

Private Health Forum 2025 program

Registration

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.

Moderator: Kata Tóth, Conference project leader, Portfolio

08:45 - 08:50 Opening speech

Speaker:

Gergely Csiki, Chief editor, Portfolio

08:50 - 09:05 Opening presentation

Speaker:

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

09:05 - 10:10 The Future of Hungarian Healthcare - But What Will It Be Like?

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 - 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?

Moderator: Kata Tóth, Conference project leader, Portfolio

10:25 - 10:40 Innovation or Survival? The Challenges of the Technological Revolution in Private Healthcare

Speaker:

Dr. Attila Végh, CEO, Eurohealth Ltd.

10:40 - 10:55 Patient Experience as a Strategic Pillar

Speaker:

Andrea Fábián, Founder, Healthcare Marketing Expert / Managing Director,
Andacom / Pixel Liget

10:55 - 11:10 Who Finances Growth? - The Capital Position of Private Healthcare in 2025

Speaker:

Péter Karli, Co-owner, Heal Partners

11:10 - 12:05 What Future Awaits Hungarian Private Healthcare?

Moderator: **Dr. Kinga Weidinger**, Data Protection Officer (DPO), Healthcare Lawyer

Conversation participants:

Zsolt Bibity, CEO, IQVIA Hungary

Dr. Gyula Csermely Ph.D, CEO, Founder, RMC Clinics

Gábor Csonka, Head of Healthcare Division, SMP Solutions

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

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

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.

10:25 - 10:40 Retinopathy Screening for Diabetic Patients in Primary Care with Digital Technology and AI Support

Speaker:

Katalin Dózsa, General Practitioner, Diabetologist, Research Fellow,
Semmelweis University EMK

10:40 - 10:55 Who Is It For, and What Does It Say? Communication Trends in Hungarian Private Healthcare

Speaker:

Bernadett Tarr, Media Strategist

10:55 - 11:10 Development of Brain-Computer Interfaces for Vision Restoration and the Measurement of Brain Electrical Activity
Speaker:
Balázs Rózsa, Founder, Scientific Director, BrainVisionCenter

11:10 - 12:05 There Are Top-Tier Solutions in Hungarian Healthcare Too
Moderator: **Livia Lengyel**, Healthcare Expert
Conversation participants:
Dr. Gábor Czigléczi PhD, Neurosurgeon
Dr. László Gellér, Consultant Cardiologist, Deputy Head of Department, Department of Cardiology, Városmajor Heart and Vascular Clinic
Dr. Tamás Mátrai, Medical Director, National Institute of Oncology
Dr. István Szabó, Orthopedic Surgeon, TritonLife Private Hospital

Lunch Break

Section III/A - Let's Do Better! But From What? The Most Pressing 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.

Moderator: Kata Tóth, Conference project leader, Portfolio

13:05 - 13:20 Results, Challenges, and Goals in Health Policy

Speaker:
Dr. Péter Takács, State Secretary Responsible for Health, Ministry of Interior

13:20 - 13:35 Doctors, Patients, Providers, and the Algorithm: The Impact of Generative AI on the Present and Future of Healthcare

Speaker:

Dr. Tamás Joó, Associate Professor, Data-Driven Healthcare Expert, Health Services Management Training Centre, Semmelweis University

13:35 - 14:35 A Positive Diagnosis for Hungarian Healthcare - Can It Be Built Upon?

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

Conversation participants:

Dr. Judit Fendler, Chancellor, Szegedi Tudományegyetem

Dr. Róbert Kőnig, Prime Ministerial Commissioner for Patient Information and the Development of Patient Satisfaction, Cabinet Office of the Prime Minister

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

Róbert Láng, Ministerial Commissioner, Ministry for National Economy

Gergely Szabó, Director, Macroklinika, Mezőcsáti Egészségügyi Központ

Ákos Újlaki, Managing Director and Partner, Boston Consulting Group

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.

Moderator: Beatrix Fekete, analyst, Portfolio

13:05 - 13:20 Wellbeing Leadership that Redefines the Future of Workplace Operations

Speaker:

Dr. Anna Toldy, President, Corporate Wellbeing Expert, Egészségesebb Munkahelyekért Egyesület, Work for Humans

13:20 - 13:35 Tired? So Is Your Company. Sustainable Performance Is the Next Competitive Advantage - but Only for Those Who Know How to Regenerate

Speaker:

Zoltán Kun, Sleep Revolutionary, Corporate Wellbeing Expert, Egészségesebb Munkahelyekért Egyesület, Magyar Alvás Szövetség, Fusion Vital

13:35 - 14:35 Wellbeing-Based Operations - Value and Competitive Advantage Panel Discussion

Moderator: **Dr. Anna Toldy**, President, Corporate Wellbeing Expert, Egészségesebb Munkahelyekért Egyesület, Work for Humans

Conversation participants:

Zsolt Czibere, Employee Experience and Diversity Advisor, bp BSC Kft.

Zoltán Kun, Sleep Revolutionary, Corporate Wellbeing Expert, Egészségesebb Munkahelyekért Egyesület, Magyar Alvás Szövetség, Fusion Vital

Dr. Andrea Tömösvári,

Coffee Break

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.

Moderator: Kata Tóth, Conference project leader, Portfolio

14:55 - 15:10 Invest Like This If You Want to Live 100 Years!

Speaker:

János Samu, Head of reserch, Concorde Értékpapír

15:10 - 15:25 Healthy Lifestyle and Lifestyle Change from a Hungarian Perspective: Diets, Trends, Motivations

Speaker:

Borbála Baittrok, Research Director, 21 Research Center

15:25 - 16:25 No Such Thing as a Free Lunch!

Moderator: **Norman Konstantin**, Personal Trainer

Conversation participants:

Dr. Richárd Bana, longevity family doctor

Ernő Duda, Founder / President, Solvo / Medipredict, Hungarian Biotechnology Association

Dr. Lajos Károly Fábán, Doctor,

Adrienn Szabó, Dietitian, Semmelweis Egyetem Sebészeti, Transzplantációs és Gasztroenterológiai Klinika

Champagne Reception

Join us after the professional program for a toast with the leading figures of healthcare!

A Look Back at the Private Health Forum 2024:
