



# Turkey: A Rising Star in Medical Tourism and Global Healthcare



Globalization of Healthcare Conference  
TACCI-Midwest  
12 - 13 March 2010, Chicago



# Evolution of Contemporary Healthcare Travel

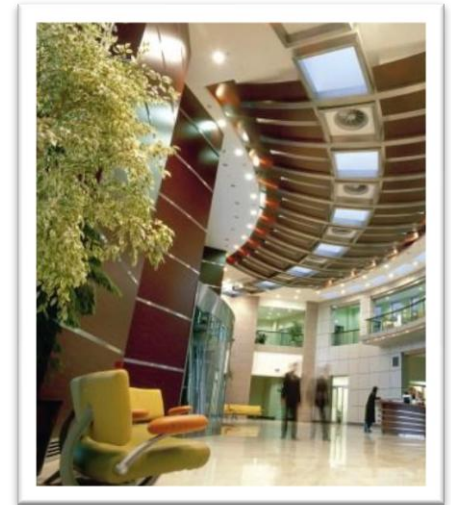


## ▶ Huge build-out of accredited hospitals

- ✓ 85%+ in Asia Pacific
- ✓ 280+ JCI-accredited facilities today
- ✓ 400 JCI-accredited facilities by 2011

## ▶ More Players

- ✓ Today: 10 medical tourism countries; 30 by 2015
- ✓ “Asia-centric” for the moment; Latin America will compete within 5 years



# Evolution of Contemporary Healthcare Travel, continued



## ▶ **Today: General; Tomorrow: Specialized**

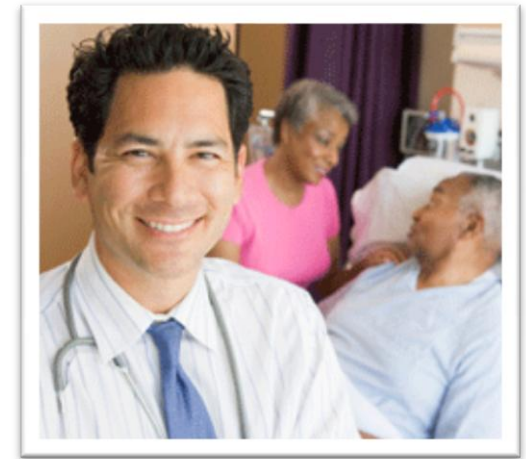
- ✓ Centers of Excellence
- ✓ “Globalization of Specialization”

## ▶ **Growth of the Healthcare Park**

- ✓ More beds; spas, medi-hotels; intl reach

## ▶ **From clinical focus to “total experience”**

- ✓ Customer Service
- ✓ Wellness and Integrative Medicine



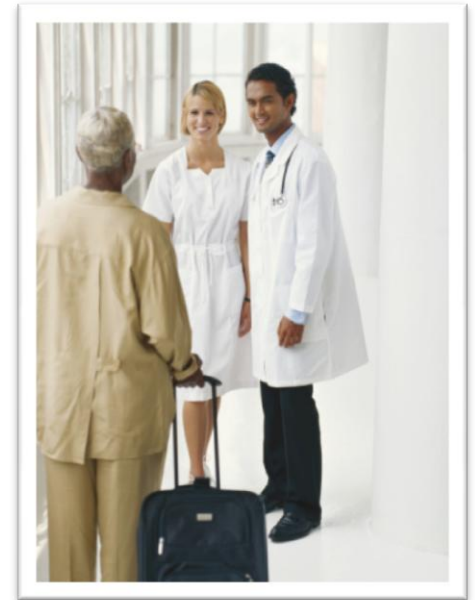
# Drivers of Contemporary Healthcare Travel

- ▶ **Economic:** Rising consumer costs
- ▶ **Demographic:** Aging, affluent populations; prolonged disease mgmt
- ▶ **Social:** Consumers seeking wellness and alternative health strategies
- ▶ **Political:** Increased gov't participation (Tourism Boards, Health Ministries, et al)
- ▶ **Market:** Increased transparency; Greater consumer choice



