

The Dynamic Turkish Healthcare Industry: Commerce, Cooperation & Consumers

A world map with a light beige background. The landmasses are shown in a darker beige color. Turkey is highlighted in a bright red color. Overlaid on the map are several concentric, semi-transparent red circles centered on Turkey, suggesting a focus or expansion from that region.

April 2008
Washington

WHERE WE ARE





Turkey and the neighbor countries' healthcare services

Country	Population	Healthcare Expenditure Per Capita \$	Physicians per 1.000 people	Hospital bed per 1.000 people
Turkey	73.193.000	257	1,4	2,6
Neighbors				
Bulgaria	7.726.000	191	3,6	6,3
Greece	11.120.000	1,556	4,4	4,7
Syrian Arab Republic	19.043.000	59	1,4	1,5
Iran Islamic Republic	69.515.000	131	0,4	1,6
Iraq	28.807.000	23	0,7	1,3
Georgia	4.474.000	35	4,1	4,2
Armenia	3.016.000	55	3,6	4,4
Azerbaijan	8.411.000	32	3,5	8,3
Europe EMU		2,552	3,9	6,6

Re: 2006. World Development Indicators / Table 2.14. Health expenditure, services, and use

Ps: Turkey and neighbor countries add up to a total population of 225.305.000

Healthcare in Turkey

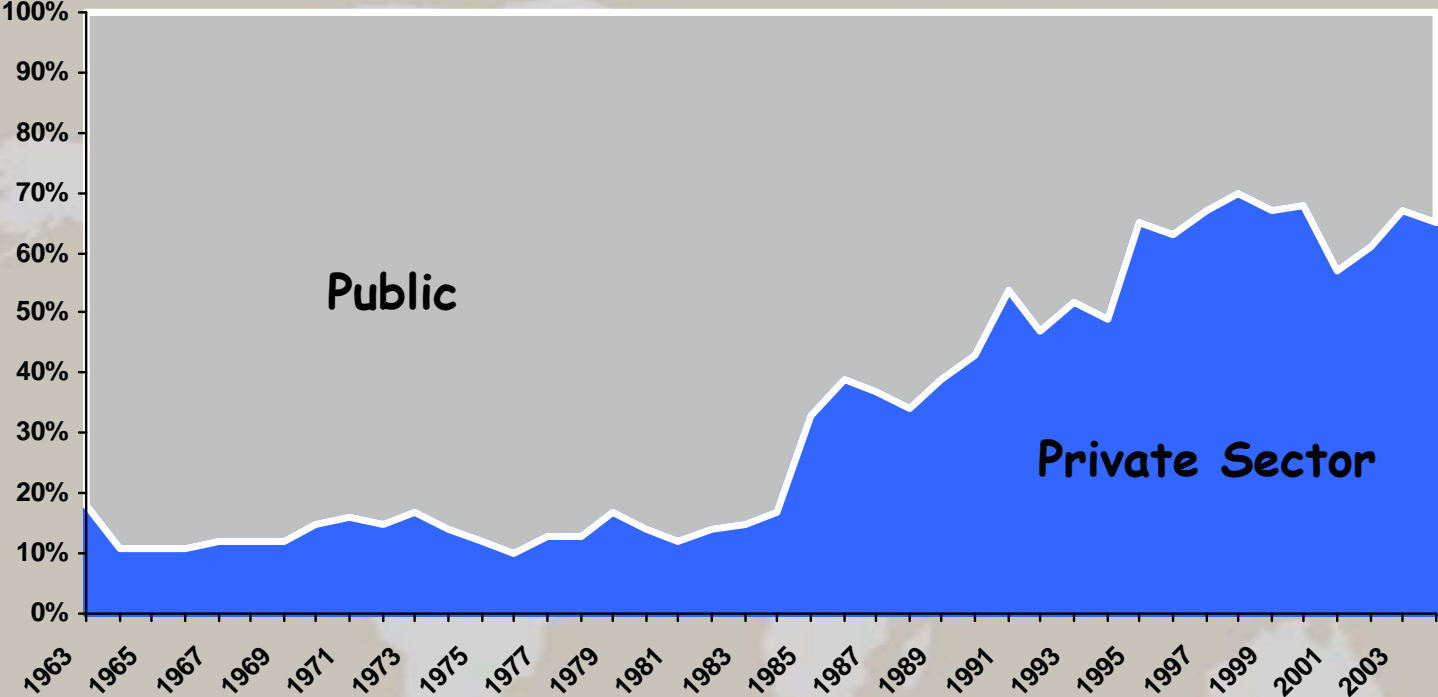
√ Total health expenditure 21 billion \$ ('06)

