

Curriculum Vitae Serena Petrocchi

Personal information

Dr. Serena Petrocchi, Lecturer and Researcher (Maître d'Enseignement et de Recherche) at Università della Svizzera italiana, Faculty of Biomedical Sciences, Institute of Family Medicine, Via Buffi 13, 6900, Lugano, Switzerland

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ORCID ID <https://orcid.org/0000-0002-7223-8240>
Google Scholar https://scholar.google.com/citations?user=Yh6_CX0AAAAJ&hl=it
ResearchGate https://www.researchgate.net/profile/Serena-Petrocchi?ev=hdr_xprf
Scopus <https://www.scopus.com/authid/detail.uri?authorId=55015819100>

Education

2020 Title of Associated Professor in Italy, <https://asn18.cineca.it/pubblico/miur/esito-abilitato/11%252FE2/2/5>
2013 Title of licensed psychologist in Italy (www.opl.it n° 16140)
2010 Good Clinical Practice (basic)
2009 PhD in psychology, Catholic University, Milan, Italy
2008 Visiting PhD Student, Keele University, UK
2004 MSc in psychology (summa cum laude), Catholic University, Milan, Italy

Academic Positions

2024-present Lecturer and Researcher (Maître d'Enseignement et de Recherche) and Coordinator of the MSc in cognitive psychology in health communication. Affiliated with the Institute of Family Medicine, Università della Svizzera italiana, Switzerland
2020-2021 Senior Researcher, European Institute of Oncology, Italy
2016-2023 Scientific Collaborator and Post-doc researcher at the Institute of Communication in Health, Università della Svizzera italiana, Switzerland
2013-today Teaching fellow – Lecturer, Università Cattolica del Sacro Cuore, Milano e Brescia; Università degli Studi di Milano; Università Bicocca, Milano; Università di Bergamo
2013-2014 Post-doc researcher, Università del Salento, Italy
2010-2012 Post-doc researcher, Keele University, UK

Award and Honors

2010 Marie Curie Fellowship for Paediatric Medical Psychology research, awarded by the 7th Horizon Program.

Research Grants

2026 Bridging Psychological, Communicative, and Educational Gaps in Prostate Cancer Treatment Decision-Making. PI: Petrocchi, Co-PI: Turco (EOC/IOSI). Fond'Action contre le cancer. 144K CHF; 18 months.
2026 Understanding Psychological Factors in Treatment Decision-Making and Decision Outcomes in Patients with Prostate Adenocarcinoma. HORIZON-MSCA-2025-PF, proposal number 101280822. Total Score: 85,80%. PI/Supervisor: Petrocchi. Post-doc Fellow: Dr. Maria Rosa Miccoli (PhD from Konstanz University). For this project we have received a [Seal of Excellence](#) from the European Union. 292K Euros; 2 years.

- 2023 Treatment intervention for sexual discrepancy in couples. Funded by the European Society for Sexual Medicine. CO-PI with Limoncin, Brotto and Galizia. 20K€, 1 year.
- 2022 Dyadic Medical Trust. Funded by SNF. PI: Schulz. (I have written and conceptualized the proposal). 500K CHF; 4 years.
- 2020 Distress and COVID. Funded by Research Fund COVID-19 AFRI EOC (D-DG009/A). PI Grignoli. 7000CHF. (proposal co-written with Grignoli)
- 2018 Digital Lives. Funded by SNF. Co-PI with Camerini. 142KCHF, 2 years.
- 2010 Pediatric Medical Trust. Funded by the Marie Curie Fellowship-7th Framework Programme (FP7-PEOPLE-2009-IEF). Supervisor: Rotenberg; Postdoc: Petrocchi; 140K€, 2 years.
- 2005 PhD Fellowship. Italian Ministry of Education, University, and Research. 32K€, 3 years.

Invited Talks and Symposia

- 2025 Invited Talk: Psychological Factors in Treatment Decision-Making for Prostate Adenocarcinoma: An Interdisciplinary Retrospective and Prospective Study. Swiss Oncology Hematology Congress, Basel, Switzerland.

