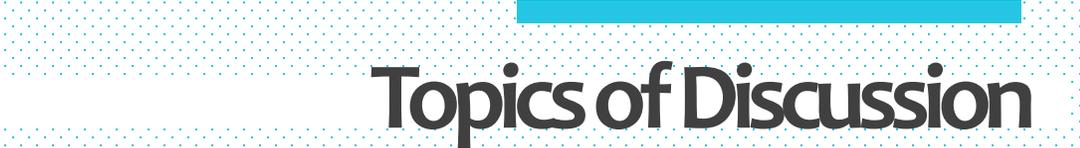


# Health Tourism in Türkiye

**"Health Tourism in Türkiye along with the MedicalTravelShop's win-to-win Collaboration Opportunities for Health Tourism Activities in Türkiye"**

7 November 2023

1. Strategies for Promoting Turkish Healthcare Services
  - a. Why Türkiye is the Best Destination for Medical Tourism?
  - b. Medical Tourism Market Overview
  - c. A Cost Comparison with the Leading Medical Tourism Countries
2. Popular Treatments for Medical Tourism in Türkiye
  - a. Cosmetic Procedures
  - b. Serious Medical Procedures
3. Short Presentations by:
  - Dr. Kemal Ayalp, General Surgery
  - Asst. Prof. Dr. Alper Öztürk, Bariatric Surgery
4. Collaboration Opportunities with MedicalTravelShop for Health Tourism Activities in Türkiye
  - a. Why to collaborate with MedicalTravelShop as a Top-Notch Medical Tourism Agency
  - b. Steps to become Sub-Agency



## Topics of Discussion

- Best Quality Treatments with the most Affordable Prices with Top-Notch Medical Care in World Standarts
- Top-Leading JCI Accredited and Certified Hospitals
- Highly Skilled Surgeons who offer Advanced and Specialised Treatments
- Advanced High-Tech / Medical Technologies
- Geographical Location
- Unique Medical Tourism Packages
- Customised Services
- Short Standby Time
- Tourism Paradise with Rich Cultural Heritage
- Simplified Visa Procedures
- Exceptional Post-Op Care



## Why Türkiye is the Best Destination for Medical Tourism?

- Compared to countries like UK, US, Italy and Australia, Türkiye is well-known for providing healthcare tourism and services that are both affordable and of the highest quality.
- 67% of people who travel abroad choose to take advantage of the up to 90% lower cost of surgeries in Türkiye for their private hospital care.
- Moreover, cosmetic surgeries in Türkiye are 70% less expensive than in European countries. So, without compromising the high-quality of the treatments you need, you can save more money.



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**Best Quality Treatments with  
the most Affordable Prices**

- In Türkiye, healthcare facilities have over 35% of experienced doctors, certified staff, and cutting-edge technology and high-tech devices. The doctors received their formal training in Western countries.
- JCI accredited hospitals in Türkiye are world-class medical centers that have a specialized department for international patient care and provide a wide range of services to ensure a hassle-free process.
- Türkiye is ranked 2nd in the World with 48 JCI-Accredited Hospitals.
- JCI is the recognized global leader in health care accreditation. It provides an objective assessment of quality achievement and patient care and safety.



## Top-Leading Hospitals and Surgeons that offer Advanced Treatments

- In Türkiye, most of the Doctors are internationally trained specialists who have vast experience in managing complex cases.
- They have expertise in advanced medical care and remain updated with recent developments in their field of specialization.
- The surgeons in Türkiye ensure effective care of each patient with the latest surgical technology and minimal post-operative discomfort.



**Highly Skilled Surgeons who  
offer Advanced and Specialised  
Treatments**

- Best hospitals in Türkiye have high-tech facilities equipped with the most updated technology and the latest versions of the instruments.
- This includes robotic surgery systems, advanced radiation delivery technology, sophisticated patient monitoring systems, and top-notch diagnostic instruments.
- For example, Türkiye has one of the largest robotic surgery systems in Europe, allowing for more precise surgeries and faster recovery.



