OPHTHAL PRENEURS

INFORMATION ≠ **EDUCATION**.

Patient psychology and consumer health decision making

Guendalina Graffigna, PhD

Full Professor in Consumer Health Psychology, Univ. Cattolica del Sacro Cuore

As Director of research center "EngageMinds Hub", her research and scientific activities are mainly devoted to patient engagement in health and wellbeing, consumer health psychology, vaccine hesitancy, food psychology, healthcare organization innovation and ehealth.

www.ophthalpreneurs2024.com