the field of chronic pain”. Kentucky Conference on Health Communication (KCHC). Lexington, USA.

October 2013 (together with Claudia Zanini): “Patients’ knowledge and beliefs in doctor-patient relationship”. Conference on Interpersonal Communication and Social Interaction (ICSI). Lugano, Switzerland.

October 2013 (together with Mirjam Brach): “From theory to architecture of ehealth communication in the field of spinal cord injury. Paraforum as a case in point”.
The International Spinal Cord Society (ISCOS), Istanbul, Turkey.

October 2013 (together with Claudia Zanini): "The call for rationality in shared-decision making". American Association for Communication in Healthcare. Montreal, Canada.

September 2012 (together with Claudia Zanini): "Reasonable versus unreasonable persuasion in doctor-patient communication".

International conference of the European Association for Communication in Healthcare (EACH). St. Andrews, UK.

June 2012 (together with Claudia Zanini): "Argumentation theory to base communication research on person-centered decision-making"

Communication Medicine and Ethics (COMET). Trondheim, N

June 2012 (together with Claudia Zanini) "Critical health literacy: where are we? A systematic review of interventions in the medical consultation"

Communication Medicine and Ethics (COMET). Trondheim, N

March 2012 (together with Claudia Zanini): "What does patient-centeredness demand in terms of health literacy? A critical and programmatic analysis in the field of doctor-patient communication"

Kentucky Conference on Health Communication. Lexington, USA

September 2010 (together with Bickenbach, J. & Stucki, G.): "Enhancing doctor-patient communication through the International Classification of Functioning, Disability and Health"

International Conference on Communication in Healthcare (EACH). Basel, CH

June 2010 (together with Della Mea, V., ten Napel, H. & Rodrigues, J.M.): "Challenges in the development of ICF ontology"

WHO Family of International Classification mid-year meeting. University of Madrid, E

June 2010 (together with Bickenbach, J. & Stucki, G.): "Arguing about and from definition in the context of the ICF"

ISSA Conference on Argumentation. University of Amsterdam, NL

June 2010 (together with Bickenbach, J. & Stucki, G.): "From functioning to well-being: ontological perspectives"

Deutschsprachige Medizinische Gesellschaft für Paraplegie e.V, SPZ Nottwil, CH

April 2010: "Well-being: theory and practice"

Lecture Series Spring 2010. Department of Health Sciences and Health Policy, University of Lucerne, CH

March 2010 (together with Bickenbach, J. & Stucki, G.): "Realism and nominalism: argumentative consilience in doctor-patient communication"

13th Biennial Argumentation Conference. Wake Forest University, USA

November 2009 (together with Schulz, J.P. & Nakamoto, K.): "Health literacy and the tailoring of health information. A dialogue between communication and (AI) technology"

Virtual healthcare Interaction, American Association of Artificial Intelligence (AAAI). Autumn symposia, Washington D.C, USA

September 2009: "Argumentative conduct and persuasive effects in drug advertising and marketing".

La vita del farmaco. Università della Bicocca, Milan, I

September 2009 (together with Giacobazzi, M., Camerini, L. & Boneschi, M): “Design and application of an online gymnasium to enhance physical activity in users affected by fibromyalgia”
Web 2.0. Toronto, Canada

June 2009 (together with Schulz, P.J.): Full-Symposium on argumentation in medical consultation.
Communication, Medicine & Ethics. Cardiff, UK

January 2009 (together with Schulz, P. J.): “Don’t let allergies slow you down: The rhetoric of Direct-To-Consumer Advertising”
Rhetoric in Society. Leiden, NL

November 2008: “Rhetoric, dialectics and the discovery of the principles of science”
Workshop of the Italian Association for the Theory and Practice of Argumentation. University of Padova, I

September 2008 (together with Orizio, G., Gelatti, U. & Schulz, P. J.): “Just a click to get drugs: a more accessible health or a threat to patients?” (Poster)
International Conference on Communication in Healthcare (EACH). Oslo, N

September 2008: “Are you sure? The concept of strategic manoeuvring in doctor-patient interaction”
International Conference on Communication in Healthcare (EACH). Oslo, N

September 2008 (together with van Eemeren, F., Goodnight, T. & Schulz P.J.): “Rhetoric in interpersonal and mass media health communication” (Full Symposium)
International Conference on Communication in Healthcare (EACH). Oslo, N

September 2008 (together with Caiata-Zufferey, M. & Schulz, P. J.): “Self-management of chronic low back pain: an exploration of the impact of a patient-centred website”
International Conference on Communication in Healthcare (EACH). Oslo, N

July 2008 (together with Caiata-Zufferey, M. & Schulz, P. J.): “My way of thinking about pain. On the importance of lay-theories in enhancing self-management of chronic low back pain”
Making Sense of : Health, Illness and Disease. Oxford, UK

