



# Private healthcare market in Romania 2010

## Development forecasts for 2010-2012

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Languages: English

Date: March 2010

## Word from the coordinator:



The Romanian private medical services market is one of the fastest developing markets in Central and Eastern Europe. The segment have been booming in the recent years thanks to increasing purchasing power of Romanians. Shortcomings in the quality of the public health service have been also an additional growth driver. On the other hand the lack of the basket of guaranteed health services as well as limited possibility of competition between public and private payers are the main barriers of the market growth. In the presented report we analyse all market drivers and restraints in order to project the most reliable forecasts for market players: medical companies, insurance firms and other private services providers as well as companies interested in this segment.

**Monika Stefanczyk**, Head Pharmaceutical Market Analyst

## Report Description:

Report provides a comprehensive assessment of the private healthcare market in Romania, comprising a wealth of data on major players in the market (medical companies and insurers) and the structure of available services and their financial data. Additionally, it analyses private health insurance and medical subscriptions market along with consumer habits and motivations of Romanians who use private healthcare services.

The report includes forecasts for the market value for 2010-2012, taking into account the upcoming legal changes, world's economic crisis and their projected influence on the market in the coming years.

## If you are looking for:

- overview of the private healthcare market in Romania
- key trends and events on the market
- information on:
  - ◆ private health insurance market
  - ◆ key features of health insurance
  - ◆ private medical companies
- private healthcare facilities
- major players on the market along with legal environment
- detailed analysis of future prospects and developments until 2012

...this report is for you!

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