A blurred background image of chess pieces on a board. The pieces are out of focus, creating a sense of depth. The colors are muted, with greys and blacks being prominent.

# Quality Control / Accreditation

Being *competitive* on the international market

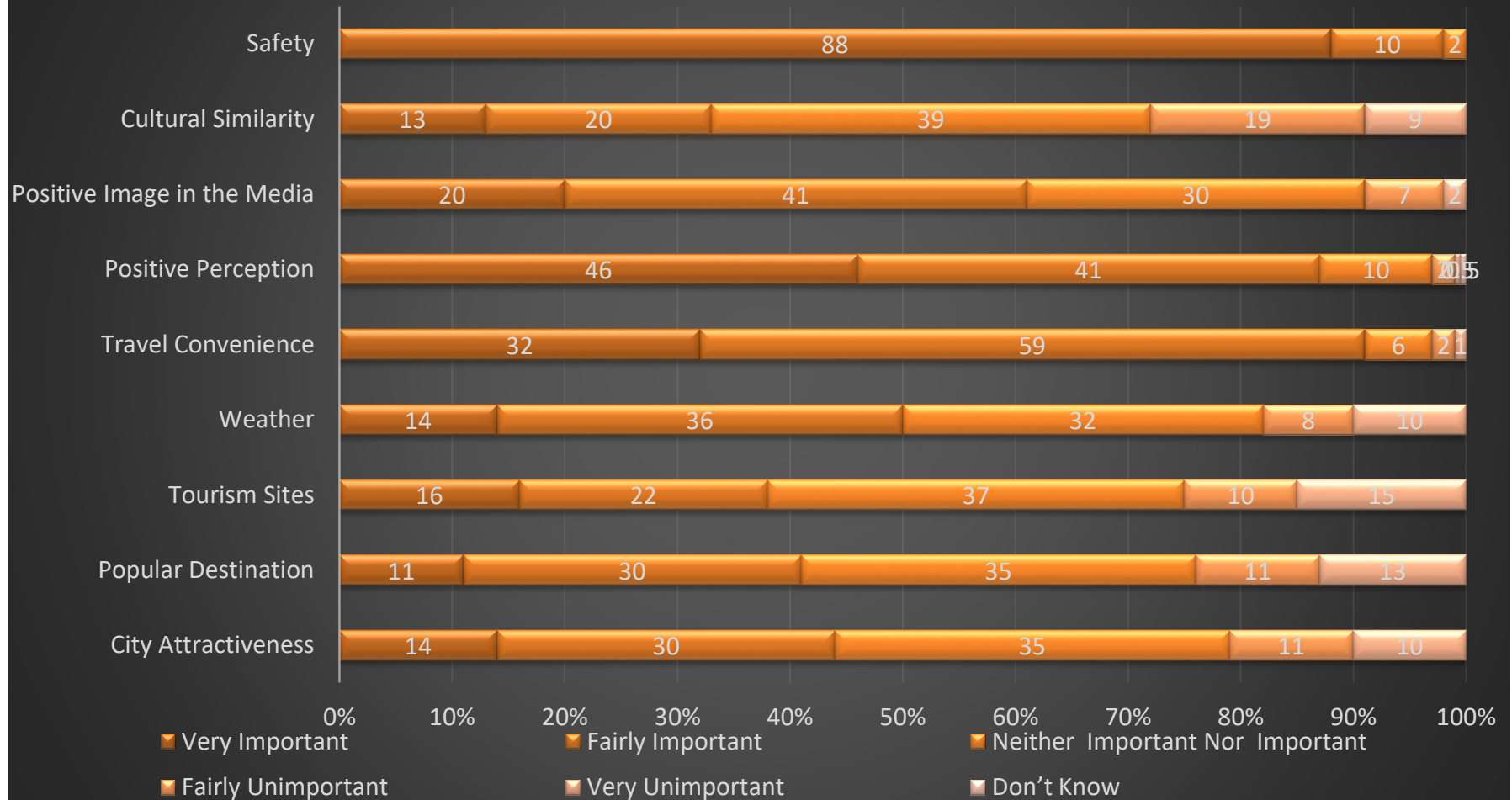
15.11.2016

Michael Adams MD MBA .

