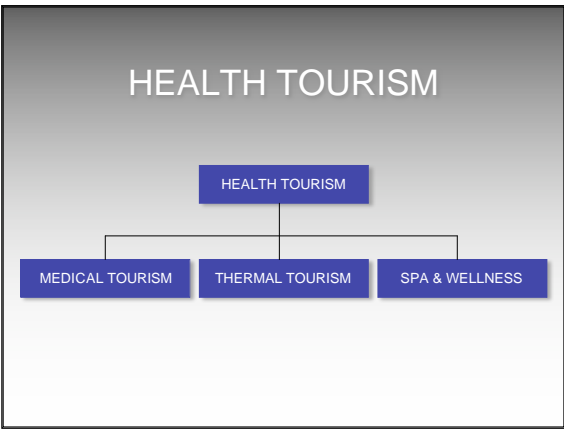




**MEDICAL TOURISM
DESTINATION
TURKEY**
 "We keep the world healthy"


Presentation by
LEVENT BAŞ
 President
 Turkish Healthcare Tourism
 Development Council





Medical Tourist Considerations

- Cost Saving**
- Availability**
- Accessibility**
- Quality**
- Additional Services**


TURKEY ?

- Medical services ?
- Quality and the accreditations of the providers?
- Cost comparison against other medical tourism destinations ?
- Travel services and local services ?



- Pre-procedures and post-services ?
- Extra advantages of Turkey as a travel destination?
- Additional services?

TURKEY MEDICAL SERVICES



Turkey provides excellent treatment opportunities by providing services in medical & healthcare sector with high quality, success, efficiency and satisfies economical expectations as well.

Turkey has abundance of private health institutions with state-of-the-art technology and qualified medical and service personnel.

Today, Turkey is the country with largest number of JCI accredited institutions.



Modern, hygienic hospitals with 5-star facilities, ISO 9001 certification and JCI (Joint Commission International) standard

Internationally qualified, English-speaking surgeons and specialists

The latest advanced medical equipment and techniques

Medical System based on US model

Excellent patient care and service from highly qualified medical staff

Favorable exchange rates mean that top quality private treatment is available at affordable prices

Not too far or too expensive to travel

There are 380 private hospital approximately and expected to be 500 by the end of 2009.



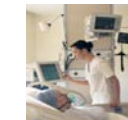
SWOT Analysis TURKEY

STRENGTHS	OPPORTUNITY
<ul style="list-style-type: none"> Quality service at affordable cost. Vast pool of qualified doctors and hospitals International reputation of accredited hospitals and doctors Closer to US when we compare it with medical travel destinations like Singapore, Thailand, India and etc. Regular direct flights to Istanbul from New York and Chicago Diversity of tourism destinations, many attractions to visit. No language barrier. English is very commonly spoken Traditional Turkish hospitality which is known worldwide 	<ul style="list-style-type: none"> Increased demand for healthcare services from countries with aging population (USA, UK, CANADA) Shortage of supply in National Health Systems in some countries Demand from countries with underdeveloped health systems like Albania, Azerbaijan, Kazakhstan, Bosnia-Herzegovina Reduced competitive cost of international travel Being a EU Candidate (Patient immobility in EU) Numbers of uninsured in developed countries like USA, Canada, UK Demand for elderly care homes from countries which have excess of budget for elderly care.
WEAKNESS	THREATS
<ul style="list-style-type: none"> Governmental support is not as strong as the competitor's Low coordination between the various players in the industry, trying to create the health cluster. 	<ul style="list-style-type: none"> Strong competition from countries like Singapore, Thailand, India, Mexico and etc. Some of the developing countries in the region want to attract medical tourists too. (Bulgaria, Jordan, Egypt...)

