



THE WAY FORWARD

# ANNUAL HEALTHCARE FORUM 2025

NOVEMBER 14, 2025

9:00-13:00

ESTONIAN BUSINESS SCHOOL (EBS)

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## KEYNOTE SPEAKERS 2025

### Opening Speech



**Karmen Joller**  
**Estonian Minister of Health**

Karmen Joller is an Estonian family doctor and politician. A member of the Reform Party, currently serves as the Minister of Social Affairs of Estonia. She has served as the Minister of Social Affairs of the Republic of Estonia since March 25, 2025. She is married and a mother of a large family.

Before her ministerial appointment, Joller was a member of the XV Riigikogu (2023–2025) and worked as a family doctor at Kivimäe Family Health Centre from 2016 to 2025. Earlier in her career, she practiced at Telliskivi Family Health Centre (2006–2016) and OÜ Meditiim (2005–2006). Alongside her medical work, she was also active as a freelance translator and editor between 1999 and 2016. Joller graduated from the University of Tartu with a degree in medicine in 2001, completed her internship in 2002, and finished her residency in family medicine in 2005. Karmen Joller is a member of the Estonian Society of Family Doctors and the Estonian Medical Association, and she is active in NGOs such as the Volunteer Rescue Group and Vox Rationis.

## "Health as an Investment, Not a Cost"



### KEYNOTE SPEAKER: ALEX BEAUVAIS

**Partner at McKinsey & Company and Director at McKinsey Health Institute**

Alex is a partner in McKinsey's healthcare practice, where he co-leads our efforts on healthcare data, AI and digital transformation for healthcare systems internationally. His QuantumBlack healthcare teams are specializing in leveraging data, AI, and digital at scale to unlock healthcare transition towards more integrated and patient-centric health. This includes use cases like population health management, care integration, digital front door, and

patient empowerment. This also includes foundational capabilities like data strategy and data platforms.

He is also the Director of Impact and Insights of the McKinsey Health Institute, where he focuses on translating MHI research into actionable blueprints for cross-sector stakeholders across core focus areas including healthy longevity, brain health, healthy workforces, and women's health. He also leads the insights hub, where he uses cutting-edge research methodologies to size the health and economic returns of health interventions that apply to all sectors and industries.

Previously, Alex co-founded and led McKinsey's Healthcare Analytics group, formed by more than 300 dedicated professionals, including healthcare experts, data scientists, physicians, actuaries, statisticians, data engineers, and product development teams.

<https://www.mckinsey.com/our-people/alex-beauvais>

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## "Understanding the Broader Economic Value of Health Technologies: A Paradigm Shift"



### KEYNOTE SPEAKER: Dr. Karla Hernandez-Villafuerte

Senior Researcher -Health Economics, **WifOR**

Dr. Karla Hernandez-Villafuerte is an economist and econometrician with expertise in analyzing the factors influencing reimbursement decisions for new health interventions. She is currently a Senior Researcher at the WifOR Institute in Germany, where she contributes to developing a methodology to assess the macroeconomic benefits of approving new healthcare treatments. Previously, she was a Senior Researcher at the

German Cancer Research Center (DKFZ) in the Division of Health Economics. Her work

focused on the socioeconomic burden of cancer on patients and their families, the determinants of Research and Development (R&D) costs for new medicines, and the cost-effectiveness of risk-based prostate and breast cancer screening programs in Germany. Before joining DKFZ, she was part of the Office of Health Economics (OHE) in London, where she analyzed statistical and health-economic challenges in oncology, particularly in extrapolating from progression-free survival to overall survival. She also contributed to research on qualitative and quantitative indicators for political commitment and the progress of developing countries toward Universal Health Coverage.

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### **“Healthcare Sustainability up to 2035”**



#### **KEYNOTE SPEAKER: Kaupo Koppel**

Expert at **Foresight Centre** at the Parliament of Estonia

Kaupo Koppel is an expert at the Foresight Centre, whose main research areas are related to health economics and economic inequality. For more than ten years, he has participated in numerous applied research projects as an analyst, methodologist, and project manager.

Previously, Kaupo worked at the Government Office as a member of the COVID-19 coordination team, as an expert at the international consulting company.

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### **“INSIGHT: Quantifying Health Investments as Economic Value - A Next-Generation HealthCare Decision Support Platform”**



#### **KEYNOTE SPEAKER: Helery Tasane**

**Researcher, HC Solutions**

Helery Tasane holds a PhD in institutional economics from Tallinn University of Technology, with expertise in innovation policy, public sector development, and the economic impact analysis of policy interventions. Her career spans over a decade across academia, government, and the private sector, with key roles in policy evaluation, strategic planning, and data-driven decision-making. Her academic research centers on the role of public institutions and actors in driving innovation and knowledge-

intensive growth, grounded in rigorous methodology and a strong commitment to evidence-based policymaking.