

## Curriculum Vitae

Personal information **Elena Caramanico**

Work experience

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### 1. January 2016 – Now

**Position:** Head of Digital Strategy & IT Project Manager

**Employer:** Caygri

**Country:** Italy

**Main activities:**

Managing IT projects for healthcare and pharmacy networks, focusing on digital transformation, system optimisation and integration of emerging technologies.

Designing digital infrastructures, data flows and cloud-based solutions to support clinical decision-making and healthcare logistics.

Implementing AI-supported tools for predictive analytics, process automation and monitoring of chronic patients. Ensuring system reliability, security and interoperability with healthcare information systems.

Collaborating with clinical and technical stakeholders to translate operational and regulatory needs into functional digital solutions.

Leading the strategic development of digital health solutions and advanced IT systems for pharmacies, healthcare providers and chronic patient management.

Supervising the design, architecture and implementation of digital platforms, including AI-based decision support tools, data management infrastructures and workflow optimisation technologies.

Overseeing projects related to digital therapeutics (DTx), patient engagement applications, interoperability frameworks, and secure handling of clinical and regulatory data.

Coordinating multidisciplinary teams in software development, cybersecurity, data governance and system integration.

Ensuring compliance with regulatory standards in digital health, including data protection, quality management and risk assessment of digital tools.

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### 2. September 2012 – December 2015

**Position:** IT Consultant & Software Project Coordinator

**Employer:** Independent Consultant / Multiple Clients

**Country:** Italy

**Main activities:**

Providing consultancy services in IT system development, data integration and digital process optimisation.

Coordinating software projects, managing technical requirements and ensuring high-quality delivery of digital tools.

Supporting healthcare-related clients in adopting innovative technology solutions and strengthening their digital infrastructure.

Advising on data management strategies, system interoperability and secure digital workflows.

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Education and training

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### 1. October 2025 – now

**Qualification:** Master's Degree in Economics and Management

**Institution:** Università Giustino Fortunato

**Country:** Italy

**Subjects/skills covered:**

Management and organisation, strategic planning, innovation management, digital transformation, business analytics, project management, economics of healthcare systems, regulatory frameworks, and leadership skills applied to digital health environments.

### 2. September 2007 – July 2012

**Qualification:** Bachelor's Degree in Computer Science Sciences

**Institution:** Università degli Studi della Basilicata

**Country:** Italy

**Subjects/skills covered:**

Software engineering, programming, databases, information systems, networks, cybersecurity fundamentals, artificial intelligence, data structures, algorithm design, and applied computer science for digital platforms and healthcare technologies.

### 3. September 2003 – July 2007

**Qualification:** High School Diploma (Scientific Studies)

**Institution:** Liceo Scientifico

**Subjects/skills covered:**

Mathematics, physics, computer science foundations, biology, scientific method, problem-solving and analytical thinking skills.

Additional information

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## Publications

**Caramanico, E. (2025). *Dal Contatto alla Relazione: L'evoluzione del CRM in farmacia tra omnicanalità, AI e WhatsApp*.**

Published on Amazon (paperback & eBook).

A professional book exploring how CRM (Customer Relationship Management) evolves in the pharmacy sector through omnichannel strategies, artificial intelligence integration and communication tools like WhatsApp, with implications for digital health engagement. [Amazon+1](#)

□ **Amazon Italy listing (paperback):** <https://www.amazon.it/dp/B0FSMP5WD7> [Amazon](#)

□ **Amazon listing (eBook):** <https://www.amazon.it/dp/B0FSLVPW1Q> [Amazon](#)

□ **Amazon international listing:** <https://www.amazon.com/dp/B0FSMP5WD7> [Amazon](#)

Award in Pharmaceutical Field like Cosmofarma Award 2019, 2022 and 2021

## Projects

### **1. Development of LiveFarma – AI-powered Order Management and Decision Support Platform (2020–present)**

I lead the strategic development of LiveFarma, a digital platform that uses artificial intelligence to assist pharmacies in managing stock, optimising purchasing decisions and reducing waste. The project integrates predictive algorithms, real-time data processing and automated workflows. My role includes system architecture supervision, data governance, quality assurance and alignment with healthcare digital standards.

### **2. Digital Ecosystem for Pharmacies – Omnichannel Patient Interaction and Service Integration (2018–present)**

I coordinated the design and implementation of a digital ecosystem enabling pharmacies to manage patient interactions through online services, messaging tools and CRM systems. The project focuses on digital engagement, service continuity, and the secure handling of patient-related information, allowing pharmacies to support routine care and chronic patient follow-up in a digitally structured manner.

### **3. AI-assisted Tools for Workflow Optimisation in Pharmacy Practice (2021–present)**

I supervised the creation of features based on artificial intelligence and automation to improve pharmacy operational efficiency, including workload prediction, demand forecasting and optimisation of clinical-administrative processes. These tools support healthcare professionals in making informed decisions and improving service quality.

### **4. Digital Therapeutic Support and Patient Monitoring Solutions for Chronic Diseases (2022–present)**

Through Caygri, I developed digital solutions aimed at supporting pharmacists in monitoring chronic patients, enhancing adherence, and improving communication through structured digital channels. These tools integrate behavioural nudging, data dashboards and AI-assisted insights to support long-term disease management within community healthcare settings.

### **5. CRM-based Patient Relationship and Digital Communication Systems (2019–present)**

I designed and implemented CRM frameworks tailored for pharmacies to manage patient relationships, digital communication, targeted interventions and service personalisation. These systems help pharmacies improve patient follow-up, medication counselling and service delivery, contributing to safer and more efficient care pathways.

### **6. Pharmacy e-Commerce and Digital Service Integration Projects (2016–2020)**

I led multiple projects to integrate e-commerce tools, online booking services and digital applications into pharmacy workflows. These solutions facilitated the development of omnichannel healthcare services, improved accessibility for patients, and introduced structured digital processes in community care environments.

### **7. Professional Training Programs in Digital Health and Innovation for Pharmacies (2020–present)**

I created and delivered structured training programs to support healthcare professionals in adopting digital tools, understanding AI-based technologies and implementing digital patient-support systems. These programs aim to bridge the gap between technological innovation and real-world clinical practice.

## Memberships

NO

## Other Relevant Information