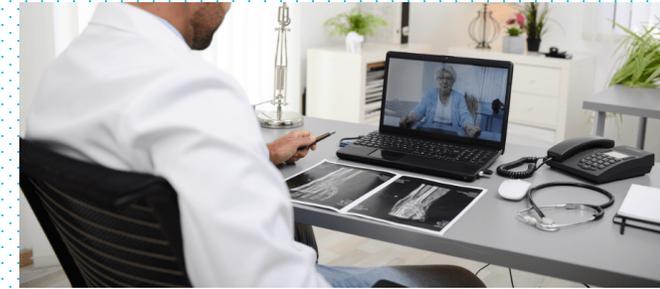
## Advanced Medical Technologies

- Türkiye serves as a Bridge between the East and the West.
- Türkiye is well-connected to many countries by land, air and sea, as it has land in two continents – Europe and Asia, and is in close proximity to the Middle East.
- Türkiye has visa free access from more than 70 countries.
- Turkish Airlines has flights to 128 countries, 286 cities, a leader in the World.
- These features make Türkiye one of the ideal health tourism attractions in the region.



## Geographical Location

- Teleconsultation or Online Consultation with the Specialist
- Cost Estimate with Package Details
- Aid in Visa Processing
- TOP VIP Transfers: Airport-Hospital/Clinic-Hotel
- Language Translators
- Personalized Assistance after Arrival
- Assistance with Accommodations: You can enjoy your time with 5-star luxurious lodging at a low cost by taking advantage of Travelshopbooking packages in Turkey.
- Local Sightseeing
- Customised Tour Packages by Request
- Multiple Payment Options
- Post-Op Care after the Treatment



## Unique Medical Tourism Packages

- Fed up with having to wait for treatment in your home country, aren't you?
- In contrast to the EU and the US, your medical needs will be met immediately in Türkiye.
- For example, in Türkiye, surgical treatment procedures can be completed in just two weeks, whereas the average waiting time for knee surgery in the EU and the US is 18 months.



## Short Standby Time

- Türkiye is a unique country that offers a harmonious blend of history, culture, and nature.
- As one of the most popular tourist destinations in the world, Turkey is well known for its rich cultural heritage, stunning scenery, and delicious cuisine.
- If you travel to Türkiye for medical care, you will notice its rich historical culture. As soon as you set foot in Turkey, it will captivate you thanks to its affordable medical services and popular tourist destinations.
- That makes Türkiye the ideal destination for both leisure and medical tourism.



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## Tourism Paradise with Rich Cultural Heritage

1. An Overview
2. Türkiye's Vision of Health Tourism 2023 -  
Number of International Patients in Years for  
Turkey
3. Türkiye's Vision of Health Tourism 2023 –  
Performance Indicator
4. A Cost Comparison with the leading Medical  
Tourism Countries