# Why Patients Travel for Medical Care

- ▶ **Cost Savings** (US, Japan, Hong Kong)
- ▶ **Shorter Waiting Periods** (UK, Canada)
- ▶ **Better Quality Care** (developing nations, e.g. Cambodia, China)
- ▶ **Excluded Treatments** (Dentistry, elective)
- ▶ **Specialty Treatments** (hip resurfacing, stem cell)



# Market Size



## Research Varies Dramatically

- ▶ *McKinsey Report* (Jul 2008): 65,000 to 85,000 total international medical travelers
- ▶ Does not include cosmetic surgery
- ▶ Does not include contiguous border travel (e.g. China, Japan)

***Conclusion: Numbers are too low***

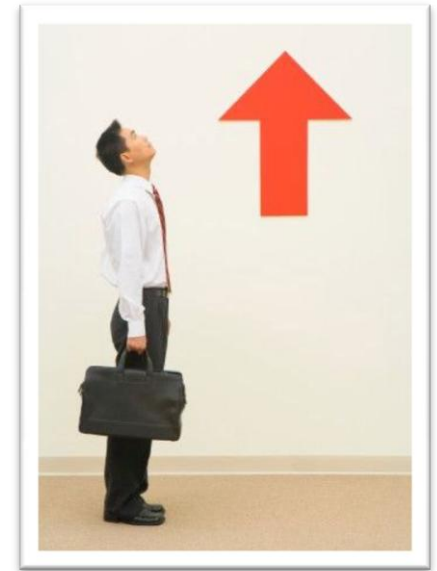


# Market Size, continued



## Research Varies Dramatically

- ▶ *Deloitte Report* (Aug 2008):
  - ✓ 750,000 outbound from US in 2008
  - ✓ 6,000,000 in 2010
- ▶ Unsubstantiated numbers
- ▶ No worldwide numbers furnished (mercifully!)



***Conclusion: Numbers are too high***

# Market Size, continued

## *Patients Beyond Borders*

- 320,000+ in 2010
- ▶ 75,000 to Mexico
- ▶ 50,000 “luxury” travel
- ▶ 200,000 “new” medical travelers
- ▶ 2 to 3 million worldwide; 8 million by 2015



Patients Beyond Borders



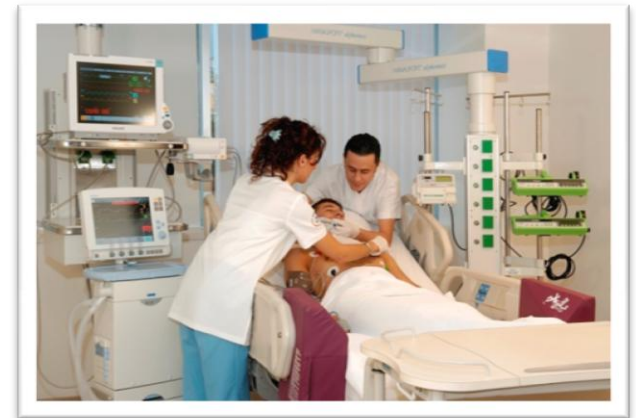


# Market Size, continued

## Summary Findings

- ▶ 15% annual global growth rate
- ▶ All studies forecast strong growth through 2015 and beyond

***Conclusion: Follow the middle ground; plan for longer-term and sustained growth***



# What About the Downturn?

- ▶ **Tourism down globally 20-35%**
- ▶ **Medical Tourism growth mixed**
- ▶ **Asia-centric”** next 3 to 5 years, then Latin America will compete
- ▶ **Demographic shift** from “luxury” travel to lower middle and upper working class
- ▶ **Growth despite downturn, if ...**



