



SWOT Analysis

Strengths

- Internationally accredited providers
- Quality of medical staff
- Advanced medical technology
- Comprehensive care
- Reasonable cost
- High standards in hotel services
- Convenient location and flight routes
- Popular touristic destination
- Turkish hospitality

Weaknesses

- Number of aids speaking a foreign languages
- Image of Turkey as a healthcare provider

Quality

- Regular inspections by the MoH
- Quality improvement campaigns mainly by the MoH
- National surveillance programmes for nosocomial infections
- Regulation for patient rights
- Training programmes (Turkish Society for Quality Improvement in Healthcare-SKID)
- Relevant ISO standards
- (National Healthcare Accreditation System)
- European accreditation programmes
- JCI Accreditation

UHESA – National Nosocomial Infections Surveillance Network

YBÜ İsmi	Yataklı Sayısı	Enfeksiyon Hastaneleri Sayısı	%10	%25	%50	%75	%100
Akdeniz Hastanesi	28	11	33	64	97	100	100
Beyazıt Hastanesi	24	18	44	68	89	100	100
Çocuk Hastanesi	20	0	0	0	0	0	0
Genel Hastanesi	61	0	0	0	0	0	0
İç Hastaneleri	46	0	0	0	0	0	0
Yenidoğan Hastanesi	31	0	0	0	0	0	0
Kalp-Damar Hastanesi	59	0	0	0	0	0	0
Çocuk Kalp Damar Hastanesi	2	0	0	0	0	0	0
Yanık Hastanesi	9	0	0	0	0	0	0
Kanser Hastanesi	30	0	0	0	0	0	0
Koroner Hastanesi	80	0	0	0	0	0	0
Diğer Dahili Hastaneler	15	0	0	0	0	0	0
Diğer Cerrahi Hastaneler	10	0	0	0	0	0	0
Yeni doğan Hastanesi	11	0	0	0	0	0	0
Yeni doğan <1000g Hastanesi	8	0	0	0	0	0	0
Yeni doğan 1001-1500g Hastanesi	12	0	0	0	0	0	0
Yeni doğan 1501-2500g Hastanesi	14	0	0	0	0	0	0
Yeni doğan >2500g Hastanesi	10	0	0	0	0	0	0

NosONLINE –Nosocomial Infection Monitorisation Programme

National Hand Hygiene Campaign

TEHLİKE ELLERİNDE!

Rastene enfeksiyonu, tedavi başarısını düşüren, hayatı tehdit eden, solenabilir klinik bir durumdur.

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Turkish Society for Quality Improvement in Healthcare (SKID)



- Full member of European Society for Quality in Healthcare (ESQH) as the first society from a nonmember state
- Seminars:
 - Performance Measurement
(Jerod Loeb, Executive VP, The Joint Commission / Prof. Dr. Jan Mainz, President, Danish Indicator Project)
- Courses:
 - Quality in healthcare
 - Patient safety
 - Performance improvement
- Good practices database



External Evaluation of Quality

- **JCI Accreditation**
- **ESMO** (European Society of Medical Oncology)
Designated Center of Integrated Oncology and Palliative Care / Trent Accreditation Scheme / CHKS
- **ISO 14001** Environmental Management
- **ISO 18001** Occupational Health & Safety
- **ISO 9001** Quality System

Joint Commission International

- Austria (4)
- Italy (13)
- Check Rep. (3)
- Denmark (7)
- Germany (6)
- Ireland (15)
- Spain (17)
- Switzerland (1)
- Portugal (2)
- Northern Cyprus (1)
- **Turkey (32)**
- Brasil (17)
- Chile (1)
- Barbados (1)
- Bermuda (1)
- Costa Rika (2)
- Mexico (8)
- Egypt (1)
- Saudi Arabia (24)
- Qatar (5)
- Jordan (4)
- Lebanon (2)
- UAE (19)
- Ethiopia (1)
- Israel (3)
- China (6)
- Filipins (2)
- Thailand (5)
- Korea (1)
- Taiwan (6)
- Singapore (15)
- India (12)
- Bangladesh (1)
- Pakistan (1)
- Endonesia (1)
- Malaysia (3)

JCI Accredited Hospitals

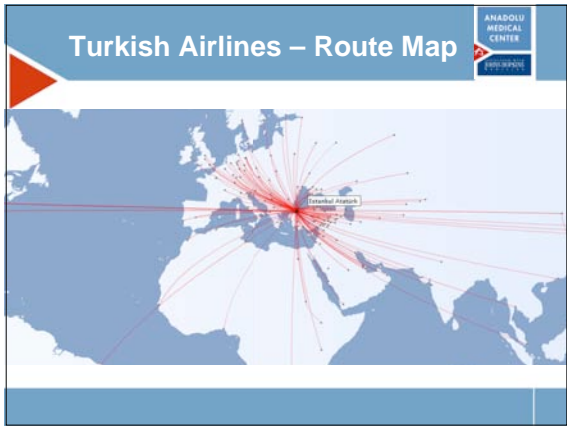
- 32 hospitals %15 of the all hospitals accredited by JCI
- 4,500 physicians, 30.000 staff

Regulation for Patient Rights

- Informed consent (both for the services and research), right to refuse the treatment
- Race, religion, beliefs, sex, language
- Privacy
- Pain control
- Euthanasia is not permitted