Editorial services and reviewing

Editorial Board Member: European Journal of Health Communication (2021); BMC Medical Informatics and Decision Making (2024-present)

Guest Editor of the Special Issue: Siblinghood Through Any Disability: The State of the Art and Future Directions (2024-25) *Frontiers in Psychology*, doi: 10.3389/fpsyg.2025.1670389

Journal Reviewer:

Journal of Clinical Psychology in Medical Settings; *Frontiers in Psychology*; *Psychological Science*; *IEEE Access*; *Applied Psychology: Health and Well-Being*, *Chinese Journal of Communication*; *INQUIRY: The Journal of Health Care Organization: Provision, and Financing*; *Psychological Reports*; *Psychology and Health*; *Journal of Health Psychology*; *SAGE Open*; *Open Psychology*; *BMJ Pediatrics Open*; *Social Science and Medicine*; *Psychology Research and Behavior Management*; *Plos One*; *Scientific Reports*

Reviewer for Scientific Conferences

Reviewer for the 36th Annual Conference of the European Health Psychology Society, Bratislava, 2022

Reviewer for the 68th Annual International Communication Association Conference, Prague, 2019

Reviewer for the 67th Annual International Communication Association Conference, San Diego, USA, 2018

Board and Committees

2025-present Scientific Committee Member of the Social Prescription Project, Institute of Family Medicine, IBSA, Città di Lugano

2018-today Member of the International Communication Association <https://www.icahdq.org/>

2024-present Member of the KPSYCH Committee for the Academic Psychology Programs at Swiss Universities

2024-present Board Member of the Institute of Family Medicine

2024-present Advisory Committee Member of the GIOCO Project (<https://mediaticino.usi.ch/en/gioco>)

2015-present Member of the Laboratory of Applied Psychology and Intervention, Università del Salento, Italia

2020-2021 Member of USI in Ascolto, consulting service for students at USI

- 2018 Member of the Scientific Committee "Children and Adolescents in a Mobile Media World" Pre-conference ECREA TWG: Children, Youth and Media <https://www.ecrea.eu/event-2859555>
- 2010 Collaborator of Asthma UK, no-profit association, Londra, UK for the project "Developing new asthma guidelines for children and adolescents".
- 2006-2010 Member of the Theory of Mind Research Unit, directors prof. Antonella Marchetti and Prof Olga Liverta Sempio, Dipartimento di Psicologia, Università Cattolica del Sacro Cuore di Milano

Professional Affiliations

KPSYCH, Committee for the Academic Psychology Programs at Swiss Universities
 Swiss Psychological Society (SPS)
 Lombardy Regional Board of Psychologists (OPL, Ordine degli Psicologi della Lombardia)
 American Psychological Association

Research interests

Three main areas of research:

- 1) Doctor-patient relationships and decision-making: I study the psychological factors influencing decision-making in healthcare settings (patients' preferences, risk aversion, health literacy, coping style), decision fatigue in medical contexts, and doctor-patient communication processes that affect health preventive behaviours (e.g., breast cancer prevention, BRCA1/2 test for mutations).
- 2) Psychological dimensions of Family Medicine: I investigate trust and adherence to medical regimens in children and adults, the socio-cultural determinants of health, and the practice of home visits in primary care.
- 3) The study and application of advanced research designs and analyses: I have developed studies applying mixed physiological and behavioural measures, dyadic analysis (One-With-Many, APIM, APIMeM; dyadic LPA), and longitudinal analyses (e.g., RI-CLPM).

Teaching

Supervision of post-doctoral researchers

- 2024-present. Dr. Roberta Galizia, University of British Columbia (UBC), Canada. Role: Statistical supervisor and methodology consultant. H25-02076-The couple desire study. In collaboration with Prof Brotto (UBC)
2025. Prof Nasrin Mohammadhasani, Kharazmi University, Iran. Project: Development of a serious game to teach medical students communication skills
- 2025-2026 Dr. Rossella Caliciuri, Università Cattolica del Sacro Cuore, Milano. Project: Dyadic Latent Profile Analysis on the effect of chronic diseases on couples' satisfaction and quality of life. In collaboration with Prof Lanz and Prof Donato (Università Cattolica, Milan)

Doctoral Student Supervision (co-supervision)

2025-present Aline Rinaldi (USI). Dyadic Medical Trust. Funded by SNF.

