

# Hungarian Healthcare System in Transition. Can a private service provider be successful?

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Chief Executive of Bankár Holding Ltd.  
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## State of the Hungarian healthcare industry in 1990

- State owned or municipality owned hospitals
- Monolithic state owned health insurance company, called OEP
- No co-payment system
- Minor private practices in certain subsectors, i.e. dentistry, gynecology
- No significant private investors in the sector
- High quality of service provided by doctors
- Outdated facilities, diagnostics etc.
- Corruption, black economy etc.

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## What is emerging?

- Investments started to flow into the industry
- One private hospital established
- A few limited scope private clinics are established
- Mushrooming shell private practices without significant capital backing
- General insurance companies started to launch limited products
- Voluntary health insurance system is established by law
- Obligatory payment of employers to cover services to be provided by employment healthcare
- Modernisation of diagnostics by private companies

Can a private service provider be successful?

**YES!**

Niche player!

# The history and the strategic plan of the Telki Hospital

## The hospital was established in 1998

- 25 kms from Budapest
- 100 beds
- 3 operating theaters
- Outpatient services facilities
  - Gynecology
  - Obstetrics
  - Cardiology
  - Surgery
- Why to start with a hospital?
  - Most capital expensive
  - Long term returns
  - Quality of service!!!

## Telki Hospital in progress

- First large outpatient clinic opened on the Buda side in 2008
- Second outpatient clinic will open on the Pest side in 2009
- Third outpatient clinic will open in Tópark in 2010
- First acquisition is initiated in September 2008  
(if successful, the intention is to open outpatient clinics in Kiev and Bucharest)
- Member of the Swiss Private Hospital chain by December 2008
- To provide VIP GP services from January 2009
- To form a strategic alliance with a leading private hospital in Europe: 2009
- Soul healing in Sopron by 2011
- Nutrition focused investment as soon as possible

## My vision and my own wish

- Target market: High end of the market
- Services: Par excellence in quality
- Relationship with OEP: NONE, for the time being

## Motto

Body - Soul - Mind

- The human being is in focus.
- Holistic approach and evidence based medicine under one umbrella

## My dream

### Chateau KOGART

- A place for healing and well being
  - Place for holistic approach
  - Wellness
  - Relaxation
  - Nutrition and gastronomy
  - Art
  - etc.
  
- The place where a „clean” human being emerges