



THE WAY FORWARD

ANNUAL HEALTHCARE FORUM 2025

NOVEMBER 14, 2025

9:00-13:00

ESTONIAN BUSINESS SCHOOL (EBS)

GOLD SPONSORS:



SILVER:



BRONZE:



Medtronic

PROGRAM

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9:00-14:00

Estonian Business School (EBS)

Moderator - Johannes Tralla

08:30 Gathering/ Registration/Morning Coffee

09:00 Welcome by **Hanno Püttsepp**, Vice-Chair of the AmCham Healthcare Committee

09:05 Special Greetings from the Chancellor of EBS **Mart Habakuk**

09:10 Welcome message by the **Estonian Minister of Social Affairs Karmen Joller**

09:25 "Health as an Investment, Not a Cost", **Alex Beauvais, McKinsey Health Institute**

09:55 "Understanding the Broader Economic Value of Health Technologies: A Paradigm Shift", **Karla Hernandez, WifOR**

10:25 Panel Discussion 1: "Healthcare as Investment: From Evidence to Policy Action"

11:10 Coffee Break

11:20 "Healthcare Sustainability up to 2035", **Kaupo Koppel, ForeSight Center**

11:50 "INSIGHT: Quantifying Health Investments as Economic Value – A Next-Generation HealthCare Decision Support Platform", **Helery Tasane, HC Solutions**

12:20 Panel Discussion 2: "From Efficiency to Impact: Scaling Investments That Save Lives and Strengthen the Economy"

13:00 Networking lunch

14:00 End