



THE WAY FORWARD

# ANNUAL HEALTHCARE FORUM 2025

NOVEMBER 14, 2025

9:00-13:00

ESTONIAN BUSINESS SCHOOL (EBS)

## GOLD SPONSORS:



SILVER:



BRONZE:



## PROGRAM

Moderator - Johannes Tralla

*08:30 – Registration & Morning Coffee*

*09:00 – Welcome by Hanno Püttsepp, AmCham Estonia*

*09:07 – Special Greetings from Chancellor Mart Habakuk, Estonian Business School*

*09:10 – Opening Keynote Speech – Minister Karmen Joller, Ministry of Social Affairs*

*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” – Dr. Karla Hernandez, WifOR*

*10:25 – Panel Discussion 1: “Healthcare as an Investment – From Evidence to Policy Action”*

*Panelists:*

- Karla Hernandez, WifOR Institute
- Alex Beauvais, McKinsey Health Institute
- Ahti Kuningas, Ministry of Economic Affairs and Communications
- Karl-Henrik Peterson, Estonian Health Insurance Fund
- Karmen Joller, Minister of Social Affairs

*11:05 – 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”*

*Panelists:*

- Mariken Ross, Ministry of Social Affairs
- Prof. Jana Jaal, Tartu University Hospital
- Assoc. Prof. Taavi Tillmann, University of Tartu / Foresight Center / HC Solutions
- Sven Kirsipuu, Ministry of Finance
- Tuuli Seinberg, Estonian Chamber of People with Disabilities

*13:00 – Networking Lunch*