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Fabrizio Gianfrate has a PhD and Master in Health Economics at University of Rome, specializations in Business Management at London School of Economics, Health Economics at Stockholm Economic School, Advanced Health Economics and Pharmacoeconomics at University of York, Economic Journalism at University of Verona. He is a professor of Healthcare, Pharmaceuticals and Medical Devices Economics and Management in public and private Universities. A consultant for pharmaceutical companies and regulatory/mkt access agencies at local, national and international level and healthcare institutions in pricing & reimbursement, policies, Mkt access, HTA, public affairs, strategic mktg, communication. A registered journalist, columnist for main Italian healthcare and pharmaceuticals newspapers and magazines. In the past he was General Manager and Vice President of Smith Kline Foundation Italy, General Manager of Angelini Foundation (Angelini – Acraf Group), after holding several management roles in pharmaceutical industries in business and strategies, with secondments in UK and US and as member of EFPIA groups and consultant of Farmindustria president. He's been Editor-in-Chief of *Tecnica Ospedaliera* and *NCF* magazines, director of *Aboutpharma* magazine (IMS Health Group) and *Tendenze Nuove* mag. (*Il Mulino* publ.), winning the 2004 Ministry of Health Award as magazine of special cultural interest. He is member of board of SIFEIT (Italian society of pharmacoeconomics) and of ISIS (Italian society of Healthcare studies). An author of more than 300 articles and of the volumes *Economy of Pharmaceutical Sector*, *Il Mulino* publ., *Pharmaceutical Marketing*, *Tecniche Nuove* publ., *Economics and management of Healthcare services*, *Tecniche Nuove* publ., *Market of Pharmaceuticals*, *Franco Angeli* publ., *Farmacoeconomia*, *LSWR* publ.