

# Private Health Forum 2023 program

## Registration

### **Section I.: How can/should state and private healthcare coexist**

Hungarian healthcare is under transformation, and actors are trying to adapt to the new matrix, that is, who will/can play what role in the future. In the meantime, in the new macroeconomic environment, companies are recalculating due to higher energy costs and the fall in purchasing power due to the economic slowdown. A big question is what will happen to consolidation in such a situation and how single companies and company groups can be evaluated.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

#### **08:55 - 09:00 Welcome speech**

Speaker:

**Gergely Csiki**, Chief editor, Portfolio

#### **09:00 - 09:40 In transformation - Which way is ahead? Mini panel discussion with Hungarian experts with a view on international trends.**

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

Conversation participants:

**Dr. Gábor Karai**, Managing Director, Teladoc

**Ákos Újlaki**, Managing Director and Partner, Boston Consulting Group

#### **09:40 - 09:45 Panel opening speech**

Speaker:

**Dr. Lajos Károly Fábrián**, társelnök, Vállalkozók és Munkáltatók Országos Szövetsége (VOSZ), Egészségügyi Tagozat elnöke, társ-alapító részvényes és elnök, TritonLife Csoport

## **09:45 - 10:40 The present and future of Hungarian healthcare**

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**, Chairman of Inpatient Care Section, Healthcare Department, National Association of Entrepreneurs and Employers

**János Gyarmati**, Chairman of Diagnostic Section, Healthcare Department, National Association of Entrepreneurs and Employers

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

**Dr. Tamás Rádai**, Chairman of Healthcare Technology Section, Healthcare Department, National Association of Entrepreneurs and Employers

**Dr. Ottó Skorán**, Chairman of Healthcare Innovation and Informatics, Healthcare Department, National Association of Entrepreneurs and Employers

## **Coffee break and Networking**

### **Section II.: After 2023, have we only just begun?**

The largest private healthcare providers are enjoying strong and stable growth with continued increases in care fees, building on sustained demand, but the energy crisis, rising wage costs, and faltering purchasing power are increasingly eating into their profits. And if all this were not enough, it is also becoming more and more expensive to finance operations and expansion, and the publicly funded healthcare system is being reformed. Those who can become stronger in this difficult situation might even take it to the next level in the next few years in the private healthcare market, while the rest will face serious challenges in an increasingly competitive environment.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

## **10:55 - 11:10 The transparent and efficient coexistence of public and private healthcare services - the example of Szeged.**

Speaker:

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

**11:10 - 11:25 Where does the Hungarian patient heal and how much does it cost? Why and how does one choose a private service provider?**

Speaker:

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

**11:25 - 11:40 The digital transformation of private healthcare service providers**

Speaker:

**Péter Gáspár**, CEO, Medio MedTech Zrt.

**11:40 - 12:30 Competition in the private healthcare market: for the patients, for the doctor - Leaders' roundtable discussion**

Moderator: **Fanni Straub**, alapító, ügyvezető, FoglajOrvost.hu

Conversation participants:

**Dr. László Babai**, Founder, CEO, Prima Medica EgészségKözpont

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

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

**Dr. Miklós Soós**, Owner, managing director, Istenhegyi Géndiagnosztika Cégcsoport Auro-Science Consulting Kft.

## **Lunch break**

### **Section III.: It can't be done alone**

Employers, employees, state, insurers, private service providers, care managers, intermediaries and patient path managers. They make the healthcare system work, we depend on each other. By allowing private healthcare to operate at this level, and with the public making significant contributions to healthcare through private spending, the public sector is alleviated and even contributions are left in the system. How can this be brought under control, even by encouraging private financing, with a kind of self-care approach?

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**13:30 - 13:45 The impact of the crisis on the structure of healthcare expenditures, what can private healthcare expect?**

Speaker:

**Dr. Péter Váradi**, Managing Director, Prémium Pénztárcsoport, Prémium Pénztárszolgáltató Kft.

**13:45 - 14:00 Forms of financing as incentives of market growth**

Speaker:

**Péter Karli**, Co-owner, Heal Partners

**14:00 - 14:15 How long can it be unprofitable? Health insurance market in 2023 - new solutions on the horizon!**

Speaker:

**Iván Balázs**, Insurance Expert, Balazsivan.hu

**14:15 - 15:05 How does the patient recover in the Hungarian healthcare system? - A roundtable discussion**

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

Conversation participants:

**Andrea Ficzer**, Director General, Uzsoki Hospital

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

**Erika Schaub**, Chief Life Insurance Officer Life, Health, Accident LoB, Generali Biztosító

**Dr. Péter Takács**,

## **Coffee break and Networking**

### **Section IV. : Modern technologies in service of patients**

If we have money, high technology is at our disposal. Technology, modern tools, and AI-enabled systems alone are not enough. The relationship between the doctor and the patient is still at the centre.

**Moderator: Kata Tóth**, Conference project leader, Portfolio

**15:20 - 15:35 The Legal Challenges of Applying Artificial Intelligence in the HealthTech World**

Speaker:

**dr. János Kopasz**, lawyer, Taylor Wessing Hungary

**15:35 - 15:50 Human-Centered Healthcare? - Research by GE Healthcare**

Speaker:

**Szvilén Földvári Jutas**,

**15:50 - 16:05 Code & Care - Digital transformation in private healthcare**

Speaker:

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

**16:05 - 16:55 From healthcare maze to digital and online solutions - Is this already a reality in Hungary?**

Moderator: **Dr. András Kulja**,

Conversation participants:

**Dr. Sándor Békási**,

**Dr. Samu Czabán**,

**Dr. Zsuzsa Györffy**,

**Eszter Kovács**,

## **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!

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