



György Hodosi

For managers who care

Business models,
innovation and creativity
in Central and Eastern Europe



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Acknowledgement

I would like to thank my wife and daughters for giving me enough strength and reason to write this book. I would like to thank my friends, former and new colleagues for their interest, comments and support. I would like to thank those at my former company who gave me the opportunity to build something unique in Central-Eastern Europe. I would like to also thank my larger family and friends living in Hungary, Southern Slovakia, in the Moravian part of the Czech Republic, near Brno and also to those in US and Canada, who were making the time, while staying or living there, passing by with pleasure.

Adding a chapter to book based on interviews with few innovative healthcare leaders of Central and Eastern Europe, it is my duty and pleasure to thank all of them for their help and fruitful suggestions. I would like to also thank to the 15 interviewed top managers (see chapter “Interviews with innovative healthcare managers of Central and Eastern Europe”), contributing with their examples to the goal of this book...

The publishing rights of business models and strategy

All rights of published business models and strategies are reserved to the author of this book. As it was never the task of the author to create business models in general or specific strategies for services and IT solutions in his former company, all the general models and strategies unrelated just to products of his former company hold the intellectual right of the author. No strategic or confidential information is disclosed from the business of his previous employer. All the information disclosed in this book is either public or belongs to the personal experience and intellectual property of the author mirroring his personal and professional life.

Introduction

Dear reader, it is a book consisting of two parts. Part I. is dealing mainly with personal experience of author and somewhat subjective description of Central and Eastern Europe, the nations, and places he has visited. Step by step, page by page are built the leadership values, philosophical heritage and picture of new democracies and their problems. Part II. is more technical and professional, as it is discussing the business development, business models, knowledge development, innovation and creativity. This work is a cry out and a pray for nations in Central and Eastern Europe, and tries to show a possible break out of social, economical and health problems of newly born democracies in Central and Eastern Europe.

Epilogue

As there are so many questions in front of us to be answered in short time, we have decided to publish this book in today's length and to come out with an extended version in a year time. Many Central and Eastern European countries similarly to Greece, Iceland, Spain and Portugal are facing financial difficulties, where International Monetary Fund and European Union are helping them with huge loans to stabilize them with intention to introduce saving plans and structural reforms. For example the new Hungarian Government introduced in 2010 a three years action plan with special taxes to be paid by banking and insurance sector, and by huge players (over app. 2 million euro yearly turnover) of energy, trade and information communication sector. The expected contribution to state expenditures out of special taxes on yearly base is around two billion euro. Meantime the government announced a demographic and family oriented tax and social reform program leaving more money at families with 3 children, not to speak about touching the pension issues while questioning the private pension fund security and efficacy. Besides state expenditure decrease and announcing low profit taxes for enterprises (10%), new economical program starts as of January 2011, called Séchenyi Program. In this program the state will introduce funds for boosting growth in certain segments of national economy. The seven target segments or directions are the following:

- 1) Healthcare and healthcare industry
- 2) New energy sources and green industry
- 3) Development of business environment and enterprises
- 4) Support of science, innovation and growth
- 5) Support of new home and flat program
- 6) Support of employment programs
- 7) Building the transit industry

Regarding the healthcare services and healthcare industry the program is targeting the following niches:

- 1) Pharmaceutical industry
- 2) Medical equipment industry
- 3) Manufacturing of medical implants and small devices
- 4) Thermal and health tourism and its education
- 5) Balneology
- 6) In-house plant and medical plant production
- 7) Thermal water based medical applications
- 8) Beauty industry and
- 9) Mineral water production

As many Central and East European countries arrived to a crossing, so is the author of this book. Leaving as of March-September 2010 a multinational company active in healthcare imaging and IT, he was facing a question: "What next?" While writing this book he considered several scenarios. He started to develop his own e-health solution for integrating healthcare players under the evidence and reward based business model. Alternatively he considered the possibility of creating a new healthcare trading company for high quality products produced in Central and Eastern Europe under the label "Made in Central Europe" or to join a Medical Imaging or Healthcare IT company with focus mainly but not only on Central and Eastern Europe.

So many question marks...

That is why an edition of an extended version of this book with additional interviewed innovative healthcare readers might be a good idea. Hopefully it will satisfy our and your curiosity regarding the roads taken by nations of Central and Eastern Europe and of the author itself.

Let me thank you for reading this book with a hope that you enjoyed it.