# “Our Deal to Lose...”



## Hospitals Must:

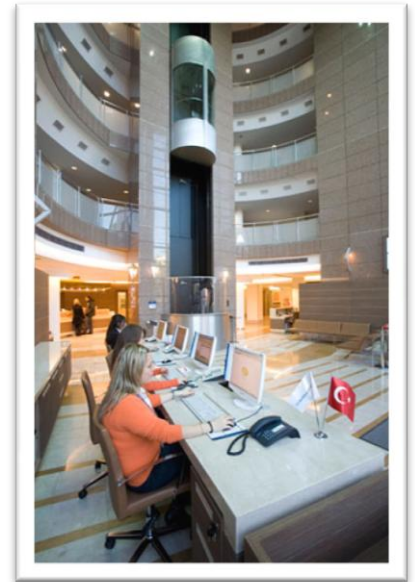
- ▶ **Better-serve inquiring customers**
- ▶ **Aggressively seek partnerships**
  - ✓ **In-country** government and private organizations
  - ✓ Insurers, hospitality, other providers
- ▶ **Aggressively reach out to media**
  - ✓ Improved communications (Web sites, et al)
  - ✓ Focused messages, sustained campaigns



# Global Medical Tourism Trends

## Now a Component of Global Healthcare

- ▶ Diminishing “fun ‘n sun” mindset
- ▶ Rising network of US-accredited hospitals
- ▶ International quality assurance standards
- ▶ Telemedicine
- ▶ Specialization
- ▶ Sustained media, industry, and political attention



Patients Beyond Borders



# Impediments to Growth

- ▶ **Over build-out** of international hospitals
- ▶ **Rising costs** of medical care in destinations countries
- ▶ **Decreasing costs** in outbound countries
- ▶ **Increased quality, service** in outbound countries
- ▶ **Competition** from Latin America and EU
- ▶ Sustained **global economic recession**



# How Turkey Can Be a Shining Star in Global Healthcare

- ▶ **More JCI-accredited hospitals than any other country in the world**
  - ✓ 36 JCI Hospitals, with more on the way
  - ✓ 12% of all JCI-accredited facilities
- ▶ **Centrally positioned for convenient travel, from:**
  - ✓ EU, Central and Eastern Europe
  - ✓ Russia
  - ✓ Middle East



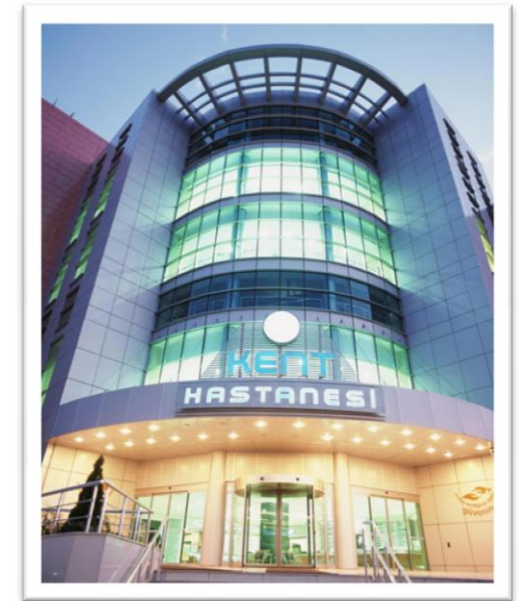
# How Turkey Can Be a Shining Star in Global Healthcare



## Why Patients Visit Turkey for Medical Care

- ▶ **Quality:** Strong reputation for excellent healthcare infrastructure
- ▶ **Cost:** Turkey remains cost-competitive
- ▶ **Established spa and wellness destination—*“Think Health: Think Turkey!”***
- ▶ **Specialty procedures**
- ▶ **Leading tourism center:** Istanbul, Anatolia, Izmir

Patients Beyond Borders



# How Turkey Can Be a Shining Star in Global Healthcare

## ► Form Strong Internal Partnerships

- ✓ Turkish Ministry of Tourism & Culture
- ✓ DEIK
- ✓ Ministry of Health
- ✓ Participating Hospitals
- ✓ Spas, Resorts, Hotels,

