

# Portfolio Private Health Forum 2019 program

## 07:50-08:25 Registration

### **Section I.: A trial for private health providers - Who will remain in the race and how?**

An increasing number of private health providers are reaching the critical size and are becoming potential acquisition targets. Meanwhile, labour shortage and higher labour costs, as well as a series of price hikes, pose a challenge to market players among increasing competition. But how do Hungarian processes align with regional and European trends? The biggest players in the local and regional markets will paint a precise picture on the above topics.

#### **08:25 - 08:30 Opening Speech**

Speaker:

**Gabriella Balogh**, Board Member, Net Média Zrt. (Portfolio)

#### **08:30 - 08:45 Expansion of a private health provider in the region**

Speaker:

**Mihail Marcu**, Chairman and CEO, MedLife

#### **08:45 - 09:00 Private health vision on the Hungarian market**

Speaker:

**Dr. Péter Pál Varga**, Founder & Managing Director, spine surgeon, Buda Health Center

#### **09:00 - 09:15 Key trends for European private healthcare providers**

Speaker:

**Dr Attila Végh**, korábbi CEO és elnök, Capio and Penta Hospitals International

#### **09:15 - 09:30 Doctorlink: a case for change**

Speaker:

**Andrew Gardner**, Founder, Special Advisor, Doctorlink

## **09:30 - 10:30 Roundtable for owners and CEOs**

Moderator: **János Bartók**, ügyvezető, UNION-Érted Ellátásszervező Kft.

Conversation participants:

**Dr. Veronika Börzsei-Knoll**, CEO and Owner, Emineo Magánkórház

**Dr. Gyula Csermely Ph.D.**, CEO, Co-Owner, Rózsakert Medical Center

**Dr. András Kirschner**, tulajdonos – ügyvezető igazgató, Swiss Medical Group

**György Leitner**, CEO, Affidea Hungary

**Dr. Kornél Papik**, Managing Director, Dr. Rose Magánkórház

## **10:30 - 11:00 Coffee break**

### **Section II.: Who should pay the bill? - Financing dilemmas in Hungarian healthcare**

We could spend all the money in the world on healthcare, but even then the question remains: who will pay for it? The private healthcare spending of Hungarian households is outstanding in international comparison. Is this all right? How do others do it? How should financing challenges be met and what role should the state play? What incentives could the government provide in order to channel private funds to official routes? We will also present unconventional health insurance profiles as we look at who benefits from health insurance.

## **11:00 - 11:15 Successful healthcare financing models - the example of Israel**

Speaker:

**Yaron Savoray**, Director of McKinsey Center for Government Europe, McKinsey & Company, Inc. Israel

## **11:15 - 11:30 Expensive healthcare - How to finance the latest therapies**

Speaker:

**Dr. Péter Vereckei**, Managing Director, Pfizer (Hungary), Chairman, AIPM

## **11:30 - 11:40 GDPR compliance as an investment consideration - Critical data protection risks in the health sector**

Speaker:

**Zsombor Orbán Dr.**, Managing Associate, Head of TMT practice Budapest, Kinstellar

## **11:40 - 12:35 Panel discussion: Who should pay and how?**

11:40-11:50 Discussion starter

**(Ferenc Studniczky, CEO and founder, OTP Egészségpénztár)**

Moderator: **Dr. Péter Holchacker**, Director, Innovatív Gyógyszergyártók Egyesülete - AIPM

Conversation participants:

**Andrea Ficzer**, főigazgató, Uzsoki Kórház

**Csaba Lantos**, energiaügyi miniszter, Energiaügyi Minisztérium

**Attila Oláh**, Head of Risk and Life Insurance, Groupama Biztosító

**Ferenc Studniczky**, Managing Director, OTP Egészségpénztár

## **12:35 - 13:35 Lunch break**

### **Section III.: The future of patient care - Anticipated trends in Hungary and abroad**

Healthcare is undergoing huge changes globally, but what are the trends, technologies and processes that will define the future of healthcare? Innovative therapies, revolutionary research, high-tech procedures from Hungary and around the world.

## **13:35 - 13:50 Artificial Intelligence in Medical Sciences**

Speaker:

**Prof. István Csabai**, Professor of Physics, ELTE Eötvös Loránd University

## **13:50 - 14:05 A new area in medical technology**

Speaker:

**Balázs Rózsa**, Founder, CEO, Femtonics

## **14:05 - 14:20 Digital revolution in healthcare**

Speaker:

**Gábor Németh**, Key Account Manager, LG

## **14:20 - 15:10 Panel discussion: The future of healthcare - What awaits us 20 years from now?**

Moderator: **Dr. István Schiszler**, Health Manager

Conversation participants:

**Prof. István Csabai**, Professor of Physics, ELTE Eötvös Loránd University

**Balázs Rózsa**, Founder, CEO, Femtonics

**Dr Attila Végh**, korábbi CEO és elnök, Capio and Penta Hospitals International

**15:10 - 15:30 Coffee break**

## **Section IV.: How does digitalisation work in the service of healthcare?**

How can the latest digital solutions be used in Hungarian healthcare? Who are leading the charge? International examples and Hungarian opportunities.

**15:30 - 15:45 Telemedicine as a new dimension of private healthcare**

Speaker:

**Tibor Somogyi**, Founder, DokiApp

**15:45 - 16:30 Panel discussion: Digital medicine - The Hungarian reality**

Moderator: **Tamás Békási**, RIS Business Creation Project Manager, EIT Health

Conversation participants:

**Péter Gáspár**, vezérigazgató, CEO, MediCorp Hungary Zrt.

**Viktória Ordódy**, Business development manager, Teledoc Hungary Ltd

**Tibor Somogyi**, Founder, DokiApp

**Fanni Straub**, alapító, ügyvezető, FoglaljOrvost.hu