

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 Fábrián, 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 Ficzero, 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 Ficzero, 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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