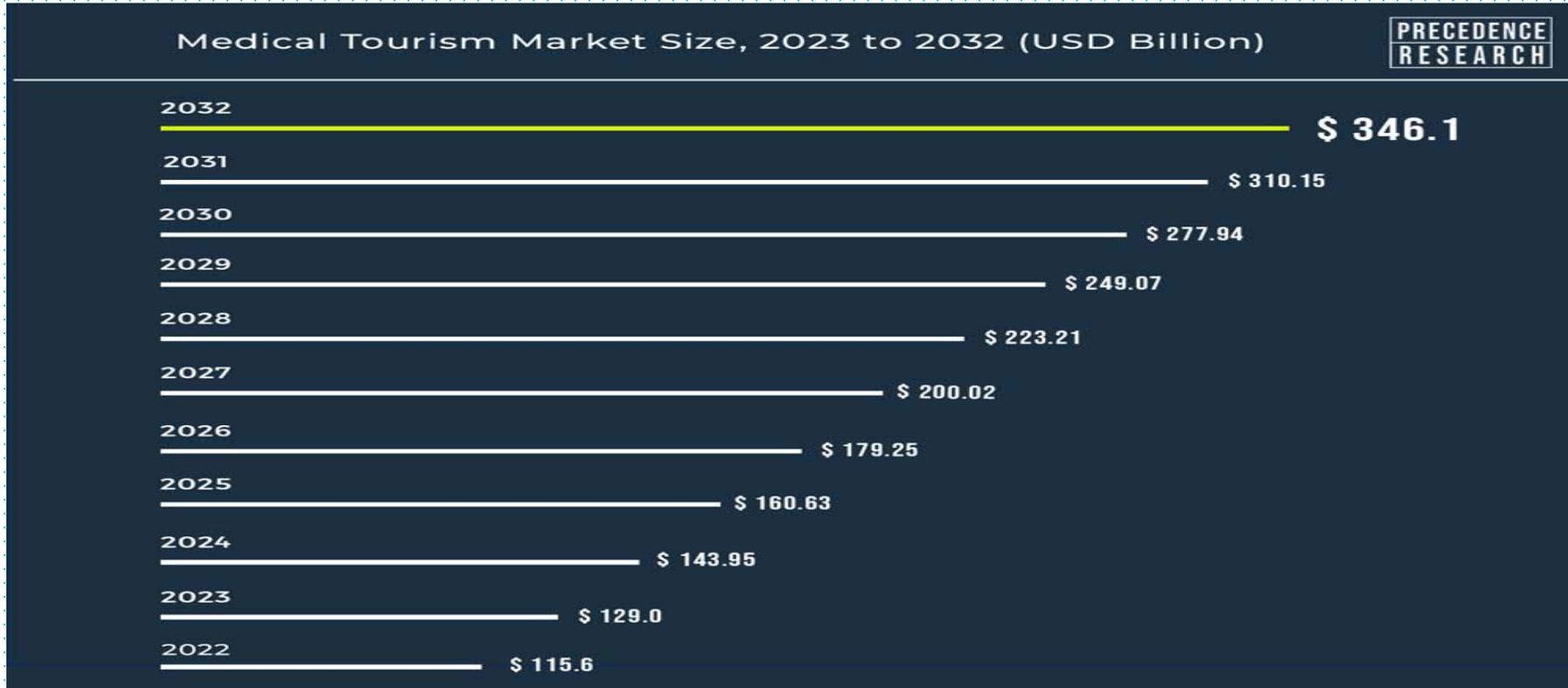


# Medical Tourism Market Overview

- Türkiye ranks 2nd among the top 10 medical travel destinations in the World.
- Every year, there is a large influx of medical travelers from all over the world; primarily from the USA, the Middle East, UK, France, Germany and other European countries.
- The global medical tourism market size is expected to become USD 346.1 billion by 2032 from valued for USD 115.6 billion in 2022.
- Türkiye is growing in double digits in the field of health tourism.
- Based on the figures of the Association of Turkish Travel Agencies (TÜRSAB) :
  - The current health tourism market value is around 20 billion USD and is expected to grow up to 25 billion USD by the end of 2023.
  - Türkiye has hosted 700,000 visitors for medical tourism in 2017.
  - Türkiye expects to receive over 2 million health tourists by the end of 2023, with an increase of approximately 30 percent this year compared to 2022.