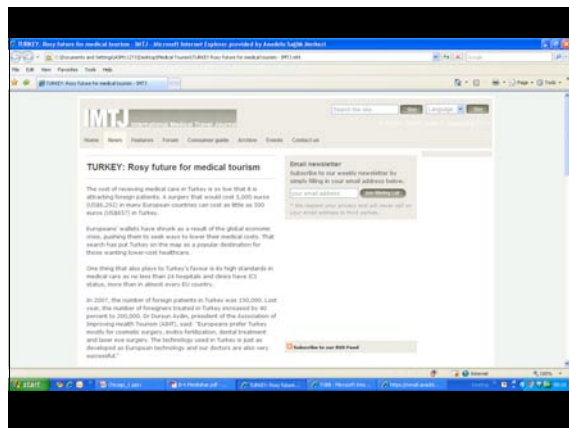
Distance

Chicago – Bangkok: 22 hr
 Chicago – Singapore: 23,5 hr
 Chicago – İstanbul: 10 hr



To Improve...

- Image of the country as a healthcare provider
 - “Developed” country for the region
 - For western Europe and US: Sea, sand, nature and history is fine. But, a healthcare provider?
- Staff other than physicians speaking foreign language





**PBB Turkey:
June 2009**

How to Become a Medical Travel Destination in Turkey?



ANADOLU MEDICAL CENTER

- An acute general hospital
- Comprehensive care
- Located on 42 acres (180,000 m2) piece of land.
- 49,000 m2 closed area
- Fully equipped in world standards.
- 10 minutes to an international airport
- Patient bed capacity: 209
- Intensive care units: 59 beds
- 8 operating rooms

Sunum Taahh



ANADOLU MEDICAL CENTER

Johns Hopkins Medicine Affiliation

Educational, consulting and patient services agreement





ANADOLU MEDICAL CENTER

Infrastructure

Number of staff: 1020
 Number of physicians: 120
 Number of nurses : 250

Advanced medical technology:

- Cyberknife
- Linear accelerators, IMRT
- PET-CT
- PACS
- Pyxis
- Electronic medical records
- ...



ANADOLU MEDICAL CENTER

National Healthcare Safety Network (NHSN) AMC Benchmarks

Table 5. Probed means and key percentages of the distribution of various catheter-associated UTIs and urinary catheter colonization events, by type of location, for calendar years through 2017

Type of location	No. of catheter-associated UTIs	UTI		UTI		UTI		UTI	
		Rate	95% CI	Rate	95% CI	Rate	95% CI	Rate	95% CI
Overall	100	1.1	0.9-1.3	1.1	0.9-1.3	1.1	0.9-1.3	1.1	0.9-1.3
ICU	45	1.2	0.9-1.5	1.2	0.9-1.5	1.2	0.9-1.5	1.2	0.9-1.5
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External Quality Evaluation



- JCI Accreditation**
- ESMO** (European Society of Medical Oncology) Designated Center of Integrated Oncology and Palliative Care
- ISO 18001** Occupational Health & Safety
- ISO 9001**
- ISO 14001** Environmental Management (Healthcare Design Award)






Healthcare IT News
PAYERS
 May 2009 • Healthcare IT News 27

NEWSBRIEFS

HUMANUM PERMANENTLY DONATES 2 MILLION USING ITS PPO
 Humanum Permanente Health Plan (HP) members are active using Kaiser's personal health record by using management tools and features in 2009. Access to health records is available through a secure website to provide appointments and request prescription refills. In addition, users have 24/7 access to the HP website, including and benefits information and their children's immunization records. HP also offers e-mail messaging, members can chat communicate with their doctors at anytime. Some examples: More than 100,000 secure email messages are sent to Kaiser Permanente doctors and clinicians each month, and more than 1 million HP Web results are viewed online.

BY METY ONLINE (Healthcare Information Systems, Inc.) - Through its software, Compensa (Dental HealthCare, Blue Cross Blue Shield of North Carolina) added three diagnostic benefits to its managed network for March, now offering its members access to some Joint Commission-accredited and certified facilities to live operations.

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International Patient Services Dept.



- 7 full time staff
- Operating 7/24
- Multi-lingual translation services
- Telemedicine
- Medical Second Opinion
- Lodging and transportation arrangement
- Airport pick-up
- Multilingual patient education material
- Kitchen providing services for multicultural taste
- Touristic activities



Challenges




- Foreign language
 - Training programme and financial incentives for English for nurses, and clerks
 - 7/24 interpreter for Romanian, and others when needed
 - Practical tools for staff to communicate in 7 languages

Challenges




- Sprituel needs
 - Special arrangements for patients and relatives
- Food
 - Traditional meals for patients from Romania, and Bahrein
- Patient satisfaction
 - Surveys (CHAPS) in 7 languages

Understanding Market Needs



- Bone Marrow Tx Unit (22 beds)
- Hotel (December 2009)



International Patients - 2008

- 1102 patients
 - %50 oncology cases,
 - And, cardiovascular surgery, neurosurgery, and dentistry
- 18 countries
 - Romania, Azerbaijan, UK, Bulgaria, Iraq, Kosova, Ukraine, Bahrein, USA, Switzerland, Kuwait, ... and Australia!
- %10 of the total income



Kuweit, Surgery, med onk and cyberknife

Romania, surgery and med onk

Romania, orthopedics

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Turkey and Medical Travel

Vision
To become a popular and respected destination in medical travel market

Goal
To generate 8 billion USD by providing healthcare services to 1 million international patients by 2015

Thank You...

'Your Partner in Healthcare: Turkey'