√ Healthcare provision

	2002	2003	2004
Public %	65,8	71,6	72,1
Private %	34,2	28,4	27,9

√ Last year 13 million people had been treated by private healthcare providers.

Healthcare investments in Turkey



Turkish Hospital Structure

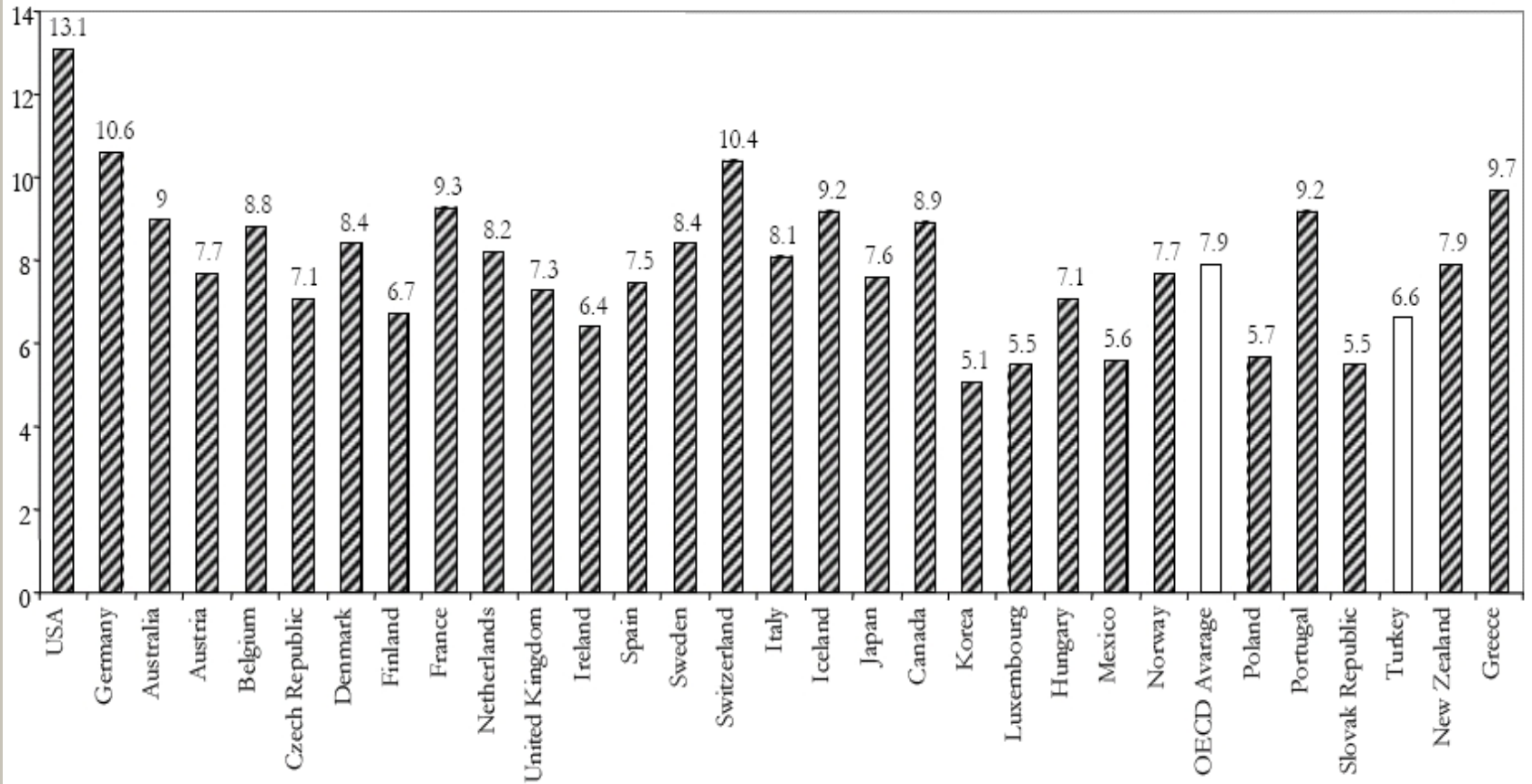
	of Hospitals	of Beds	Share
Public	905	182.960	93%
Private	308	15.500	7%

Number of Doctors in Turkey

	Moh	Medical Schools	Private	Total
2000	17.655	7.204	4.226	29.085
2001	18.839	7.377	4.036	30.252
2002	19.677	8.102	4.258	32.037
2003	21.111	8.484	4.555	34.150
2004	22.852	9.511	4.797	37.160
2005	22.893	9.801	5.542	38.236
2006	23.808	10.447	6.786	41.041

OPPORTUNITIES FOR GROWTH

Shares of OECD Countries' Total Health Expenditures in GDP (%), 2000



New developments in the Turkish healthcare

- √ Delivery and finance in healthcare services are separated.
- √ Specialized hospitals come forth.
- √ Both public and private hospitals are trying to increase their share from health tourism, therefore improvements in standards of healthcare infrastructure and medical care are ongoing.
- √ Decentralization of public hospitals' management
- √ VAT in healthcare provision dropped from %18 → %8

Reasons for patient transfer in the region

A) From Middle East, Central Asia, Balkan Countries:

- √ Lack of technology (infrastructure),
- √ Lack of medical know-how and professionalism (in these countries there are very few medical colleges to provide medical education),
- √ Lack of trust to local medical services (medical results - medical outcomes)

B) From Europe

Europe has the necessary infrastructure and the medical professionalism

- √ Insufficient medical staff that causes long waiting lists. Therefore patient care delay and results with dissatisfaction of the patient.
- √ Turkish people living in Europe encounter's with cultural differences when dealing with the physicians. This encourages patient to go to their home countries.
- √ Pricing strategies (high quality medical results with lower prices preferred at out of pocket payments)
- √ Some of genetical diagnosis and treatment can be done in Turkey due to legal reasons (e.g: PGT)
- √ High technology (e.g: %100 accuracy with intraoperative 3 Tesla MRI at brain tumors)

Why Turkey became popular?

- √ Cultural and touristic place
 - √ Trust in the medical outcomes
 - √ Competitive prices
 - √ Geographical situation
 - √ Daily flights from every country.
- 

Private Leading and Accredited Hospitals

Hospital / Healthcare Group	Bed Capacity	2007 O / P	2007 I / P
Acibadem Healthcare Group	717	1.397.306	55.426
Anadolu Sağlık Merkezi	209	107.000	9.666
Bayındır Hospital	194	125.170	11.912
Alman Hospital	2.107	2.308.751	201.423
Group Florence Nightingale	550	332.052	33.760
Hisar Intercontinental Hospital	120	55.480	3.213
International Hospital Istanbul	132	159.093	7.873
Kent Hospital	145	122.084	12.361
Memorial	203	176.478	14.586
Mesa Hospital	87	106.938	10.621
Total	2.357	2.581.601	159.418



√ Having a leader role by implementing innovative services (in medical, managerial and technological projects)

√ Accredited by JCI since 2002

√ International affiliations such as Harvard Medical International, John Hopkins Medicine, The Methodist Hospital Houston, Memorial Sloan Kettering, Karmonos Cancer Center Institute, New York Presbytreian, The University Hospitals of Colombia and Cornell

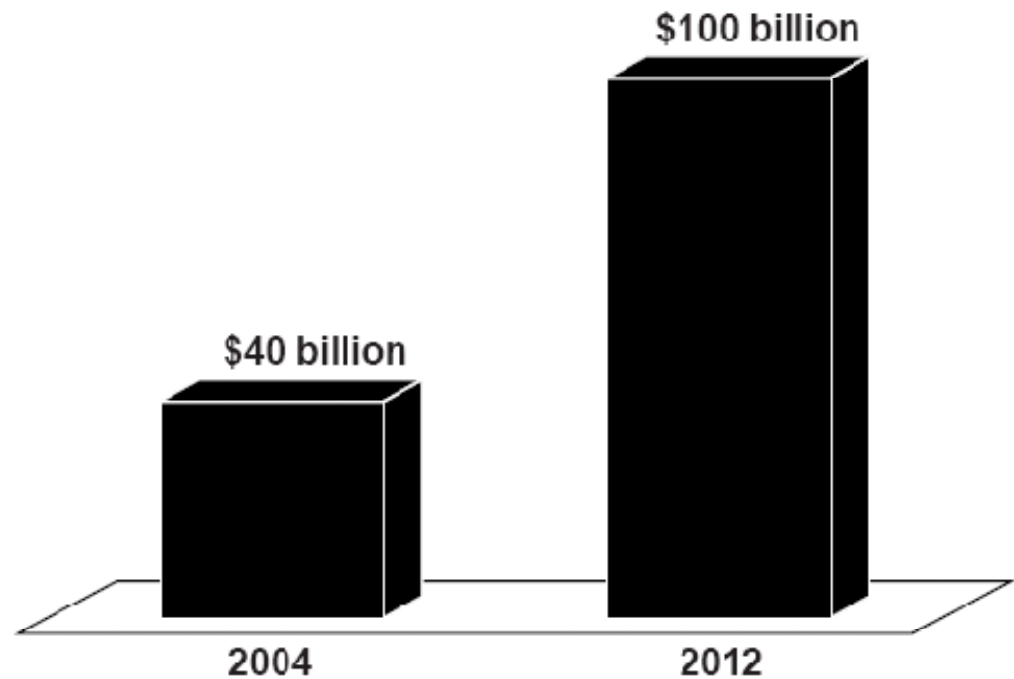
√ Receiving patients from the Middle East Countries, Holland, Germany, Azerbaijan, Albania, Georgia, Belgium, France, UK, Sudan, Bahrain, Umman, Kuwait.

MEDICAL TRAVEL

• *An estimated 500,000 Americans traveled abroad for treatment in 2005*

• *Turkey is poised to become the next "center of attraction" for the global medical travel market*

FIGURE I
Worldwide Medical Tourism Industry
(billions of U.S. dollars)

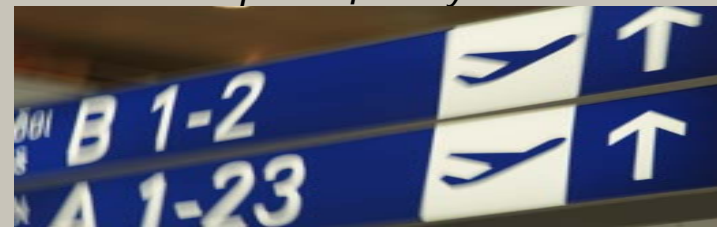


Source: McKinsey & Company and the Confederation of Indian Industry.

TURKEY- EASY ACCESS

Istanbul Atatürk Airport	232
Antalya Airport	45
Izmir Adnan Menderes Airport	38
Ankara Esenboğa Airport	23
Muğla Dalaman Airport	5
TOTAL INTERNATIONAL FLIGHTS/DAY	343

US citizens with a valid passport are granted 1 month visa issues at the port of entry



Opportunities

- √ Population and demographics,
- √ Growing interest of foreign investors in the country as a whole,
- √ Geographical and cultural features for health tourism,
- √ Improvements in standards for EU accession
- √ Continuation of the investment opportunities for growth in the turkish healthcare industry (population, interest of foreign investment etc.)
- √ Partner with leading private hospitals for corporate members of health funds in that region (geographical, cost advantage)
- √ Partner for quality medical care at lower cost international insurance policies



Thank You

Turkey: Your Healthcare Partner

Meri Bahar
Turkish American Health Committee
Chairwomen
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