

# Private Health Forum 2025 program

## Regisztráció

### **Section I - Four Years of Hungarian Healthcare - Being Treated, or Still Waiting?**

For the fourth consecutive year, the Healthcare Section of the Confederation of Hungarian Business (VOSZ) prominently and visibly represents the state of Hungarian healthcare at our conference. The section chairs, who possess an exceptionally thorough understanding of the sector's condition and prospects, will once again share their insights, and not just in any way. By now, there is enough perspective to look back not only on the past year but to take a more substantial retrospective view of healthcare overall, including the specific challenges facing private healthcare. Even more importantly, the traditional forward-looking chapter will also take place this year, where representatives from various private healthcare subsectors will present what lies ahead for Hungarians in the process of medical care, whether we are patients, policymakers, public sector actors, or competitors.

## Kávészünet

### **Section II/A - Those Hardworking, Beautiful Days**

At our conference, we are committed to showcasing every facet of private healthcare, not just the big players or the capital. Thus, this session provides a platform for a diverse range of private sector representatives, allowing for an in-depth discussion about the future of private healthcare and the factors shaping its trajectory: capital, alternative forms of financing, capacity constraints, workforce issues, competition, and government regulation, both in service provision and in funding. Which operational models are sustainable, and why? Where do plans fail in practice, and what are the underlying reasons? From a

business perspective, how risky is healthcare as an enterprise?

## **Section II/B - Specialised Players**

We are continuing the initiative launched in 2024, aiming to ensure that the conversation does not focus solely on multi-clinic providers. In this section, we present specialists and unique institutions making outstanding contributions to treatment and the improvement of health in their respective fields.

## **Ebédészünet**

## **Section III/A - Let's Do Better! But From What? The Most Pressing Financing Challenges**

There will never be enough money for healthcare or our health. This is true both at the macro level, from any state's perspective, and at the micro level, from the individual's standpoint. Thus, it is crucial to consider our opportunities, whether at the macro or micro level, to effectively generate the resources that serve healthcare, health, and treatment. This discussion focuses on expanding the financing of Hungarian healthcare, potential reform directions, the roles of corporations, insurers, and individuals, and how all of this might be disrupted by deliberate, market-shaping state interventions.

## **Section III/B - Companies, It is Time to Step Up!**

Nearly five million people are actively employed in Hungary today, representing a huge market, yet new approaches to employee care are spreading only slowly among companies. Meanwhile, the tools for maintaining and improving health, the financing methods, and motivational techniques are all readily available.

Rather than offering excuses, we present real examples which may resonate with business leaders and ones that private healthcare providers should also pay close attention to.

## Kávészünet

### **Section IV - Fashion, Fad, or a Positive Trend? - The Growing Importance of the Lifestyle Business**

Following international patterns, health-conscious lifestyles are becoming increasingly popular among “consumers” in Hungary, giving rise to a new type of “patient” at private healthcare providers, who strive to meet these emerging demands fully while simultaneously carving out a new market segment within private healthcare. This session will explore to what extent prevention, healthy living, and longevity represent genuine trends among Hungarians, the reasons driving this growing shift, the initiatives it has inspired among leading providers, whether real competition exists, and what future developments it could bring to the sector –developments that ultimately benefit patients.

#### **14:45 - 15:00 Előadás**

Speaker:

**János Samu**, Head of reserch, Concorde Értékpapír

#### **15:00 - 15:15 Egészséges életmód, életmódváltás magyar szemmel: diéták, trendek, motivációk**

Speaker:

**Borbála Baittrok**, Research Director, 21 Research Center

## Pezsgős koccintás