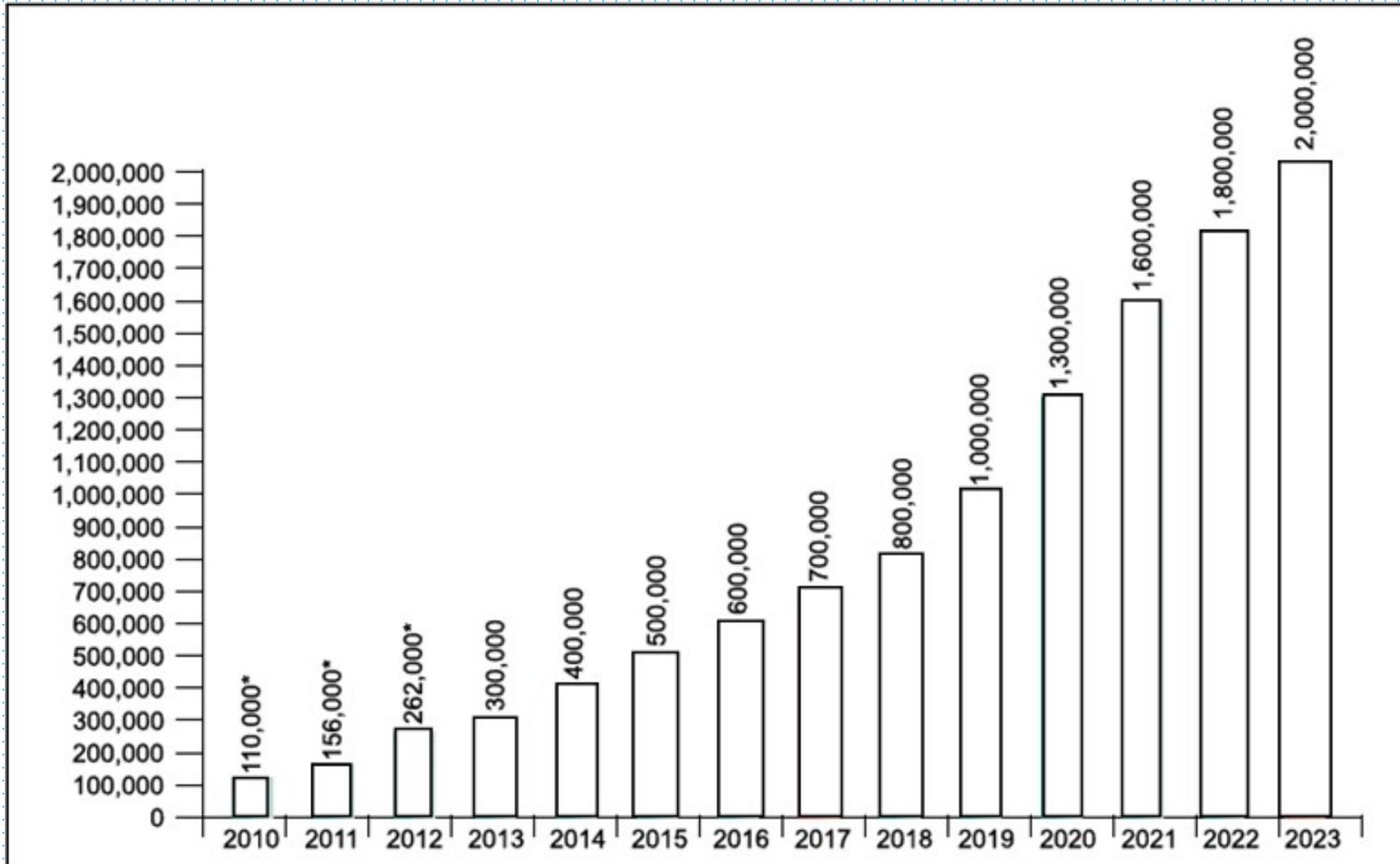
## Medical Tourism Market Overview

## Global Medical Tourism Market Size, 2023 to 2032 (USD Billion)



## Türkiye's Vision of Health Tourism 2023 - Number of International Patients in Years

(Source: <http://saglik.gov.tr/SaglikTurizmi/belge/1-24202/turkce-uluslararasi-saglik-turizmi-sunumu.html>)



**Türkiye's Vision of Health Tourism 2023 – Performance Indicator**  
(Source: <http://saglik.gov.tr/SaglikTurizmi/belge/1-24202/turkce-uluslararasi-saglik-turizmi-sunumu.html>)

Performance Indicator	Current State	Targets to be Achieved	Targets to be Achieved
	2011	2017 T	2023T
Incoming tourism Number of Patients in the Scope of Health Tourism (in thousands)	156	700	2.000
Health Tourism Revenue (Year) (SGP ABD\$)	1 billion	8 billion	20 billion
International Accreditation Health of Organizations Rate	2,5	4,5	10
Free Health Region Number	—	4	10