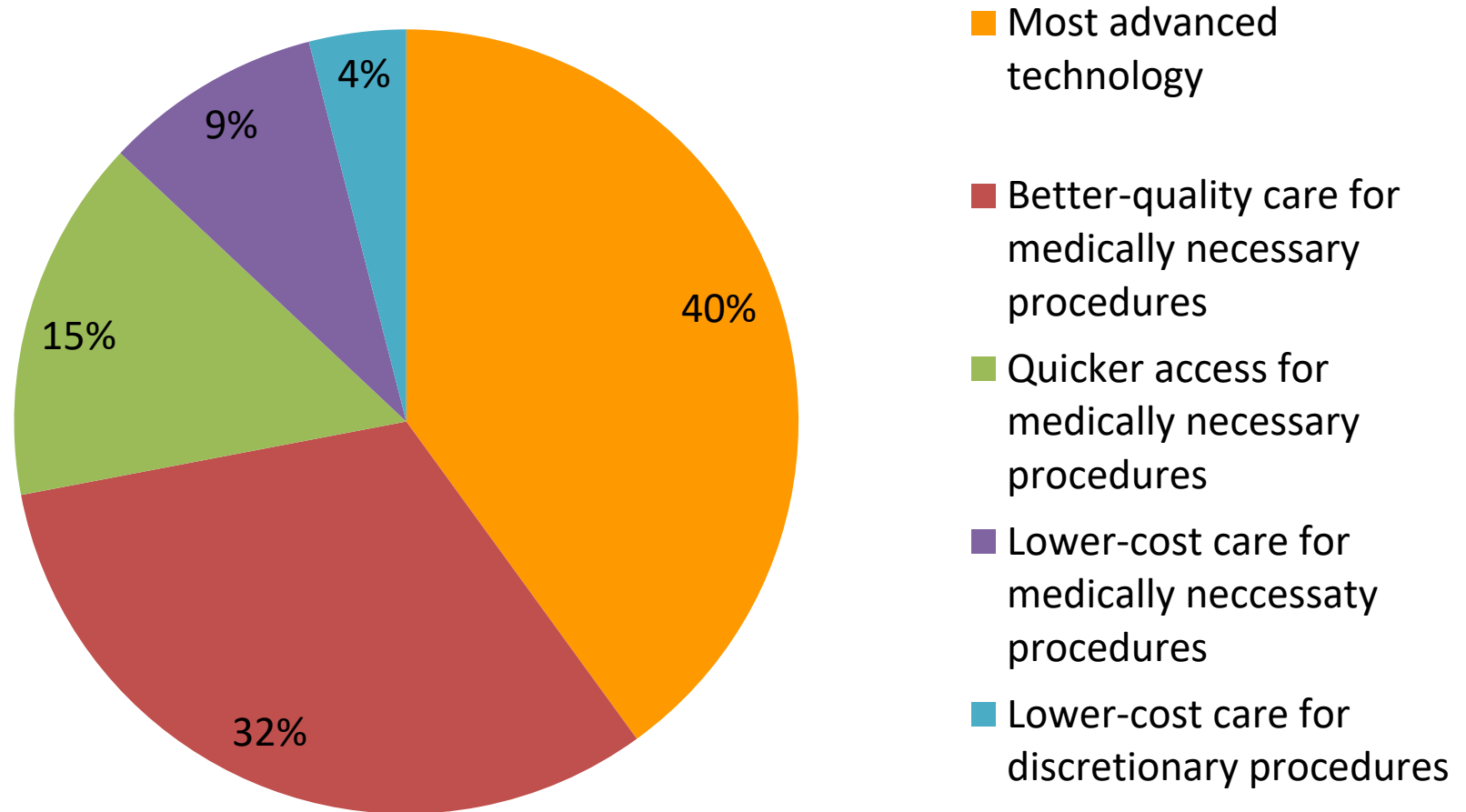
What to consider ? | What is more important ?



## 2015 MTA Patient Survey



# Main drivers of medical tourism\*



# Which one?

Accreditas Global, a division of AAAHC,  
INC. (United States)

Accreditation Canada International (ACI)  
(Canada)

Accreditation Council Canada  
International (Canada)

Joint Commission International (JCI) (United  
States)

Australian Council for Healthcare Standards  
International, or ACHSI (Australia)

Trent Accreditation Scheme

QHA Trent Accreditation, (UK-Europe)

Accreditation of France (La Haute Autorité de  
Santé) France



A large iceberg floats in a blue ocean under a cloudy sky. The visible tip of the iceberg is on the left side of the frame. The water surface is a clear blue line that separates the visible part of the iceberg from the much larger, submerged part below. The submerged part of the iceberg is a deep, dark blue-grey color, showing a rough, textured surface with vertical ridges and grooves. The sky is a bright blue with scattered white clouds. The overall scene is a metaphor for hidden challenges or risks.