Supervision of Visiting Doctoral Students

- 2026 Clara Lombardo, Università degli Studi di Catanzaro, Italia. Systematic review of the literature on trust in oncology settings.
- 2025 Maria Adele Piccardo, Università degli Studi di Milano, Italia. How AI Communication Style and Illness Severity Shape Patient Trust and Willingness to Use

2024 Nicoletta Trotta, Università della Campagna “Vanvitelli”, Italia. Social Awareness and Early Intervention in the Onset of Mental Disorders: A Psychoeducational and Multifamily Approach.

2024 Melania Rita Difino, Università degli Studi di Foggia, Italia. Primary and Secondary Headaches (Chronic Pain): Clinical, Psychosocial, and Neuropsychological Implications.

2024 Melania Severo, Università degli Studi di Foggia, Italia. Emotional Skills Training and Relaxation Training in Patients with Cardiovascular Diseases – An Experimental Intervention Protocol

2024 Adriana Leccese, Università degli Studi di Foggia, Italia. Chest Pain and Pain Catastrophizing: Psychological Correlates and a Strengths-Based Cognitive–Behavioural Therapy Intervention Protocol

2024 Nadia Genzano, Università degli Studi di Foggia, Italia. Integrating Cognitive Training with Physical Rehabilitation: a pre-post study on executive functions and perceived physical well-Being

2024 Alessandra Marelli, Università eCampus, Italia. A Study of Workplace Relationships and Headache Management: Applying Inoculation Theory to Overcome Blame.

2017 Annalisa Levante; Università del Salento, Italia. A pre-post study on the early detection of autism in pediatric settings.

Supervision of research assistants

Pietro Bianchi (2025, 2026) psychologist; research activity and data analysis commissioned by an external client (identity not disclosed for privacy). Budget: 30K CHF

Nicolò Zallocco (2025) psychologist; research assistant on the project Weight loss drugs and obesity

Greta Manoni (2024) psychologist; research assistant on the project Clinical Decision Fatigue

Chiara Filipponi (2020) psychologist; research assistant on the project Digital Lives. Budget: 142KCHF

Sheila Bernardi (2020-2021) psychologist; research assistant on the project Empathy attitudes as predictor of preventive behaviors during COVID-19 pandemic. Budget: 7000CHF

Anna Maria Annoni (2019-2021) psychologist; research assistant on the project Digital Lives. Budget: 142KCHF

Mentoring

2025-present Maël Theubet, PhD at Université de Lausanne

2024-2026. Matilde Melotto, PhD student at Università della Svizzera italiana

Supervisor of postgraduate psychology trainees completing their mandatory internship required for eligibility to Section A of the Italian Board of Psychologists.

Chiara Filipponi (2019; 500 hours); Nicole Bizzotto (2020; 500 hours); Claudia Longhini (2020; 500 hours); Sara Pellegrino (2022; 500 hours); Greta Manoni (2023; 500 hours); Tatiana Strauchova, Beatrice Perucchini, Gabriella Chittano, Jelena Pjeranovic, and Maria Benedicta Ginevra Trabattoni (2024); Lucia Majno, and Putri Tamara (2025).

Supervision of bachelor's students in psychology completing their mandatory internship required throughout their degree program in Switzerland or Italy.

Arianna Isoppo (2026), Nicolò Mantia (2025), Eleonora Roscia (2026), Laura Storni (2023), Giulia Biaggini (2023): students at the University of Freiburg, Switzerland. Carlotta Porta (2026): student at the Università degli Studi di Padova, Italy.

Supervision of Master's / Bachelor's students for their thesis.