## A Cost Comparison with the Leading Medical Tourism Countries in (\$)

Price Comparison of Medical Treatments in the leading Medical Tourism Countries (\$)													
Medical Procedure	USA	Costa Rica	Colombia	India	Jordan	S. Korea	Mexico	Israel	Thailand	Malaysia	Poland	Singapore	Türkiye
Heart Bypass	123,000	27,000	14,800	7,900	14,400	26,000	27,000	28,000	15,000	12,100	14,000	17,200	<b>13,900</b>
Angioplasty	28,200	13,800	7,100	5,700	5,000	17,700	10,400	7,500	4,200	8,000	5,300	13,400	<b>4,800</b>
Heart Valve Replacement	170,000	30,000	10,450	9,500	14,400	39,900	28,200	28,500	17,200	13,500	19,000	16,900	<b>17,200</b>
Hip Replacement	40,364	13,600	8,400	7,200	8,000	21,000	13,500	36,000	17,000	8,000	5,500	13,900	<b>13,900</b>
Knee Replacement	35,000	12,500	7,200	6,600	9,500	17,500	12,900	25,000	14,000	7,700	8,000	16,000	<b>10,400</b>
Spinal Fusion	110,000	15,700	14,500	10,300	10,000	16,900	15,400	33,500	9,500	6,000	6,200	12,800	<b>16,800</b>
Dental Implant	2,500	800,000	1,200	900,000	900,000	1,350	900,000	1,200	1,720	1,500	925	2,700	<b>1,100</b>
Gastric Bypass	25,000	12,900	12,200	7,000	7,500	10,900	11,500	24,000	16,800	9,900	9,750	13,700	<b>13,800</b>
Breast Implants	6,400	3,500	2,500	3,000	4,000	3,800	3,800	3,800	3,500	3,800	3,900	8,400	<b>4,500</b>
Rhinoplasty	6,500	3,800	4,500	2,400	2,900	3,980	3,800	4,600	3,300	2,200	2,500	2,200	<b>3,100</b>
Face Lift	11,000	4,500	4,000	3,500	3,950	6,000	4,900	6,800	3,950	3,550	4,000	440,000	<b>6,700</b>
Liposuction	5,500	2,800	2,500	2,800	1,400	2,900	3,000	2,500	2,500	2,500	1,800	2,900	<b>3,000</b>
Tummy Tuck	8,000	5,000	3,500	3,500	4,200	5,000	4,500	10,900	5,300	3,900	3,550	4,650	<b>4,000</b>
IVF Treatment	12,400	N/A	5,450	2,500	5,000	7,990	5,000	5,500	4,100	6,900	4,900	14,900	<b>5,200</b>

## A Cost Comparison with UK in (\$)

Medical Procedures			
Procedure	UK Hospitals	Türkiye	Average Savings
Coronary Angioplasty	\$13,000 - \$15,000	\$5,000 - \$6,000	60% - 65%
Hip Replacement	\$13,500 - \$14,500	\$6,500 - \$7,500	45% - 50%
Prostrate Removal (Prostatectomy)	\$7,000 - \$8,000	\$5,500 - \$6,500	15% - 20%
Knee Replacement	\$16,000 - \$17,000	\$7,000 - \$8,000	50% - 60%
Hemorrhoids Removal	\$3,000 - \$4,000	\$1,500 - \$2,500	45% - 55%
Plastic and Reconstructive Surgery			
Procedure	UK Hospitals	Türkiye	Average Savings
Face Lift (rhytidectomy)	\$11,000 - \$12,000	\$3,000 - \$4,000	65% - 75%
Breast Augmentation (Mammoplasty)	\$7,000 - \$8,000	\$3,000 - \$4,000	50% - 60%
Breast Reduction	\$8,000 - \$9,000	\$3,500 - \$4,500	50% - 60%
Liposuction (lipoplasty)	\$5,000 - \$6,000	\$2,000 - \$3,000	55% - 65%
Nose Surgery (Rhinoplasty)	\$5,500 - \$6,500	\$3,000 - \$4,000	40% - 45%
Tummy Tuck (Abdominoplasty)	\$8,000 - \$9,000	\$3,000 - \$4,000	55% - 60%
General and Cosmetic Dentistry			
Procedure	UK Hospitals	Türkiye	Average Savings
Root Canal (per canal)	\$300 - \$400	\$100 - \$150	55% - 65%
Tooth Whitening	\$900 - \$1200	\$400 - \$500	50% - 60%
Dental Implants	\$3,000 - \$4,000	\$900 - \$1500	70% - 75%
Gold Crowns	\$800 - \$850	\$200 - \$250	70% - 75%

- One of the major benefits of having a treatment in Turkey is the affordable price range according to your budget.
- International patients from the USA, Europe, Middle East and Western countries may save more than %50 to %70 on the overall treatment, even after including the travel, accommodation and other expenses.
- The cost of medical services in Türkiye is %45-75 lower than in UK.
- **Despite the lower cost, there is no compromise in the quality and standards of treatment or services.**

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## A Cost Comparison with the Leading Medical Tourism Countries

## 1. COSMETIC PROCEDURES

- Hair Transplantation and Treatments
- Plastic, Aesthetic and Reconstructive Procedures
- Dental Aesthetics and Treatments
- Medical Aesthetical Procedures

## 2. SERIOUS MEDICAL PROCEDURES

- Obesity and Bariatric Surgery
- Neurology
- Cardiology (Cancer Treatments)
- Orthopedic Treatments
- IVF Applications (Fertility Treatments)
- Stem Cells
- Urology
- Organ Transplantation
- Check-Up



# Popular Treatments for Medical Tourism in Türkiye

- Sapphire FUE Hair Transplantation
- DHI Hair Transplantation
- Pain Free Translation (Translation with Sedation)
- Hair Transplantation for Women
- Beard Transplantation
- Eyebrow Transplantation
- Sapphire Combined with DHI



# Hair Transplantation and Treatments

- Breast Augmentation / Reduction / Lifting
- Liposuction
- Eyelid Surgery
- Abdominoplasty
- Rhinoplasty (Nose Job)
- BBL ( Brazilian Butt Lift)
- Face and Neck Lifting
- Arm Lifting



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## Plastic, Aesthetic and Reconstructive Procedures

- Dental Implants
- Dental Crowns
- Hollywood Smile
- Bleaching (Teeth Whitening)
- Fillings and Root Canals



## Dental Aesthetics and Treatments

- Why to collaborate with MedicalTravelShop as a Top-Notch Medical Tourism Agency
- Steps to become Sub-Agency



## **Collaboration Opportunities with MedicalTravelShop for Health Tourism Activities in Türkiye**

- With more than 30 years of experience and thousands of successful projects in the field of Tourism, with our new start-up tourism business line as a Medical Tourism Agency,
- We aim to maintain our strong stance in tourism by offering an effective, high quality, sustainable, smarter healthcare that is easily accessible to everyone & budget-friendly healthcare via price transparency across all healthcare services including:
  - Aesthetic Plastic Surgery,
  - Hair Transplantation & Treatments,
  - Dental Aesthetics and Treatments,
  - Medical Aesthetics,
  - Serious Treatments.

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## Why MedicalTravelShop as a Top-Notch Medical Tourism Agency?

## In align with this vision:

- We carefully build-up a strong portfolio of Health Service Providers with:
  - The leading JCI Accredited and Certified Hospitals and Clinics that own the globally Trusted, Skilled, Recognized, Certified Surgeons delivering:
    - Best-in-Class results,
    - Best High-Tech Quality,
    - With the most Competitive/Affordable Prices.
- We offer Customised Packages, where we manage all processes **End-to-End to boost your Happiness, Empower your safety and Guarantee YOUR SATISFACTION:**
  - Thus, our customised packages will be included World Class TOP VIP services including but not limited to:
    - TOP VIP transfer ( Airport-Hotel-Hospital/Clinic),
    - The Highest Standard Treatment and Care including Free Consultation,
    - Luxury Hotels,
    - Free Translator,
    - An Exceptional Post-Op Care.

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# Why MedicalTravelShop as a Top-Notch Medical Tourism Agency?

Do you want to benefit from health tourism and go on vacation for medical reasons?

- We will help you make all the necessary arrangements with a wide range of TOP VIP medical options.
- No matter what, without compromising the high-quality of the treatments you need, we will make sure that best-in-class results and exceptional care will be delivered to every single patient that will be treated by our channel.

**And, as a TRAVELSHOPTURKEY Medical Tourism Department, We will take care of our patients from end-to-end with full love and make our guests to feel safe at home during their treatment journey in Istanbul.**

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**Why MedicalTravelShop as a  
Top-Notch Medical Tourism  
Agency?**

## HOSPITALS

- LIV Hospital Health Group
- Acibadem Health Group
- Medicana Health Group
- Koç University Hospital
- American Hospital
- Florence Nightingale
- Özel Etiler Hospital

## CLINICS

- Catwalk Nişantaşı Clinic
- Estetik International
- Health Point World
- AKL Polyclinic
- Emphair Clinic
- Esteworld



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