What you've been led to see

What you have to do





# Customer Oriented Approach

## Case Studies |

- Healthcare Center
- Payer (Insurance )



# Case Study– Memorial Hospital



## 2000 / Turkey as a Medical Tourism Destination ?





2002

Memorial Hospital

2011

International Dept

2013

16 Centers  
International Offices

2015

Memorial Group

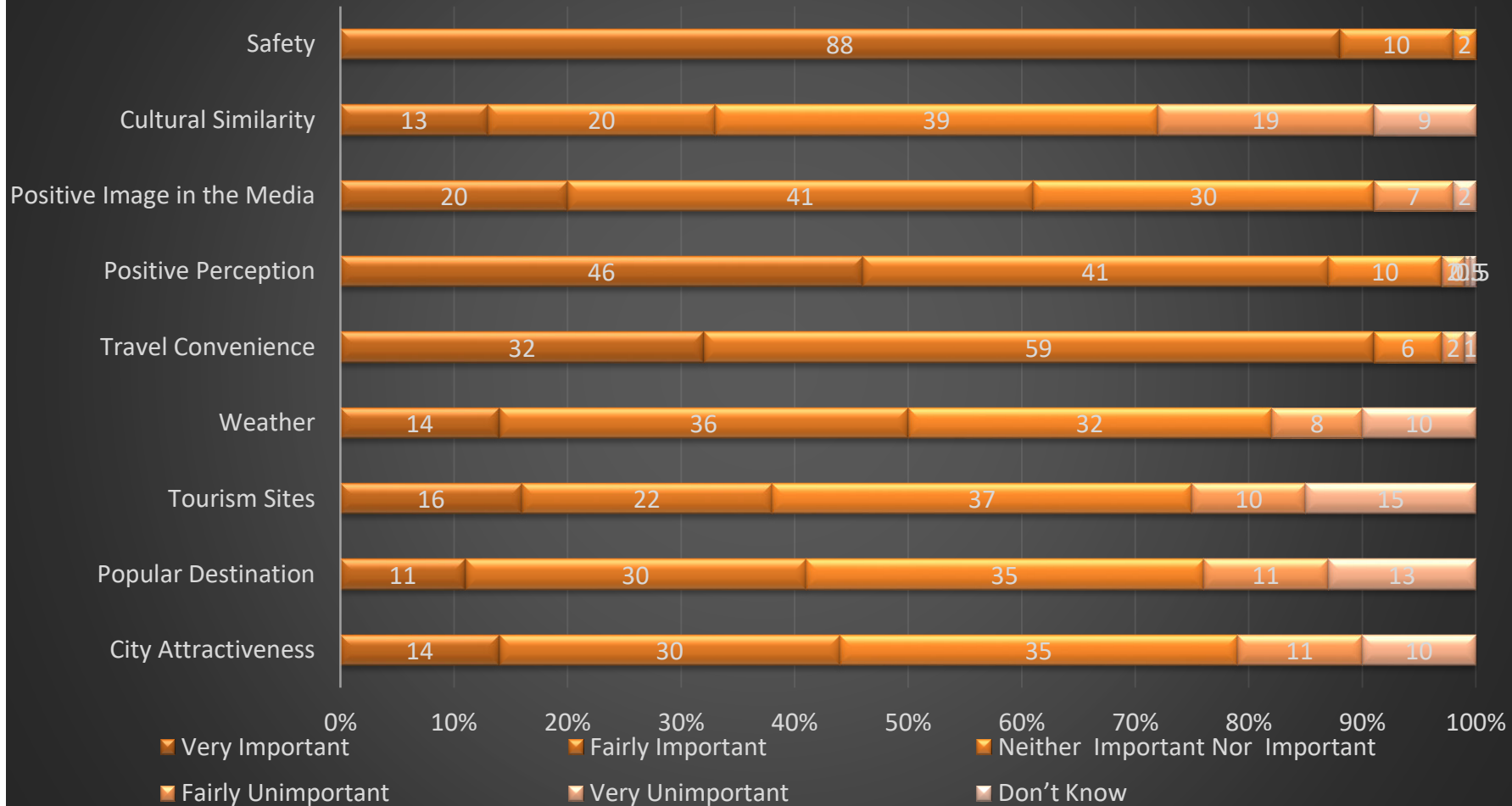


Location GeoPolitical Situations  
EU Advantages  
Near Future



CIS , North African Countries, GCC and Arabic speaking region. Eastern Europe

## 2015 MTA Patient Survey





CIS , North African Countries, GCC and Arabic speaking region. Eastern Europe





North African Countries, GCC and Arabic speaking region. Eastern Europe



CIS , North African Countries, GCC and Arabic speaking region. Eastern Europe



Opportunities CIS. Eastern Europe

# Customer Oriented Approach

## Case Studies |

- Healthcare Center
- Payer (Insurance )