2016-today I served as supervisor or co-supervisor for students enrolled in the Master of Science in Cognitive Psychology in Health Communication. Main supervisor: Tyler Holmgreen, Eleonora Bacharidou, Lucia Majno, Ilaria Moscatiello. Co-supervisor: Miari Greta, Anna Russ, Annalisa Pessina, Beatrice Bano, Branella Righi, Francesca Crosignani, Elena Acquadro, Ludovica

- Vianini, Manuela Polimeni, Matilde Melotto, Nicola Bottura, Sharon D'Anzi, Anna Papis, Roberta Galizia, Selene Semeraro, Prisca Puoti.
- 2026 Suan Martini, Master of Science in Psychology, University of Bern
- 2026 Giulia Biaggini, Master of Science in Psychology, University of Fribourg
- 2024 Nadia Edith Lopez Ramirez, Master of Science in communication, management, and health (USI)
- 2023 Eva Diaz Casanova, Master of Science in Medicine (co-director).

From 2014 to 2016, I held the same role at the Università Cattolica del Sacro Cuore (2008–2010) and at the University of Salento (2012–2014), during my appointment as an adjunct professor. I supervised more than 15 students.

PhD-level courses taught

- 2026 Dyadic analyses: conceptual issues, data analysis strategy, and applications. Università degli Studi di Bergamo. PhD in Social and Human Sciences.
- 2024 One with Many and dyadic research (USI; PhD in Communication Sciences)
- 2023 The Concept of Interpersonal Trust: A Determinant of Psychosocial Adjustment and a Key Factor in Growth and Helping Relationships. Doctoral course in Human and Social Sciences, Department of Human and Social Sciences, Università del Salento
- 2019 Psychological Aspects of the Relationship Between Health and Social Care Professionals and Their Patients (4 hours). Department of Human and Social Sciences, Università del Salento

Post-Master-Level Courses and Continuing Education Courses Taught

- Risk communication in public health, Faculty of Medicine, Residency Program in Hygiene and Preventive Medicine (Facoltà di Medicina, Scuola di Specializzazione in Igiene e Medicina Preventiva), Università degli Studi di Milano, Facoltà di Medicina (2017-present)
- Apologising... in practice: how to communicate an error in healthcare (2 hours, 2025). CAS in Health Law SUPSI. CAS Diritto Sanitario
- The Doctor–Patient Communication Relationship: Key Elements Requiring Special Attention (4 hours of lecture). CAS in Health Law SUPSI. (4 hours). CAS Diritto Sanitario SUPSI.
- Continuing Professional Training Course for Teachers, “The Child and Professional Caregivers: Tools for Analyzing and Intervening in Relationships with Teachers and Educators” (2008/2009), Catholic University, Italy
- Continuing Professional Training Course for Teachers of Deaf Children and Adolescents, Faculty of Education Sciences, Catholic University, Italy (2005/2006)
- Continuing Professional Training Course for Teachers, “Theory of Mind, Narrative, and Emotions: Mentalistic Competences in the School Context Between Theory and Practice”, Faculty of Education Sciences, Catholic University, Italy (2005/2006)
- Continuing Professional Training Course for Teachers, “Interacting with Competence and Well-being at Home and at School”, Faculty of Education Sciences, Catholic University, Italy (2005/2006)

Master-Level Courses Taught

In English

- Consumer Psychology (6 ECTS; from 2026), MSc in Cognitive Psychology in Health Communication, Università della Svizzera italiana
- Psychological Applications in Communication and Health (3 ECTS; from 2024), MSc in Cognitive Psychology in Health Communication, Università della Svizzera italiana

Psychological Applications in Communication and Health (external internship) (14 ECTS; from 2024), MSc in Cognitive Psychology in Health Communication, Università della Svizzera italiana
 Advanced Research Methods in Health Communication (3 ECTS; 2022-2025) MSc Communication, Management, and Health, Università della Svizzera italiana
 Workshops "Understanding patient's vulnerability", MSc of Medicine, Università della Svizzera italiana (2022 and 2023)
 Workshops "Patient empowerment", MSc of Medicine, Università della Svizzera italiana (2022 and 2023)
 Workshops "Shared decision-making", MSc of Medicine, Università della Svizzera italiana (2022 and 2023)
 Field Project (6 ECTS), 4 consulting projects per year, carried out by student teams working on real-world challenges defined by external partners, who acted as project clients (list of the clients: EOC; Servizio di psichiatria e di psicologia medica - OSC (DSS); Comparis, CardioCentro EOC; Epatocentro EOC; Clinica Sant'Anna; Ufficio Federale di Sanità Pubblica; Associazione Ticinese Psicologi), MSc in Cognitive Psychology in Health Communication, Università della Svizzera italiana