A + HOSPITALS

- o Anadolu Medical Center affiliated with Johns Hopkins Medicine
- o Acibadem Health Group associated with Harvard Medical International
- o American Hospital
- o Dunya Göz / World Eye Hospitals Group
- o Echomar Hospital
- o Florence Nightingale Hospitals Group
- o German Hospitals Group
- o Kent Hospital
- o Memorial Healthcare Group
- o Yeditepe University Hospitals Group

Anadolu Medical Center affiliated with Johns Hopkins Medicine



ANADOLU MEDICAL CENTER

- o is a private, not-for-profit institution located in Istanbul
- o *has an exclusive affiliation with Johns Hopkins Medicine of Baltimore
- o its Centers of Excellence are in the fields of Oncology, Cardiac Care and Women's Health
- o *Anadolu Medical Center's Institute of Oncology consists of Oncologic Surgery, Medical Oncology, Hematological Oncology, Radiation Oncology with a CyberKnife Center (Robotic Radiosurgery) and Psychotherapy Units
- o Extensive surgery, Obesity surgery, Minimal – Invasive surgery, cancer surgery

Anadolu Medical Center Institute of Oncology

- o is planned in accordance with the "Hospital within Hospital" concept
- o has adapted the multidisciplinary cancer approach
- o *has 25 chemotherapy units that consist of individual rooms with utmost comfort
- o all physical and psychological care for cancer patients including a medical cosmetic shop
- o *chemotherapy and anti-cancer therapies prepared by experienced staff through PYXIS system

Acibadem Health Group associated with Harvard Medical Int.



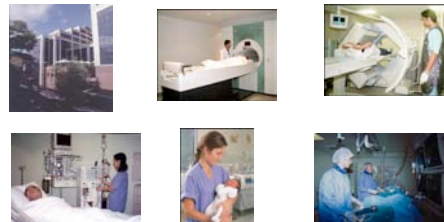
ACIBADEM HOSPITAL

- o *9 hospitals , 15 outpatient services
- o operates with over 6,500 employees in 21 different location through a network of 6 general hospitals, medical centers, outpatient clinics, 1 ophthalmology center and laboratories
- o *They have Gamma Knife which is known as golden standard for the brain tumour surgeries.
- o *a cooperation with **Massachusetts General Hospital** who is developing special software programs for advanced MR technology.

ACIBADEM HOSPITAL

- o Fortune 500 Turkey: 161st largest company, largest in service sector and 34th largest employer
- o First healthcare provider in Turkey to open a satellite clinic
- o First Call-Center in healthcare
- o *The only publicly traded healthcare provider
- o Acibadem University starting classes in Fall '09
- o The only healthcare provider to own an health insurance company
- o *GNP standard Stem Cell Laboratories

AMERICAN HOSPITAL



AMERICAN HOSPITAL

- *The VKF American Hospital is located in Nişantaşı, Istanbul's most central residential and business district
- The VKF American Hospital offers diagnostic, inpatient and outpatient care in 38 medical specialties. Its 24 hour service at international standards is given by 500 physician specialists and a health care and support service staff of 1.150 persons
- *ISO 9001:2000
- *JCI Accreditation

AMERICAN HOSPITAL

- *is a member of American Hospital Association
- *Its affiliations are ; New York Presbyterian Hospital, The Methodist Hospital System Houston, Texas Childrens Hospital, The University of Texas, MD Anderson Cancer Center, European Institute of Oncology

DUNYA GÖZ / WORLD EYE HOSPITAL



DUNYA GÖZ / WORLD EYE HOSPITAL



- *The biggest private eye hospital group of the world
- * 4 International clinics in Germany, Holland and Belgium
- 200 million \$ investment in 13 years
- *Experienced medical team speaking 19 different languages
- *Performing 30.000 examinations, 3.000 laser and 3.000 eye surgeries monthly
- 120 ophthalmologists, 1000 smiling staff
- *has treated 20.000 foreign patients from 97 different countries in 2008, of which %80 are from Europe

DUNYA GÖZ – WORLD EYE HOSPITAL

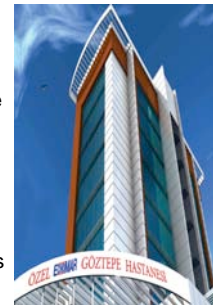
CHICAGO Medical Tourism Package : 3285 \$

- Both ways flight ticket with Turkish Airlines
- Accommodation for 5 nights at a 4 star hotel (including breakfast)
- All transfers between Airport-Hotel-Hospital
- Check - ups and diagnosis
- One eye Cataract surgery
- Guiding services within the hospital in Turkish, German, Dutch or English
- Half day Istanbul city tour

* Both eyes package price 4270 \$

ECHOMAR HOSPITAL & IMAGING CENTER

- Established in 1992
- ISO 9001:2000 Quality Certificate
- 56 beds
- includes 17 medical specialties
- close to complete the JCI process



ECHOMAR HOSPITAL & IMAGING CENTER

- Echomar Group creates the imaging centers in the governmental hospitals and they manage it.
- They manage their hospitals in a boutique style and they have a high sensitivity for the quality.
- They have partnerships for the treatments that they do not provide. They give package services for int. Patients.

