

# Private Health Forum 2018 program

**8:00- 8:30 Registration**

## **Section I. Hungary's private healthcare sector in the Central European Region**

What are the ongoing processes in the developed Western European private health market, and what can we expect in the CEE region? Demand for private health providers in Hungary is growing, while the market is increasingly consolidated. Meanwhile, the lack of qualified workers affects all providers, not just state-run institutions. To what degree does this mess up the calculations of owners? What will the latest government plans mean for private providers? And how are public health institutions affected? Has the state-run system become less overburdened?

**08:25 - 08:30 Opening speech: Zoltán Bán, Chief Executive, Net Média Zrt. (Portfolio)**

**08:30 - 08:55 The network of European healthcare providers**

Speaker:

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

**08:55 - 09:15 Public health needs, private providers and profitability**

Speaker:

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

**09:15 - 09:30 How much is it? - Evaluating healthcare providers in terms of their financial performance**

Speaker:

**Bertalan Jászkuti**, Founder & Managing Director, Heal Partners

### **09:30 - 10:30 Roundtable of proprietors and CEOs**

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

Conversation participants:

**Dr. Judit Fendler**, Chancellor, Szegedi Tudományegyetem

**Andrea Ficzer**, főigazgató, Uzsoki Kórház

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

**Antal Kovács**, Managing Director, Da Vinci Private Clinic

**György Leitner**, CEO, Affidea Hungary

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

## **Section II. Best practices in healthcare - What should the new Hungarian model be like?**

Policy issues and questions all in one place. What can domestic healthcare leaders learn from the examples of other countries as far as the transformation of the healthcare system is concerned? What options are available? And why is healthcare important in terms of competitiveness? Meanwhile, we hear more and more about the overhauling of the financing system as well, so we will examine the options Hungary has in this regard, and take a look at what role insurance packages play at present or could play in the future.

### **11:00 - 11:15 Introducing value-based healthcare in the CEE region**

Speaker:

**Ákos Újlaki**, Partner, Boston Consulting Group

### **11:15 - 11:30 Proposals to improve competitiveness in Hungarian healthcare**

Speaker:

**Gergely Baksay**, Director, Magyar Nemzeti Bank

### **11:30 - 11:45 How to orchestrate the transformation of Hungarian healthcare?**

Speaker:

**Margó Kohanecz**, Director, Healthcare and Life Sciences, KPMG

## **11:45 - 12:40 Panel discussion: How to finance healthcare in Hungary?**

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

Conversation participants:

**Dr. Dávid Bauer**, HR Director, MOL Magyarország

**András Juhos**, Deputy General Manager, UNIQA Biztosító Zrt.

**Dr. Gábor Karai**, ügyvezető igazgató, Teladoc

**Tamás Attila Kovács**, értékesítési és marketing-kommunikációs igazgató, OTP Országos Egészségpénztár

## **12:40 - 13:30 Lunch Break**

### **Section III. High-tech and innovative therapies**

This section aims to present a segment of Hungarian healthcare with which probably very few people are familiar, even though its results compare favourably at the international level. Innovative therapies, revolutionary research, high-tech medical procedures.

## **13:30 - 14:00 Robotics in medicine**

Speaker:

**Dr. Loránd Erőss**, idegsebész, Országos Klinikai Idegtudományi Intézet

## **14:00 - 14:15 About the real value of genetic tests**

Speaker:

**Máté Varga**, Senior Lecturer, Department of Genetics ELTE TTK

## **14:15 - 14:30 Innovative therapies for the patients**

Speaker:

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

## **14:30 - 15:15 Panel discussion: Professional healthcare for recovery**

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

Conversation participants:

**Dr. Áron Lazáry**, Deputy Director General, spine surgeon, Buda Health Center

**Péter Mátyus**, Professional Leader, Professor, E-Group ICT Software Informatikai Zrt., Semmelweis Egyetem, Egészségügyi Közszolgálati Kar

**Mária Judit Molnár**, Director, SOTE, Institute of Genomic Medicine and Rare Disorders

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

**15:15 - 15:45 Coffee Break**

## **Section IV/A: Digitalisation in healthcare - How it's done by the big players**

Digitalisation, big data, telemedicine - Global and domestic overview and future possibilities. How does digitalisation disrupt healthcare, and how well is Hungary prepared for this?

### **15:45 - 16:00 Special monitors in the service of healthcare**

Speaker:

**Mihály Malozsák**, IT Sales Manager, LG Electronics Inc.

### **16:00 - 16:15 Digitalisation of healthcare services with cloud, IoT and AI**

Speaker:

**Milan Glavaski**, CIO, Affidea

### **16:15 - 16:30 The effect of using telemedicine tools on the operation and financing of healthcare**

Speaker:

**Szabolcs Mezei**, Director, PricewaterhouseCoopers Hungary

### **16:30 - 16:45 Digital health and big data opportunities in modern medicine**

Speaker:

**Dr. Miklós Szócska**, igazgató, Semmelweis Egyetem Egészségügyi  
Menedzserképző Központ

### **16:45 - 17:30 Panel discussion: The future of digital healthcare**

Moderator: **Dr. Miklós Szócska**, igazgató, Semmelweis Egyetem Egészségügyi  
Menedzserképző Központ

Conversation participants:

**Zoltán Hoffmann**, Innovation Director, Tigra Kft.

**Dongmin Lee**, LG Electronics Inc., Europe Hospitality Biz

**Béla Megyesi**, HC IT Product Specialist, Siemens Healthcare

**Gábor Szenczi**, R&D Chief Engineer, Sanatmetal

## Section IV/B: Those that are transforming Hungary's health care sector

What drives ideas and investments in private healthcare? The shortcomings of the public system? The opportunity for quick returns? The social benefits of these projects? In what areas are disruptive medtech businesses breaking with industry traditions? How does a startup founder experience success?

### 15:45 - 16:00 Medtech innovation in practice

Speaker:

**Péter Tátrai**, Deputy Investment Director, Hiventures Kockázati Tőkealap-kezelő Zrt.

### 16:00 - 16:45 Meet the best Hungarian MedTech innovators

A unique podium discussion

Moderator: **Balázs Fürjes**, Regional Director, EIT Health Innostars

Conversation participants:

**Viktor Gál**, Founder, CEO, OrthoPred Kft.

**Károly Havlik**, Co-Founder & Medical specialist, DiabTrend

**Bence Horváth**, Managing Director, Spicy Analytics Kft.

**Tibor Somogyi**, Founder, DokiApp

### 16:45 - 17:30 Panel discussion: Financial and venture capital investors in healthcare

Moderator: **Gergely Dóczi**, Executive Director, Futurmed Vagyonkezelő Kft.

Conversation participants:

**Péter Balogh**, Founder, Baconsult Kft., Angel Investor

**Kornél Kisgergely**, főigazgató, MFB

**József Török**, Széchenyi István Szakkollégium Alapítvány elnöke, a HVCA egyéni tagja.

**Levente Zsembery**, vezérigazgató, X-Ventures Ltd.