

## Affidea Appoints Agnes Horvath as Country Manager For Hungary



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**Affidea, the largest European provider for diagnostic imaging, outpatient and cancer care services, is pleased to announce the appointment of Ms Agnes Horvath as Country Manager for Affidea Hungary.**

As Country Manager of Affidea Hungary, Ms Horvath is responsible for defining and executing further development plans. Under her leadership, Affidea Hungary will continue its growth strategy and the digitisation of patients' journey, with the goal of improving customer experience.

Agnes Horvath brings to Affidea more than 20 years' leadership experience in multinational corporations. Previously, she was Managing Director of McDonald's Hungary for 10 years and prior to that she had several top management roles, including countrywide Director of Operations. Besides her professional duties, she was a long-term member, later President of the Board of Trustees, of the Ronald McDonald Kids' Care Foundation, an organization committed to supporting children undergoing prolonged hospital treatment.

Recognizing her outstanding professional performance and leadership, she was awarded the corporation's most prestigious recognition in 2008, the McDonald's President Award for Global Top 1%. In 2016 she was recognized with the Ethics Champion Award, and in 2020 the local organization honored her with a Lifetime Achievement Award.

**Giuseppe Recchi, Affidea Group CEO, stated :** *"Affidea was founded in Hungary 30 years ago with the strong commitment to always offer the best medical outcomes for our patients. We were able to bring the Hungarian excellence and entrepreneurial culture abroad, becoming the largest healthcare group of diagnostic imaging, outpatient and cancer care services in Europe. Affidea is recognized as an employer of choice for a large team of clinicians and professionals that are going above and beyond, offering outstanding care for our patients. Agnes will lead our business in Hungary, implementing to the next level our legacy of offering the best health care services for our patients and will build on the already existing strengths to ensure continuous growth for our Hungarian operations".*

*„Agnes Horvath will lead Affidea Hungary towards new growth pathways, adapted to market demands and with a focus on patients' needs and their experience. Agnes is coming with a fresh and innovative mindset and brings to Affidea strong experience from an industry where customer satisfaction, market trends and operational excellence are key to succeed in a hyper-competitive environment. I look forward to working with her and I trust that we will see great development plans from Affidea Hungary”,* stated Zisis Sotiriou, Senior Vice President Regional COO, who assured a successful interim period for Affidea Hungary.

*„We believe with conviction that nothing is more important than health. I am thrilled to join a company that has a mission of providing high quality services for improving people's lives. Relying on the strong foundation of 30 years' local operations, and with a reputation of clinical excellence at European level, I am proud to build the future of Affidea Hungary together with the team. I will be focusing my efforts on positioning the company on new, successful avenues and further developing the services so that we can better respond to patients' demands, offering outstanding customer experience and constantly innovating to deliver best value for patients, doctors, payors and our employees,”* said Ms Horváth.

**Founded in Hungary, Affidea is the country's biggest service provider of diagnostic imaging and a key player in the Hungarian private and occupational health market ([www.affidea.hu](http://www.affidea.hu)).** Performing 500.000 examinations per year in 11 centers in Budapest and Győr, as well as nuclear medicine examinations, Affidea is the only service provider in Hungary to have a 5-star rating from the European Society of Radiology, in recognition of the dose-optimisation protocols of CT scans put in place.

Its parent company, Affidea Group ([www.affidea.com](http://www.affidea.com)) is Europe's leading healthcare provider focusing on advanced imaging diagnostics, outpatient and cancer care. Located in 15 European countries, with 319 centers, Affidea Group works with over 9000 professionals and sees up to 10 million patients per year.

**Source:** [Affidea](#)

Published on : Thu, 3 Mar 2022