Paolo Maria Russo is Full Professor of Psychology at the University of Bologna’s Med School. His research, documented in numerous national and international publications, is mainly about the role of the differences of inter-individual and personality traits on the mechanisms at the base of interpersonal perception and the emotional decision making and relationship processes. Since 2016 he has coordinated the research of the Psychological Sciences and Medicine Lab of the Departments of Specialist, Diagnostic and Experimental Medicine (DIMES). Its principal research topics focus on analysing “decision making” in the clinical area, identifying the individual and organizational factors which forecast compliance, therapeutic adherence and enable the effectiveness of the various communicative styles to take place. The type of communication chosen characterizes the relationship between the patient and the healthcare professional, in terms of satisfaction with the care provided and quality of life after treatment.