

# Private Health Forum 2022 program

## Program

### Registration 8:10-8:40

#### **Section I: The years 2021 and 2022: An exceptional time or part of the trend? Through the eyes of the big ones**

The largest private healthcare service providers are rapidly growing. At the same time, the environment will change fundamentally from this year: it is enough to think about the overheads and HR costs, financing costs, the EUR-HUF exchange rate and the public's purchasing power. It will be interesting to see how private service providers react to the new challenging environment.

**Moderator: Gergely Csiki**, Chief editor, Portfolio

#### **08:40 - 08:45 Keynote speech**

Speaker:

**Gergely Csiki**, Chief editor, Portfolio

#### **08:45 - 09:00 Empowering Local Champions with Private Equity Capital**

Speaker:

**Bill Watson**, Managing Partner, Value4Capital

#### **09:00 - 09:15 International outlook: the City Clinic story from Bulgaria**

Speaker:

**Ilian Grigorov**, Founder and Co-CEO, Blocks Rehabilitation (Online)

#### **09:15 - 09:30 Healthcare from a business perspective**

Speaker:

**Péter Haraszti**, Founder, CEO, TritonLife

### **09:30 - 09:45 Private healthcare through the eyes of a business lawyer**

Speaker:

**Dr. Zoltán Kolodzey**, Principal Associate, Oppenheim Law Firm

### **09:45 - 10:45 How long and from what will the largest operators continue to grow? - Leaders' roundtable discussion**

Moderator: **Dr Attila Végh**, CEO, Eurohealth Ltd.

Conversation participants:

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

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

**Dr. Lajos Fábián**, Chairman, Co-founder, TritonLife Group

**Dr. András Kirschner**, Managing Director, Medical Director, Swiss Medical Services

**Róbert Lancz**, Owner and CEO, Doktor24 Csoport, President, Primus Magán Egészségügyi Szolgáltatók Egyesület

### **10:45 - 11:00 Coffee break & Networking**

## **Section II: Can the public and private healthcare systems coexist in a symbiosis?**

The private healthcare system does not exist alone; it is part of the Hungarian healthcare system. But to what extent is it an integral part of it, and what should be done to optimise the public and private healthcare systems' cooperation? We will respond to these questions in this session, emphasising the aspects of healthcare industry workers.

**Moderator: Gergely Csiki**, Chief editor, Portfolio

### **11:00 - 11:15 Which way to go, doctors: private or public?**

Speaker:

**Dr. Gyula Kincses**, Chairman, ENT Specialist, Health Manager, Magyar Orvosi Kamara

### **11:15 - 11:30 Experience of the medical service**

Speaker:

**Balázs Kertész**, Managing Director, Consultant - Owner, Szinapszis Market Research & Consulting

### **11:30 - 11:45 How does private care strengthen public care?**

Speaker:

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

### **11:45 - 11:50 Introductory presentation**

Speaker:

**Dr. Lajos Fábrián**, társelnök, az Egészségügyi Tagozat elnöke, Vállalkozók és Munkáltatók Országos Szövetsége (VOSZ)

### **11:50 - 12:45 Peace, Order and Progress in Health!**

Moderator: **Gergely Csiki**, Chief editor, Portfolio

Conversation participants:

**Dr. Szabolcs Békássy**, Chairman of Primary Care and Dental Care Section, Healthcare Department, National Association of Entrepreneurs and Employers

**Dr. István Csernavölgyi**, CEO, Internist, Chief Cardiologist, Budai Egészségközpont Zrt.

**János Gyarmati**, CEO, Owner, HUNIKO - Group, Smart Diganostics

**Dr. András Kirschner**, Chairman of Outpatient and Occupational Health Care Section, Healthcare Department, National Association of Entrepreneurs and Employers

**Dr. Tamás Rádai**, Manager, The Association of Health Technology Suppliers and Medical Device Manufacturers (ETOSZ)

**Dr. Ottó Skorán**, Director of Strategy and Innovation, Co-owner, Doktor24 Medicina Zrt.

### **12:45 - 13:45 Lunch break**

## **Section III: The patient in focus: who does what to heal?**

The conference's session uses a new approach regarding private healthcare players. We will scrutinise how and with which tools actors of the private healthcare ecosystem can contribute to patients' care and recovery. We will present what we know about patients' needs, how satisfied they are, and how they choose a service provider. We will also reveal what other actors in the healthcare ecosystem think about private healthcare service providers.

**Moderator: Gergely Csiki**, Chief editor, Portfolio

### **13:45 - 14:00 How the patient wants to recover - The key decision points**

Speaker:

**Fanni Straub**, alapító, tulajdonos, FoglajOrvost.hu

### **14:00 - 14:15 The private health insurance patient: what does he know and what does he want?**

Speaker:

**Iván Balázs**, egészségbiztosítási szakértő, HUN Pénzügyi Tervező, Balazsivan.hu

### **14:15 - 15:05 How can we improve the system for patients?**

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

Conversation participants:

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

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

**Erika Schaub**, személybiztosítási és ügyfélkapcsolati területért felelős igazgatósági tag, Generali Biztosító

**Fanni Straub**, alapító, tulajdonos, FoglajOrvost.hu

### **15:05 - 15:20 Coffee break & Networking**

## **Section IV: The future of healing**

We devote a separate programme item to state-of-the-art technologies and the newest trends in healthcare service, focusing on digitalisation, artificial intelligence, and personalised cure.

**Moderator: Gergely Csiki**, Chief editor, Portfolio

### **15:20 - 15:35 The potential of AI in healthcare**

Speaker:

**Dr. Miklós Szócska**, Professor, Dean, Semmelweis Egyetem Egészségügyi Menedzserképző Központ

### **15:35 - 15:50 Digitalisation in healthcare**

Speaker:

**Bálint Szabó**, CEO, Egészséginformatikai Szolgáltató és Fejlesztési Központ (ESZFK), Deputy Director General for IT, Országos Kórházi Főigazgatóság (OKFŐ)

**15:50 - 16:05 Data-driven healthcare - but where does Columbus' egg come in?**

Speaker:

**Dóra Szabó**, Head of Marketing and Innovation, Prima Medica Group

**16:05 - 16:20 A new generation of medicine in personalised healthcare**

Speaker:

**Dr. Richárd Kiss Ph.D.**, Medical Director, Medipredict

**16:20 - 17:05 Healing through digital pathways roundtable discussion**

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

Conversation participants:

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

**Ernő Duda**, CEO of Solvo, CEO of Medipredict, President of Hungarian Biotechnology Association

**Dr. Róbert Mári**, ügyvezető, Wáberer Medical Center Kft.

**Bálint Szabó**, CEO, Egészséginformatikai Szolgáltató és Fejlesztési Központ (ESZFK), Deputy Director General for IT, Országos Kórházi Főigazgatóság (OKFŐ)

**Dr. Miklós Szócska**, Professor, Dean, Semmelweis Egyetem Egészségügyi Menedzserképző Központ

## **Networking & Champagne**

Be our guests for a glass of champagne after the program, and don't miss the opportunity to network with the participants and speakers!