

# Portfolio Private Health Forum 2020 program

**The conference will be held online, we will broadcast the entire program into a online platform with the help of a professional camera crew and audio/video expert team for the best online participation experience.**

## **Section 1: An extraordinary year for private health care service providers - Beyond the impacts of coronavirus**

*Coronavirus hit when the local private health care sector had an amazing run. How could the players manage the new situation brought about by the pandemic? How well were they prepared for such a situation and what lessons have they learned? Besides giving answers to these questions we will also put the spotlight on the underlying processes in private health care sector.*

### **13:30 - 13:35 Opening Speech**

Speaker:

**Zoltán Bán**, CEO, Net Média (Portfolio Group)

### **13:35 - 13:50 Penta Hospitals International - current challenges**

**The language of the presentation is English. Simultaneous translation is not provided at the conference.**

Speaker:

**Martin Hrežo**, CEO, Penta Hospitals International, a.s.

### **13:50 - 14:05 After the first wave, an example of a private provider**

Speaker:

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

**14:05 - 14:20 The future of the private Hungarian health care market in the shadow of the coronavirus**

Speaker:

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

**14:20 - 15:00 Panel discussion: Beyond the effects of the Covid-19 - Evaluating the market trends with the leaders of the private healthcare providers**

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

Conversation participants:

**Dr. Gyula Csermely Ph.D**, CEO, Co-Owner, Rózsakert Medical Center

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

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

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

**15:00 - 15:15 Coffee break**

**Section 2: Dominant environment: What's what?**

*Over the past year – before the coronavirus outbreak – the Hungarian government appeared to be actively engaged in preparing the transformation of health care. Modifications to the health system and its financing can fundamentally alter the environment in which private health care providers operate.*

**15:15 - 15:30 Előadás**

Speaker:

**Dénes Jobbágy**, Chairman & CEO, Széchenyi Alapok - Széchenyi Funds

**15:30 - 15:45 The opportunities of value based health care in Central and Eastern Europe**

Speaker:

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

**15:45 - 16:00 Reimagining healthcare for the digital world**

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Speaker:

**Ruthy Kaidar**, Director, Health Industry Sector Central & Eastern Europe  
Microsoft

**16:00 - 16:15 Health care under cyber attack - how can we prepare for this?**

Speaker:

**Tamás Palicz**, strategic deputy director, Semmelweis University, Health Services  
Management Training Centre

**16:15 - 16:30 Lunch break**

**Section 3: Case studies by private health care providers for private health care providers**

It was not just the largest service providers whose lives were upended by the coronavirus pandemic, given that the underlying demand trends determine the operation of other medium-sized and small private health care providers, as well. We will identify the factors and trends that every player in the sector should pay heed to if they want to make progress.

**16:30 - 16:45 21st century health care - in treatment, in healing**

Speaker:

**Dr. László Babai**, alapító, igazgató, Prima Medica EgészségHálózat

**16:45 - 17:00 Private health care, as the chance of keeping professionals in the view of the largest regional private providers**

Speaker:

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

**17:00 - 17:40 Panel discussion: individual ways of regional provider**

Moderator: **Péter Karli**, ügyvezető, Heal Partners

Conversation participants:

**Dr. Csaba Deák**, CEO, Life Egészségcentrum, Székesfehérvár

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

**Dr. László Németh**, CEO, Léda Magánklinika (Zalaegerszeg)