



PMR Industry Report

Private healthcare market in Central Europe 2018

Market analysis and development forecasts for 2018-2023

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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- **Intensive analysis of market segments** as determined by specific product categories
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- Six countries analysed in details: Poland, the Czech Republic, Bulgaria, Romania, Slovakia and Hungary
- Data are presented not only separately for each country but also in a form of comparison of country-focused indices
- Key indicators – market size, value and prospects until 2023
- Structure of the private healthcare markets in each country including analysis of major segments: health insurance, medical subscriptions and private hospitals
- Establishment of new non-public hospitals prior to 2018 and planned establishments until 2023
- Consumer behaviour and social trends, including spending on private healthcare, frequency of use of private healthcare, reasons for using private services, category of services used
- Medical tourism and its prospects for the nearest future
- Recent and upcoming changes to private healthcare market regulations in each country
- Profiles of top companies active on the private healthcare market in Central Europe that include financial updates, noteworthy projects and plans for the future.
- Forecasts for not only private but also public spending on health until 2023.

5 Reasons to choose PMR

- 1 Planning the expenses of a business on this market while budgeting for the following years
- 2 Analysing the market prospects while decision-making regarding a new investment in the region or launching a new private healthcare business
- 3 Observing market activity of competing companies
- 4 Staying informed of important new regulations, changes, trends and events on this market
- 5 Comparing market situation and growth forecasts in analysed countries of Central Europe: Poland, the Czech Republic, Bulgaria, Romania, Slovakia and Hungary.



Who benefits from the PMR report?

This in-depth analysis was prepared by PMR to assist managers and experts from sales, marketing, strategy and development divisions of:

- Healthcare companies that provide privately paid health care in Central European countries
- Companies that sell private health insurance and offer medical subscriptions in Central Europe
- Private medical providers: chains of out-patient clinics, diagnostic centres, and p
- Private hospitals operating in Central Europe
- Banks, investment groups and financial services providers involved in healthcare markets in the region, including especially insurance companies that offer or plan to enter private health insurance market
- Academic and governmental organisations, trade and commerce promotional organisations
- Providers of consulting, research and analysis services in healthcare markets in Central European countries.
- Pharmaceutical companies and medical device producers that want to check potential of the market or enter the market of private healthcare

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