

Portfolio Private Health Forum 2020 program

The conference will be held online, we will broadcast the entire program into a online platform with the help of a professional camera crew and audio/video expert team for the best online participation experience.

Section 1: An extraordinary year for private health care service providers - Beyond the impacts of coronavirus

Coronavirus hit when the local private health care sector had an amazing run. How could the players manage the new situation brought about by the pandemic? How well were they prepared for such a situation and what lessons have they learned? Besides giving answers to these questions we will also put the spotlight on the underlying processes in private health care sector.

13:30 - 13:35 Opening Speech

Speaker:

Zoltán Bán, CEO, Net Média (Portfolio Csoport)

13:35 - 13:50 Penta Hospitals International - current challenges

The language of the presentation is English. Simultaneous translation is not provided at the conference.

Speaker:

Martin Hrežo, CEO, Penta Hospitals International, a.s.

13:50 - 14:05 After the first wave, an example of a private provider

Speaker:

Dr. János Kóka, Chairman of the Board, CEO, Cellum

14:05 - 14:20 The future of the private Hungarian health care market in the shadow of the coronavirus

Speaker:

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

14:20 - 15:00 Panel discussion: Beyond the effects of the Covid-19 - Evaluating the market trends with the leaders of the private healthcare providers

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

Conversation participants:

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

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

Dr. János Kóka, Chairman of the Board, CEO, Cellum

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

15:00 - 15:15 Coffee break

Section 2: Dominant environment: What's what?

Over the past year - before the coronavirus outbreak - the Hungarian government appeared to be actively engaged in preparing the transformation of health care. Modifications to the health system and its financing can fundamentally alter the environment in which private health care providers operate.

15:15 - 15:30 Előadás

Speaker:

Dénes Jobbágy, Chairman & CEO, Széchenyi Alapok - Széchenyi Funds

15:30 - 15:45 The opportunities of value based health care in Central and Eastern Europe

Speaker:

Ákos Újlaki, Partner, Boston Consulting Group

15:45 - 16:00 Reimagining healthcare for the digital world

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Speaker:

Ruthy Kaidar, Director, Health Industry Sector Central & Eastern Europe
Microsoft

16:00 - 16:15 Health care under cyber attack - how can we prepare for this?

Speaker:

Tamás Palicz, strategic deputy director, Semmelweis University, Health Services
Management Training Centre

16:15 - 16:30 Lunch break

Section 3: Case studies by private health care providers for private health care providers

It was not just the largest service providers whose lives were upended by the coronavirus pandemic, given that the underlying demand trends determine the operation of other medium-sized and small private health care providers, as well. We will identify the factors and trends that every player in the sector should pay heed to if they want to make progress.

16:30 - 16:45 21st century health care - in treatment, in healing

Speaker:

Dr. László Babai, alapító, igazgató, Prima Medica EgészségHálózat

16:45 - 17:00 Private health care, as the chance of keeping professionals in the view of the largest regional private providers

Speaker:

Antal Kovács, Managing Director, Da Vinci Private Clinic

17:00 - 17:40 Panel discussion: individual ways of regional provider

Moderator: **Péter Karli**, ügyvezető, Heal Partners

Conversation participants:

Dr. Csaba Deák, CEO, Life Egészségcentrum, Székesfehérvár

Antal Kovács, Managing Director, Da Vinci Private Clinic

Dr. László Németh, CEO, Léda Magánklinika (Zalaegerszeg)