July 2008 (together with Orizio, G; Gelatti, U.; Domenighini S.; Caimi, L. & Schulz, J. P.): “A content-analysis of websites selling prescription-only drugs”
Communication, Medicine and Ethics (COMET). Cape Town, ZA

June 2008 (together with Schulz, P. J., Vago, F. & Setola M.R.): “12 months of navigation on www.oneself.usilu.net . Data analysis”
SNF-NRP 53 Assessment Meeting. Berne, CH

June 2008: “The heuristic and evaluative dimensions of the classical argument-schemes”
The Venice Conference, by the International Society for the Study of Argumentation (ISSA). Venice, I

April 2008 (together with Schulz, P.J. & Caiata-Zufferey, M.): “The website ONESELF. Results from the qualitative study”
SNF-NRP 53 Assessment Meeting. Notwil, CH

April 2008 (together with Orizio, G., Domenighini, S., Rosati, C., Caimi, L., Gelatti, U. & Schulz P.J.): “A global risk comes from the web: cyberpharmacies & consumer health safeguards” (Poster)

6th European Conference on Travel Medicine. Rome, I.

February 2008 (together with Schulz, J.P. & Bolchini, D.): “Internet enhanced risk communication in healthcare. A case study in the field of online genetic counselling”
Conference of the Swiss Association for Applied Linguistic (VALS-ASLA). Lugano, (CH)

November 2007 (together with Schulz, P.J.): “Strategic manoeuvring in doctor-patient interaction”
3th NOW Conference on strategic manoeuvring. Amsterdam, NL

October 2007 (together with Nakamoto, K., Schulz, P.J. & Krishen, A.): “Argumentation in Direct-to-Consumer Advertising of pharmaceuticals: logical problems and policy issues”
Association for Consumer Research Annual North American Conference. Memphis, USA

February 2007 (together with Schulz, P.J. & Colombo, B.): “Breaking good news: informing low-risk patients”
10° Seminario dell’Associazione Triangolo “La macchina: madre o matrigna? Telemedicina, robotica e cura”. Lugano, CH

October 2006: “On the concept of partitio in the Classical world”
Van Rees Conference. Amsterdam NL

September 2006 (together with Mackay, J., Pithers, A. & Schulz, P.J.): “OPERA: online personal information and education”
International Conference on Communication in Healthcare (EACH). Basel, CH

September 2006 (together with Schulz, P.J. & Caiata Zufferey, M.): “Tailored web-based information to enhance self-management of chronic low back pain”
International Conference on Communication in Healthcare (EACH). Basel, CH

September 2006 (together with Schulz, P.J., Caiata-Zufferey, M. & Setola, M.R.): “The project ONESELF. Promoting self-management of chronic low-back pain through an online platform”
NRP 53 Programme Meeting. Davos, CH

January 2006: “On the values of topoi”
Amsterdam-Lugano colloquium. University of Lugano, CH

July 2005: “Tailoring online communication on chronic low back pain: the website ONESELF”
Tailoring Health Messages. Monte Verità, CH

July 2005: “Health Communication through sharing experiences”
Communication, Medicine and Ethics (COMET). Sidney, AUS

January 2005: “Enhancing argumentation in doctor-patient interaction. The case of the informed consent”
The Amsterdam-Lugano Colloquium. University of Lugano, CH

June 2004: “Humanities and Health: perspectives for healthcare provision”
Communication, Medicine and Ethics (COMET). Linköping, S

January 2004: “Topoi in ancient rhetoric”
Istituto linguistico-semiotico. University of Lugano, CH

June 2003: “Presupposing argumentation in doctor-patient interaction”
Communication, Medicine and Ethics (COMET). Cardiff, UK

April 2002: “On a book of Aristotle in Cicero’s library”
Classical Association Conference. Edinburgh, UK

April 2001: “The rhetorical game. Applying topoi koinoi and loci communes”
Classical Association Conference. Manchester, UK

April 2000: “Problems of topoi”
Northern Association for Ancient Philosophy Conference. Leeds, UK

May 1998: “Cicero’s *de inventione* and his Greek philosophical sources”
Leeds International Latin Seminar. University of Leeds, UK

November 1999: “Dealing with secondary literature”
School of Classics. University of Leeds, UK

February 1996: “I *Topici* di Aristotele”
Dipartimento di Lingue. Università Cattolica di Milano, I

Language skills

Modern languages: Italian (mother tongue); excellent knowledge of English (written and spoken); good knowledge of French (written and spoken); good knowledge of Spanish (written); German (in the learning process).

Ancient languages: excellent reading of Greek and Latin; basic reading skills in Biblical Hebrew