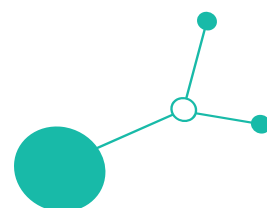


Country-level Action plan on public financing of digital Healthcare solutions

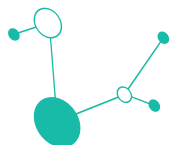
Hungary



Version 1

12 2025





ACCELERATION OF THE INCLUSION OF DIGITAL HEALTH TECHNOLOGIES INTO PUBLIC FINANCING IN HUNGARY

Proposal for actions for the Hungarian policy makers

Rational for the proposal

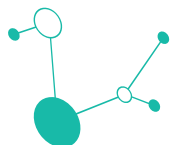
Digital health technologies represent an effective tool for alleviating the burden of patients on healthcare personnel capacity, improving healthcare accessibility, and improving health outcomes for patients. Current challenges in the form of growth in patients from high-risk groups, including elderly people and people with chronic diseases, will continue to increase with population aging.

Despite demonstrable benefits for patients, reduced care costs and the growing use of digital health technologies worldwide, Hungary, similar to other CE countries, lags in creating conditions for public financing of digital health technologies, particularly in the outpatient sector.

The digitalisation of the health sector is ongoing fast. Innovative solutions are being developed but their market entry or broader application often fails due to structural shortcomings.

The DIGIVITALITY project aims to accelerate the digitization of healthcare systems in CE and promote the uptake of digital healthcare solutions by healthcare providers. The project aims at enhanced marketability and financing of digital health innovations in CE through strengthened cooperation and improved policies.

The DIGIVITALITY project carried out gap analyses in the CE countries to identify barriers for the public financing of digital health technologies and to identify options for improvements. This work culminated in local stakeholder workshops with the national competent authorities, med-tech companies, and accelerators. The Hungarian workshop took place on 24 September 2025. This document takes stocks of the main conclusions of the workshop-discussions and proposes actions



to overcome the hurdles for the uptake of digital health technologies in the Hungarian health sector.

Curret state and proposed action

Different pathways for public financing of digital health technologies

Different pathways exist in the Hungarian healthcare system for digital health technologies to get public funding. Digital health technology developers are not necessarily aware of the different financing schemes and of how to obtain public financing. The fragmentation of the public financing schemes and criteria is a competitiveness issue for the EU in the negative sense, particularly in comparison with the US.

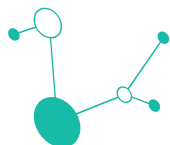
Proposed actions:

- The competent national authorities shall create a website that contains clear instructions for digital health technology developers about the public financing options and respective pathways and criteria for public funding in Hungary.
- Hungarian policy makers shall advocate for making the national public funding pathways transparent on the EU level for digital health innovators by bringing together the national information and presenting it on a common website,
- Hungarian policy makers shall advocate for the formation of a voluntary cooperation of national authorities and health insurers for the harmonization of public financing criteria in the EU Member States including clear guidance for the required clinical studies to demonstrate effectiveness.

Lack of reimbursement scheme for digital health technologies

The current Hungarian regulation does not allow the reimbursement of digital health technologies. The fast-track reimbursement models, which are already in place in other EU countries (DIGA, PECAN) seem not suitable for adoption in Hungary. The Hungarian concept of public financing is based on the principle that only health technologies with proven quality, safety, and efficacy are eligible for public financing. In addition, no existing evidences support the assumption that fast-track procedures can guarantee lower prices. In contrast, those shift the risk of safety and efficacy to society. The experiences with fast-track licensing of pharmaceuticals (eg. adaptive licensing, conditional marketing authorisation) supports these assumptions.

The per prescription reimbursement model of the DIGA scheme should not be adopted in Hungary, because of financial and technical reasons: the payment per patient is not necessarily the best financing model and the reimbursement per prescription would require unnecessary technical



developments both at the health technology developers' and the e-prescription system's side. Other financing models should be considered (eg. fixed license fee for all patients - Netflix-model).

Proposed actions:

- The ministry in charge of healthcare shall sponsor a feasibility study on the options for financing digital health technologies in Hungary. The feasibility study shall contain a critical review of the existing financing schemes in other countries (not only EU countries) from the perspective of the Hungarian public financing context, and shall contain the assessment of adopting existing financing models for medicinal products and medical devices.
- The legal framework for the reimbursement of digital health technologies shall be elaborated in Hungary after the exploratory work with the feasibility study.

Lack of specific HTA guidance

The Hungarian HTA guideline considers digital health technologies, however it is not specific for them. The next revision of the HTA guideline is expected in 2028.

Proposed actions:

- The next revision of the HTA guideline shall address the digital health technologies explicitly with a special regard to AI solutions. A special task force could be set up for digital health technologies to support the revision.
- The revision of the HTA guideline shall embrace the recommendations of the ongoing EU and other projects, the experiences of more advanced HTA bodies of the field.
- The competent national authorities shall publish the HTA reports of digital health technologies.

Interoperability and data integration

The Hungarian e-health and insurance system is centralized. Digital health applications have limited possibilities to interact with the e-health system due to technical and legal constraints. Hungary is a small country, Hungarian digital health technology developers should not focus on Hungary only. The integration of digital health applications with the Hungarian e-health systems and HIS would require considerable investment and the same should be done in other EU countries.

Proposed actions:

- Hungarian policy makers shall advocate for the harmonization of the national e-health systems and HIS to reduce the necessary costs of system integration in the EU.
- The national e-health system shall allow the acceptance of data from digital health applications on authorization by the patient.
- The national e-health system shall be empowered to allow digital health technologies to access its data.