

# **Private Health Forum 2025 program**

## **Section I - A Secure Present**

Steady growth, strengthening positions, and an increasingly broad and complex range of services characterise Hungary's private healthcare sector. However, the landscape has become no easier for the market's leading players, regardless of the sub-segment, be it outpatient care, inpatient care, diagnostic imaging, or primary care. Competition has only intensified among existing providers, even without new market entrants. Doctors and patients can choose from a wide range of services at the same time.

## **Section II/A - What's Next for the Healthcare System?**

The operation and regulatory framework of the public healthcare system play a pivotal role in determining the growth trajectory of the private sector. Understanding the forces currently shaping – and poised to reshape – publicly funded care is essential, particularly the extent to which these dynamics are being driven by patient expectations. It will also be insightful to see how Hungary's most innovative private healthcare providers adapt their strategies in response to these developments.

## **Section II/B - When the State Becomes a Competitor**

Public healthcare actors actively participate in multiple roles within the private healthcare market. In this session, we explore the expected development paths of these providers, with a particular focus on their private sector activities.

## **Section III/A - Spending More – But From Where?**

Our health is our greatest wealth – is this merely a cliché or the inevitable future? If public funding continues to provide only partial coverage, and out-of-pocket expenses remain significant, how can we make private healthcare spending more efficient to ensure better patient outcomes? Risk pooling, competing service packages, nationwide coverage, complexity? Which providers are equipped to deliver this, and in partnership with which insurers?

### **Section III/B - A Brutally Competitive Market**

Demographic trends indicate a steadily contracting market for private providers operating in the field of obstetrics. Why are new players entering this segment despite the challenges, and how are they competing against each other and seeking to attract skilled professionals? What are the biggest private clinics planning in this area? We provide first-hand answers to this directly from the key market players.

### **Section IV - Longevity: Reality or Hype?**

One of the most defining buzzwords in Hungarian healthcare over the past two years has been prevention. Private healthcare providers are competing fiercely to enter the prevention services market with their own products and developments, with some even promoting longevity as a goal. But what is driving this trend, and is there genuine demand and a clear target audience behind it? Could this become a key pillar of service providers' offerings, or is it just another tool to attract patients?