

# Private Health Forum 2024 program

## Registration

### **Section I. - The Present of Hungarian Healthcare: With or Without You?**

The two sectors of the Hungarian health care system, the public and the private sectors, are developing in parallel. In the years following the COVID-19 epidemic, with increased medical wages, the elimination of the gratuity system, and the limited capacity of the public health system, the structures of a functioning system are beginning to emerge. But what can tip these processes out of their current optimum, and how long can the two systems coexist? Is more state intervention coming, or the opposite, a retreat of the state? Or will private service providers escape forward and make significant new investments? Or should we expect a wider, practical application of sectoral neutrality?

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

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

Speaker:

**Gergely Csiki**, Chief editor, Portfolio

#### **09:00 - 09:15 A New International Player in the Hungarian Private Healthcare Market**

Speaker:

**Ahmet E. Usta**, executive director, Liv Duna Medical Center

#### **09:15 - 09:30 Keynote speech**

Speaker:

**Dr. Lajos Károly Fábián**, Chairman of Healthcare Dept. at National Association of Employers & Entrepreneurs (VOSZ), Chairman & Co-founder at TritonLife Group

## **09:30 - 10:25 Panel Discussion: 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**

## **Section II/A - Private Service Providers: What Can Come After a Year of Development with Struggles?**

The biggest private healthcare providers are growing unstoppably, with seemingly strong revenue numbers. However, the profitability and, hence, the return on investment is nowhere near what it was in the earlier pipe dreams. What determines the development of the service providers, how was the past year from a business point of view, and what will the next few years look like? Where are the new investors? What are they waiting for? Where is consolidation going, if at all, and why is the market for private operators so fragmented? What plans do the owners have for 2024-2025?

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

## **10:40 - 10:55 Some Strategic Questions of Hungarian Healthcare**

Speaker:

**József Bodrogi**, Healthcare Economist

## **10:55 - 11:10 No Matter How Much Our Health Costs?**

Speaker:

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

## **11:10 - 12:05 Panel Discussion: Competition in the Private Healthcare**

### **Service Providers' Market**

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

Conversation participants:

**Tamás Czeglédi MBA**, Healthcare and Technology Business Developer, Co-founder, MozgásKlinika franchise, Blockchaineum

**Róbert Kovács**, Executive Director, Semmelweis Prémium

**Attila Mózer**, CEO, owner, Szent Magdolna Magánkórház

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

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

**György Waberer**, Owner, Wáberer Medical Center

## **Section II/B: Success Stories Beyond Multi-Clinics**

Large multi-clinics and private service providers often overshadow other sectors of the private healthcare market. However, there are indeed some notable domestic success stories in this field. Ophthalmology and dentistry, in particular, stand out for their exceptional return on investment and profitability, though obstetrics also deserves mention. That is why we are thinking big and expanding the conference's scope to include sectors that have previously received unjustifiably little attention. How do the challenges facing these sub-sectors differ? What drives their superior business performance? What are their plans for the coming years?

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

## **10:40 - 10:55 What Makes the Smaller Ones Attractive? The Role of Specialists in Private Healthcare**

Speaker:

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

## **10:55 - 11:10 Current issues in institutionalised care for the elderly**

Speaker:

**Dr. Viktor Nagy**, lawyer, health and social manager

## **11:10 - 12:00 Paneldiscussion: The Secret of Single Speciality**

Moderator: **Lívía Lengyel**, Healthcare Expert

Conversation participants:

**Richárd Lévai**, CEO, Synlab

**László Lukács**, Founder, Owner, Helvetic Clinics

**Attila Nagymihály**, Owner, Medical Director, Budai Szemészeti Központ

**Andrea Sas**, Company Manager, Maternity Private Clinic

## **Lunch break**

### **Section III/A - Healthcare Financing: Who, From What, How Much and Until When?**

In 2024, this may well be the million-dollar question for Hungarian healthcare. It is a fact that the funds allocated to the sector by a country (government, public, economic players) will never be sufficient. But let's move beyond this and jointly explore what needs to happen for the entire healthcare sector, including both public and private sectors, to achieve greater overall productivity. Is sector neutrality truly the only effective solution? If so, why, and what risks might it entail? If not, what alternative approaches are available? Or is there no real alternative, and will healthcare inevitably remain divided? This will be the hottest topic of this year's conference, and it will certainly spark significant debate among attendees and invited speakers.

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

## **13:05 - 13:20 Service-Financing Health Insurance From the Perspective of Large Companies**

Speakers:

**Ágnes Bara**, Head of Corporate Business, Hungarikum Biztosítási Alkusz Zrt.

**András Szűcs**, Health insurance expert, Hungarikum Biztosítási Alkusz Zrt.

## **13:20 - 13:35 International Examples of the Coexistence of Private and Public Care**

Speaker:

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

### **13:35 - 14:25 Public and Private: Together, but Where To Go From Here?**

Moderator: **Zsolt Raveczky**, CEO, MediHelp International

Conversation participants:

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

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

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

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

**Zoltán Kőrösi**, Deputy Chief Sales Officer, CIG Pannónia, CIG EMABIT

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

## **Section III/B: When the State Intervenes - Is the Occupational Health Market Transforming?**

Starting this September, the rules regarding mandatory occupational health examinations will change. Medical fitness tests will no longer be compulsory except for certain occupations. What do the major players in this market anticipate will change as a result? How can companies take on a greater role in public health, and should they assume more responsibility at all? Not only service providers but representatives of the corporate and client sectors will come together to share their thoughts on current challenges and discuss the future of the importance of a healthy and valued workforce.

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

### **13:05 - 13:20 The Present and Future of Corporate Health Services**

Speaker:

**Melinda Halasi**, Co-founder, Pro Health Consulting Group

### **13:20 - 13:50 The Indispensable Role of Companies in Health Preservation**

Moderator: **József Hornyák**, analyst, Portfolio

Conversation participants:

**Dr. Ferenc Ficzer**, Director, Bosch Medical Center

**Stella Kaszab**, HR Director, H1 Systems

## **13:50 - 14:30 The Present and Future of Occupational Health: What Are Private Providers Preparing For?**

Moderator: **Fanni Straub**, Private Health Expert

Conversation participants:

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

**Dr. Gábor Küzdy**, founding owner, Hungária Med-M

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

## **Coffee break**

## **Section IV. - The Hospital of the Future, the Future of Hospitals**

Artificial intelligence, digitalisation, smart tools, technological development and a smaller available workforce are turning healthcare systems and their providers upside down before our eyes. In this ever-changing environment, how can a private hospital investing in the future stand its ground? What aspects should it use to shape its treatment and patient care processes, and what specialities, services and interventions should it focus on? In which areas will there be massive demand in the future, and what do the business figures show? What does the hospital of the future look like? How can patients be guided through the healing process while making them feel safe? Robotic surgery is already with us in Hungary: how did we get here and where are we going?

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

## **14:45 - 15:00 Life Path Analysis Data Platform**

Speakers:

**Adrián Csiszárík**, Artificial Intelligence Researcher, HUN-REN Alfréd Rényi Institute of Mathematics

**Tamás Kováts**, IT specialist, Semmelweis Egyetem Egészségügyi Menedzserképző Központ

**15:00 - 15:15 Inter-Hospital Teleconsultation System - Knowledge Transfer  
Instead of Patient Transfer**

Speaker:

**Edina Gomba**, Healthcare Digital Solution Project Manager, Teladoc Hungary

**15:15 - 16:15 Paneldiscussion: Robotic Surgery: The Future Has Begun, We  
Are Writing It Now**

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

Conversation participants:

**Dr. Loránd Erőss**, Neurosurgeon, National Institute of Clinical Neurosciences

**Dr. Zsolt Knoll**, Co-founder, Medical Director, Emineo Magánkórház

**Dr. Attila Szijártó**, Professor of Surgery, Semmelweis University - Head of the  
Department of Surgery, Transplantation and Gastroenterology

**Dr. Tamás Sztipits**, Head, Chief Oncological Surgeon, Waberer Medical Center  
Surgery

**Networking & Champagne**

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