KENT HOSPITAL, IZMIR



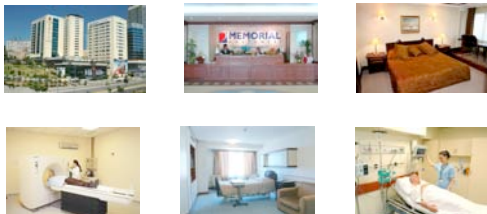
KENT HOSPITAL

- Kent Hospital is a JCI accredited fully-equipped medical complex, one of the largest and most modern hospitals in southeastern Europe.
- Kent Hospital is a full service medical complex offering tertiary services like open heart surgery, coronary artery bypass, hip and knee replacement surgeries, aortic surgery, IVF, kidney and pancreas transplantation and oncology services.
- 121 In-patient beds, 21 ICU beds: 82 Private Rooms, 11 Suites

KENT HOSPITAL

- Kent Hospital's construction standards adapted to international standards, as it was built according to the American Institute of Architects (AIA) construction standards.
- The world famous [Mayo Clinic](#) provided consultancy on facility design, medical guidelines and administrative protocols to the set up of Kent Hospital from scratch as a modern purpose-built hospital.
- Built on 35,000 square meters according to American Institute of Architects guidelines

MEMORIAL HEALTHCARE GROUP



MEMORIAL HEALTHCARE GROUP

- 210 bed capacity, 170 doctors, 300 nurses, 1200 personnel
- Accomplished the following "firsts" in Turkey:
 - The first JCI accredited hospital in Turkey
 - The first microinjection technique (ICSI) as part of IVF procedure
 - The first blood-type incompatible pediatric liver transplantation
 - The first private hospital that obtained a licence from the Ministry of Health (MoH) for organ transplant
 - The first hospital to carry out differentiation of the myocardial cell from the embryonic stem cell

● ● ● **MEMORIAL HEALTHCARE GROUP**

Specialized in :

- Transplantation (Liver, kidney, pancreas, small intestine)
- Heart surgery (900 bypass operations per year)
- In Vitro Fertilization and Genetics
- Interventional cardiology and radiology
- Orthopedics and Sports Medicine

● ● ● **YEDITEPE UNIVERSITY HOSPITAL** 



● ● ● **YEDITEPE UNIVERSITY HOSPITAL**


- Academic Staff: 156
Residents: 39
Nurses: 163
Others : 358
- Yeditepe University Hospital and its affiliated institutions were accredited as a whole system by the JCI at first survey for all standards
- *First university hospital with JCI
- *Accredited with one of the best scores in the world
- ISO 9001-2000

● ● ● **YEDITEPE UNIVERSITY HOSPITAL**

- The first permanent artificial heart pump operation in Turkey, October 2006
- The first implantable miniature left ventricle assisted coronary artery by-pass, "Impella Assisted Beating Heart CABG", May 2008
- The first autologous chondrocyte transplantation operation in Turkey, September 2008
- Operative Mortality 0% (65% of the patients with high risk)

● ● ● **YEDITEPE UNIVERSITY HOSPITAL**

- Hospital Mortality 1.5 % (first 30 days)
- Organ Transplantation Center (liver, kidney, pancreas,Heart)
- Stem Cell Transplantation Center
- Some affiliates and partners ;



MEDICAL CARE and SERVICES 

next ...