## ► Form Strong External Partnerships

- ✓ Medical Travel Facilitators
- ✓ Regional/affiliate offices
- ✓ Media





# How Turkey Can Be a Shining Star in Global Healthcare, continued

## ▶ Effectively Market *Patients Beyond Borders*

- ✓ Books to all partners and their affiliates
- ✓ Internal and regional media campaign
- ✓ Available in your International Patient Center
- ✓ Consider translated editions (Arabic, Russian)



Patients Beyond Borders



# Wellness Tourism and Turkey

## Turkey is a top destination for Spa and Wellness Tourism worldwide

- ▶ Significant and historic market: largest in the region
- ▶ Key spa and resort destinations match medical travel regions: Istanbul, Ankara, Izmir

## Spas are important recovery and recuperation destinations

- ▶ Relaxing environment
- ▶ Good for physical therapy (hydro, aerobics, etc)
- ▶ Proximity to best hospitals



# Wellness Tourism and Turkey, continued



## Spa Travel

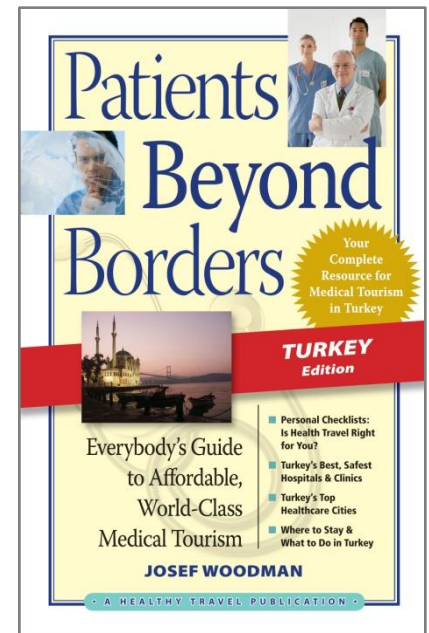
- ▶ **Nearly 600 spas** throughout Turkey
- ▶ **Industry revenue:** \$US263 million
- ▶ 49% are **destination spas**
- ▶ **Industry visits:** 3.5+ million; 40% inbound
- ▶ **Wellness travel drives medical tourism** and vice versa



# *PBB Turkey Edition: Launch and Promotion Highlights*

**US Launch Date: 12 March 2010**

- ▶ **BusinessWire** launch release
- ▶ Release to **PBB press list**
- ▶ **Telephone and email follow-up**
- ▶ **200 review copies** to media and industry
- ▶ **Printed books** in leading North American stores (Borders, Barnes & Noble, Amazon)
- ▶ **eBooks** on: Amazon, Kindle, Google Reader, Sony Reader, Ebrary, iPhone



Patients Beyond Borders



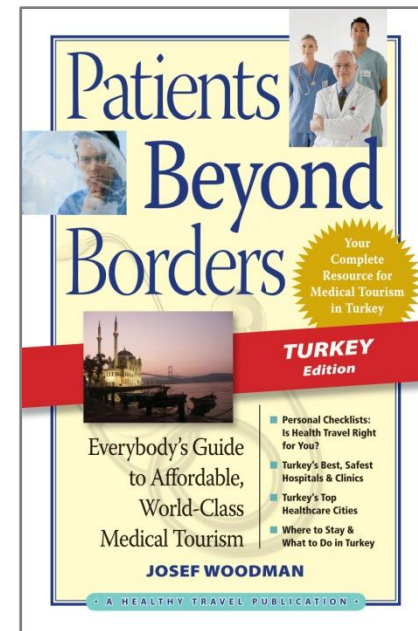
# Contact Information

Josef Woodman

[www.patientsbeyondborders.com](http://www.patientsbeyondborders.com)

[jwoodman@healthtraveler.net](mailto:jwoodman@healthtraveler.net)

+1 919.370.7380



Patients Beyond Borders