# Insurance



Profits



Growth



Ever-increasing  
bargaining  
power on hospitals

# Governments







TRANSPARENCY



# Partners



## Case Study | Eurocross Turkey



24/7 Call Center  
Health, Travel, Roadside.Home  
Tech. Infrastructure  
Natiowide & EU netwrok

What it is now

What it has to offer

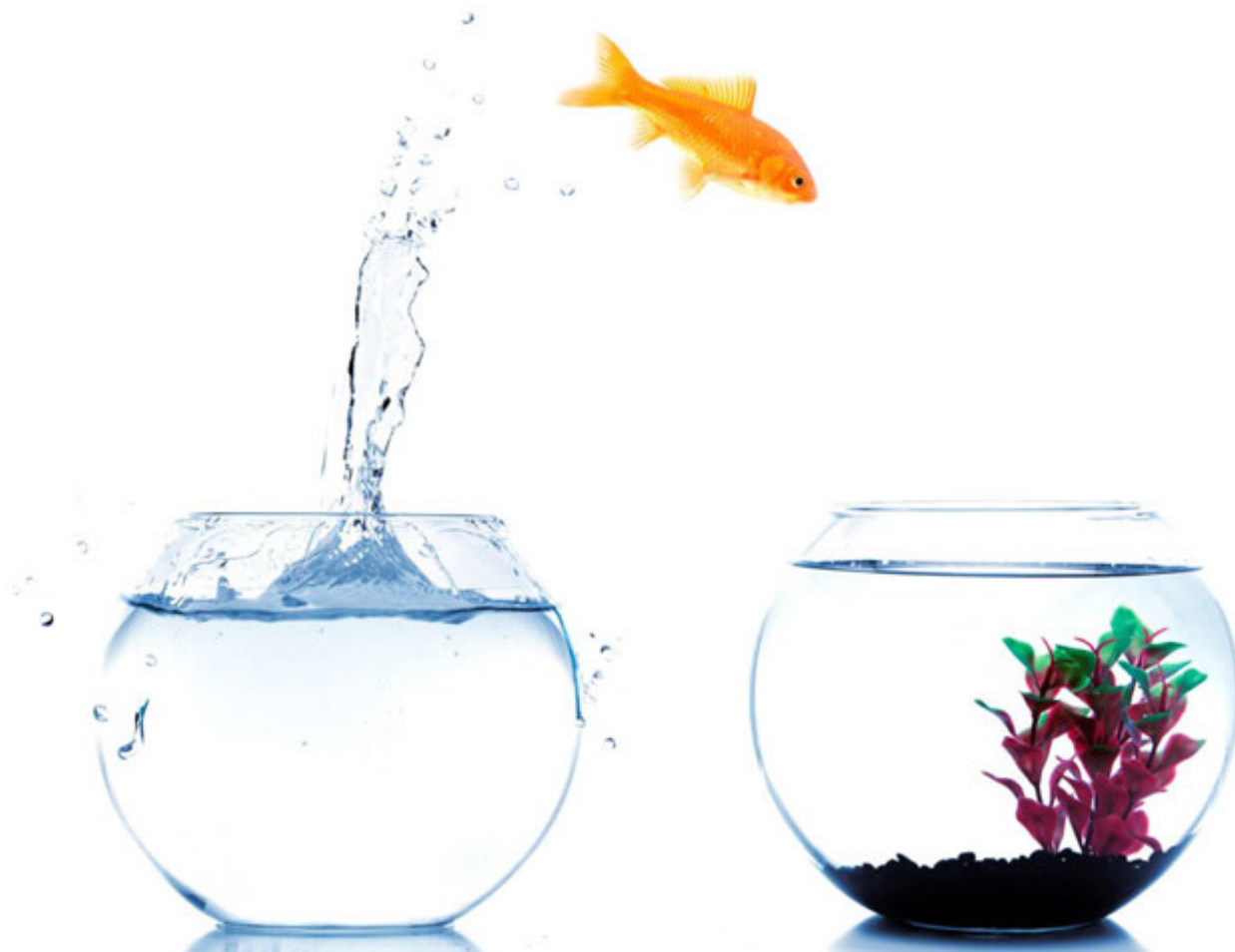






Location GeoPolitical Situations  
EU Advantages  
Near Future

Congratulations!





Thank you | Q & A