In Italian

Introduzione a SPSS (Introduction to SPSS) (2016/2017, 2018/2019; 2020-2022). Master of Science in Psicologia per le organizzazioni: risorse umane, marketing e comunicazione (Psychology for organizations: human resources, marketing, communication), Catholic University, Italy
 Advanced Research Methods in Developmental and Communication Psychology (practical sessions) (Metodi avanzati per la ricerca in psicologia dello sviluppo e della comunicazione, esercitazioni) (2013-2015). Master of Science in developmental psychology and communication (MSc in Psicologia dello Sviluppo e della Comunicazione). Catholic University, Italy
 Clinical and deviant behavior psychology (Psicologia Clinica del Comportamento Deviante) (2012, 8 ECTS) MSc Social Work, Università del Salento, Italy

Bachelor-level courses taught

Seminar class on psychological tests (16 hours of lessons, 2024; 20 hours of lessons, 2026). Bachelor of Science in Psychology (Laurea triennale in Scienze e Tecniche Psicologiche), Università degli Studi di Bergamo, Italy.
 Methods and techniques of psychological tests (Metodi e tecniche dei test psicologici) (2014-2019). Bachelor of Science in Psychology (Laurea triennale in Scienze e Tecniche Psicologiche), Catholic University, Italy
 Psychometrics Laboratory (Psicometria) (2013-2019). Bachelor of Science in Psychology (Laurea triennale in Scienze e Tecniche Psicologiche), Catholic University, Italy
 Psychometric Statistics Laboratory (2008/2009). Bachelor of Science in Psychology (Laurea triennale in Scienze e Tecniche Psicologiche), Catholic University, Italy
 Laboratory for the course of Theory and Techniques of Test: Il SAT – Separation Anxiety Test. (2009), BSc in Psychology, Università Bicocca, Italy.
 Psychology of the Helping Relationship: Clinical Aspects and Contexts (Psicologia della Relazione d'Aiuto: aspetti clinici e contesti) (2009/2010), Catholic University, Italy
 Laboratorio Metodi e Tecniche dell'Intervento Educativo/Formativo (2009/2010) e Laboratorio: Competenze Comunicative (2009/2010), Catholic University, Italy
 Clinical Developmental Psychology (Psicologia Clinica dello Sviluppo) (2008/2009), Catholic University, Italy

Training Activities

2015 Training activities for *Tigros S.p.A.: Corporate Well-Being and Workplace Safety*, Sicuri per Mestiere. Training course for staff of the Tigros supermarket chain (<https://www.tigros.it>).

2008 Project: *In Fuga dal Glutine*, in collaboration with AIC Lombardia. *In Fuga dal Glutine* is a training project for primary school children funded by AIC Lombardia as part of a broader national initiative (<https://www.celiachia.it/dieta-senza-glutine/attivita-nelle-scuole/in-fuga-dal-glutine/>).

Within this project, I carried out the following activities:

- Design of psychosocially oriented interventions to be delivered in primary school classrooms across Lombardy.
- Training sessions for primary school teachers.
- Educational interventions in classes with a child diagnosed with celiac disease, focusing on:
 - enhancing positive aspects of the classroom situation;
 - the importance of each classmate's contribution to collective well-being;
 - the concept of cross-contamination;
 - medical aspects of celiac disease;
 - use of therapeutic fairy tales (*Il gigante Glutione; La diga di Nuova Celi*) for social and educational purposes, followed by classroom discussion.
- Creation and development of a teacher's handbook.