

# Portfolio Private Health Forum 2021 program

## 15:30-16:00 Registration

### **Section I: The big ones will become even bigger, won't they?**

Hungarian private health providers have become stronger amidst the coronavirus pandemic, while the growth plans of private clinics remain intact. They are also preparing for a number of important changes in regulations. But what does their confidence and solid vision stem from? We will show the answer with the assistance of prominent players in the Hungarian market.

#### **16:00 - 16:05 Keynote speech**

Speaker:

**Gergely Csiki**, Chief editor, Portfolio

#### **16:05 - 16:20 Cooperation opportunities for university clinics and private providers under the new regulatory environment**

Speaker:

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

#### **16:20 - 16:35 COVID and depression - The endemic disease that costs a lot to all**

Speaker:

**Dr. György Szekeres PhD**, Associate professors, Semmelweis University  
Department of Psychiatry and Psychotherapy

#### **16:35 - 17:30 The owners and directors of the biggest private clinics**

Moderator: **Dr. Attila Végh**, korábbi CEO és elnök, Capio and Penta Hospitals International

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

**Attila Rausz**, Director, F MEDICAL Magánklinika

## **Section II: Digital revolution in private health care: Who are doing what exactly?**

Digitalisation is forcing its way into the private healthcare market as well, and the trend has several key figures among patient care providers and their partners alike. The latter are businesses that make the lives of private providers and their patients easier through digital solutions already known in other sectors. Online appointments, online consultation, video calls, telemedicine, digital patient pathway organisation – just a few processes that are no longer the distant future as these are already with us in the Hungarian market.

### **17:30 - 17:45 Digital trends dictated by patients - How do private providers react to these?**

Speaker:

**Dr Norbert Kriller**, Business Development Expert, Prima Medica Csoport

### **17:45 - 18:45 Private health care on the digital path**

**As an increasing number of domestic businesses offer digital solutions, we will provide an overview of the digital quest of private health providers in their panel discussion.**

#### **17:45-17:55 - Discussion starter**

**Tamás Attila Kovács**, Sales and Marketing Communications Director, OTP Egészségpénztár

Moderator: **András Kiss**, Marketing and Sales Director, Budai Egészségközpont Kft.

Conversation participants:

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

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

**Tamás Attila Kovács**, Sales and Marketing Communications Director, OTP Egészségpénztár

**Gergely Radnóczy**, Managing Director, Dokio.hu

**Fanni Straub**, alapító, ügyvezető, FoglaljOrvost.hu

**Ferenc Tobákos**, Managing Director, T-DOC Service Kft.

### **18:45 - 18:50 Closing remarks**

### **18:50 - 19:20 Reception**

## **Self-Reliance 2021**

Two events in one day!

Self-Reliance 2021 - For more info, [click here!](#)

Self-reliance after the pandemic: what will happen to extra savings?

How will incumbents take the fight to pretenders?

Household asset map: what future awaits investment funds?

News in the retail government security market: what will happen to the superbond?

Alternative investments: what are customers looking for?

What plans do private banking providers have up their sleeves?

Retirement savings: how will the market attract new customers?

Now that the pension bond has been abandoned, will welfare funds be a solution to the pension problem?