



ZOI COVATSOU

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◦ DETAILS ◦

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Date of birth

19/02/1995

Nationality

Greek

◦ LINKS ◦

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◦ LANGUAGES ◦

Greek

English

👤 PROFILE

Over 5 years of experience in digital health. Successfully worked with multiple diverse stakeholders from med-tech and SaaS companies to healthcare providers, to bring cutting-edge medical devices and healthcare solutions from global markets to Greece.

📁 EMPLOYMENT HISTORY

Business Developer at Mental Health Solutions - Partner of Monsenso A/S in Greece

2022 — 2023

- Implementation of the localization of Monsenso solution – designing app/ web portal content
- Integration of the solution to the processes, systems and medical protocols of clinics
- Creation and documentation of new processes for implementation of solution
- Ensuring projects are implemented according to agreed time, quality, costs and resources
- Conducting comprehensive training sessions and offered technical and scientific assistant to clinicians and patients
- Customer and market segment screening and analysis
- Product implementation in research projects and commercial clients
- Identifying and acquiring new customers to enable scalability of the business
- Social media content
- Participation in international/local conferences and exhibitions
- Played a pivotal role in the collaboration with PSYCHIS OMMA Tzeranis Neuropsychiatric Clinic, assisting in the development and management of a research led by clinic's scientific team. The results of this collaborative effort presented in a Poster Presentation and Scientific Director's speech at 31st Panhellenic Congress of Psychiatry

External Consultant at PSYCHIS OMMA Tzeranis Neuropsychiatric Clinic

2022 — 2023

- Mapping the opportunities for digital transformation of the clinic's internal processes
- Project Management services for the development of an electronic platform that will allow the possibility of planning, paying and implementing sessions with the clinic's mental health specialists
- Integration of the Monsenso Solution to the processes, systems and medical protocols of the clinic and the related publicity in clinic's social media

Project success has been confirmed by the Silver Award in the 'Innovative Equipment' category of BOUSSIAS HEALTHCARE BUSINESS AWARDS 2023

Product Specialist - Healthcare Solutions at BIODYNAMICS SA

2020 — 2022

- Leading the sales efforts for healthcare equipment and consumables in Greece
- Launching mass email marketing campaigns aimed at broadening the customer base

- Delivering technical support to customers
- Participating in tender competitions, financial quotations for clients optimizing sales process
- Providing pricing strategy and ensure pricing compliance for segment opportunities
- Estimating date of delivery to customer based on knowledge of the company's production and delivery schedules
- Forecasting orders and sales of assigned territory and submit monthly report
- Representing company at conferences to promote products and services

○ Sales Specialist- Healthcare Solutions at BIODYNAMICS SA

2019 — 2020

○ Medical Administrator at IASO Pediatric Hospital

2018 — 2019

○ Service Centre Back-Office Support at GE Healthcare, Athens

2018

🎓 EDUCATION

○ Master 'eHealth and Telemedicine Management', Rome Business School

2018 — 2019

Master Thesis 'eHealth in Autism: Tools, Challenges and Ethical Issues'

Academic Scholarship

○ Executive Diploma 'Healthcare Management', Mediterranean College

2018 — 2018

○ BSc Biomedical Engineering, University of West Attica

2013 — 2018

🔧 COURSES

○ Medical Summer School 'Towards building sustainable and co-created telemedicine systems in Western Balkan Countries', Polytechnic University of Tirana, Albania

○ Alumni Member, Stavros Niarchos Foundation Bioethics Academy/ Johns Hopkins Berman Institute of Bioethics (JHU)

○ Bioethics, University of Athens

○ Sign Language, Third Level, KENG

○ Reading & Writing Braille Code, Center for Education and Rehabilitation for the Blind

○ Summer School, National Centre for Scientific Research of 'DEMOCRITUS'

★ COMMUNICATIONS

○ Poster Presentation at 31st Panhellenic Congress of Psychiatry in collaboration with PSYCHIS OMMA Tzeranis Neuropsychiatric Clinic

2023

First digital health tool application in psychiatric patients in Greece - 6 months study and results