



LIVE | BRIDGING RESEARCH AND MARKET: FINANCING AND DEPLOYING AI IN EUROPEAN HEALTH SYSTEMS

CINDERELLA WORKSHOP

WEDNESDAY, MAY 20TH 2026

10:00 - 13:00

AUDITORIUM FERRERO VIA SARFATTI 10, MILAN

Organizzato da

CERGAS Centro
di Ricerche sulla Gestione
dell'Assistenza Sanitaria e
Sociale

SDA Bocconi
School of Management

CINDERELLA



HORIZON-HLTH-
2021-DISEASE-04-04
Grant Agreement No:
101057389

[REGISTRATION LINK](#)

9.30 WELCOMING

10:00 OPENING REMARKS

ORIANA CIANI, CERGAS, SDA Bocconi

10:10 ENHANCING SHARED DECISION-MAKING IN BREAST CANCER TREATMENT WITH AI-AIDED TOOLS

MARIA-JOÃO CARDOSO, Champalimaud Foundation (CF)

10:25 AI AND PATIENT VISUALIZATION TOOLS: THE TECHNOLOGY BEHIND CINDERELLA'S PREDICTIVE INTERFACE

JAIME CARDOSO, Institute for Systems and Computer Engineering, Technology and Science (INESC TEC)

10:40 ETHICS, ADOPTION AND IMPLEMENTATION OF AI-BASED DECISION SUPPORT TOOLS

HENRIQUE MARTINS, Universidade da Beira Interior (UBI), Instituto Universitário de Lisboa (ISCTE), FChampalimaud

11:00 Q&A WITH SPEAKERS

11:15 COFFEE BREAK

11:30 ROUND TABLE FROM RESEARCH-DRIVEN INNOVATION TO HEALTH SYSTEMS: FUNDING AND SCALING UP AI INNOVATIONS

ALFREDO CESARIO, CEO, Gemelli Digital Medicine & Health

SERGIO CUSCHERA, Relationship Manager, Made Competence Center

ORESTE GENTILINI, Oncologist, San Raffaele Hospital

LAURA MAZZEO, Oncologist, Artificial Intelligence for Oncology Lab, National Cancer Institute of Milan

BREID O'BRIEN, Director, Digital Care

TIMO SCHINKÖTHE, CEO, CANKADO GmbH

MARTA RANZINI, AI Lead, Humanitas AI Center

ALESSANDRO RADAELLI, Partner, NLC Health Ventures

Moderator: **AMELIA COMPAGNI**, CERGAS, SDA Bocconi

13:00 NETWORKING LUNCH



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