

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. Kornél Papik, Managing Director, Dr. Rose Magánkórház

Dr. András Kirschner, tulajdonos - ügyvezető igazgató, Swiss Medical Group

György Leitner, CEO, Affidea Hungary

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, tulajdonos, FoglaljOrvost.hu