PRICE COMPARISONS

PRICE COMPARISONS

	TURKEY	USA	INDIA	THAILAND	SINGAPORE	COSTA RICA	MEXICO	KOREA
Heart Bypass	9.500	80.000-130.000	9.300	11.00	16.500	24.000	22.000	34.150
Heart Valve Replacement	9.000	160.000	9.000	10.000	12.500	15.000	18.000	29.500
Angioplasty	3.500	57.000	7.500	13.000	11.200	9.000	13.800	19.600
Hip Replacement	8.500	43.000	7.100	12.000	9.200	12.000	14.000	11.400
Hysterectomy	6.000	20.000	6.000	4.500	6.000	4.000	6.000	12.700
Knee Replacement	9.000	40.000	8.500	10.000	11.100	11.000	12.000	24.100



Turkish Airlines fly directly to NY everyday

After 18th May ,everyday direct flights will start to Chicago

Turkish Airlines is a Star Alliance member and this makes the connection flights easier from other states of US

A STAR ALLIANCE MEMBER



TURKISH AIRLINES
TÜRK HAVA YOLLARI

Distance Comparisons



Medical Tourism Cities of Turkey

Best developed medical tourism cities are ;



İSTANBUL

“where the continents meet”

- An open air museum for all ages
- Cultural experience for congress, meetings and incentives
- A cosy destination for families and couples
- A great metropolitan city with internationally rewarded modern shopping centers and traditional Grand Covered Bazaar
- The city host more than 8 million foreign visitors annually
- 300 accommodation facilities with 60,000 beds



5* hotel : avr. price pp in DBL roomfrom 85\$
 4* hotel :from 50\$
 3* hotel :from 30\$

Airport – Hotel transfersfrom 50 – 60 \$
 Guided transfersfrom 120\$

English is commonly spoken around the city

Medical services and travel services will all be given in english

Thermal Treatments

- Physiotherapy
- Rehabilitation Treatment
- Rheumatic Diseases
- Bone Metabolism Diseases
- Dermatology
- Geriatrics
- Loose weight
- Wellness



of medical&thermal tourists Turkey

- 2003 126.000 Thermal tourists
- 2004 152.000 Thermal tourists
- 2005 204.000 Medical & Thermal tourists
- 2006 269.000 Medical & Thermal tourists
- 2008 356.000 Medical & Thermal tourists
- 2012 (forecasted) 1.000.000 medical and thermal tourists

BALÇOVA THERMAL RESORT

- Each year over 1000 Norwegian patients receive therapy here for rheumatism, in accordance with an Agreement signed with the Norwegian Ministry of Health.
- Thermal Spring water 36°C
- 90-95% treatment success rate








BALÇOVA THERMAL RESORT

- Inflammatory Rheumatic Diseases (Rheumatoid Arthritis, Ankylosing Spondylitis, Psoriatic Arthritis, Collogen Tissue Diseases etc.)
- Degenerative Joint Diseases (Arthrosis, Calcinosis)
- Rheumatic Muscle and Soft Tissue Diseases (Fibromyalgia, Periarthritis, Tendinitis, Bursitis, Epicondylitis etc.)
- Bone-Metabolism Diseases (Osteoporosis, Gout, Paget's Disease etc.)
- Orthopedic and Neurological Rehabilitation (Fractures, paralysis, MS, CP, Parkinson etc)

FAMOUS DR. KANGAL FISH - SIVAS

- Located in middle-east Anatolia in Sivas,Turkey.
- Thermal spring water 37°C
- 21 day package programme for Psoriasis treatment
- Best results in reoccurring period in the world

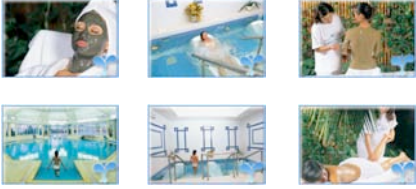




FAMOUS DR. KANGAL FISH - SIVAS

- Psoriasis patients come from all around the world.
- The main natural effects for recovering the psoriasis:
 - 1- The physical contact of doctor fish, 4 to 8 hours decapitage of squams by fish.
 - 2- The effect of selenium that spa has
 - 3- The direct effect of natural ultraviolet radiation thanks to the high altitude (1650 mt.)
 - 4- Jacuzzi effect of the pools since the source of spa is spreaded at the base of the each pool.

AFYON THERMAL REGION

- Thermal Spring water 49°C



KÜTAHYA THERMAL REGION

- Thermal Spring water 43°C



“ We keep the world healthy”

TURKEY

THANKS FOR LISTENING

