

IMPLEMENTATION OF NEW “IT APPLICATIONS” AND “SERVICE & QUALITY STANDARDS.” TO THE MEDICAL TREATMENT SECTION OF THE TURKISH HEALTH TOURISM INDUSTRY

TÜRKİYE SAĞLIK VE MEDİKAL TURİZMİNDE YENİ BİLİŞİM APLİKASYONLARI İLE SERVİS VE KALİTE STANDARTLARININ UYGULANMASI

Ahmet Ferda SEYMEN

orcid:0000-0001-5708-1559, afseymen@gmail.com

ABSTRACT

The study undertaken will refer to the development of health tourism over the years and compare the current standing of the country among the world top ten destinations. The paper will review related literature and highlight applications of medical treatments as well as the number of patient arrivals from source countries. Health tourism has been progressively developing over the years mainly because medical treatment is becoming increasingly expensive in countries around the world. Among other reasons, the lack of medical facilities in proportion to the population and shortages in medical personnel has attributed to the rise of medical treatment and exceed affordable levels. Despite the extremely competitive rates offered by destinations for medical procedures, significant concern has been; why would somebody travel to a foreign country and seek treatment which might be high risk on behalf of the patient. Let alone the language barriers and differing standards in services extended to the patients can negatively affect the quality of treatment provided. On the other hand, facility requirements with conditions of hospital and clinics worldwide approved and standardized by JCI rules and regulations. Hence, medical facilities holding JCI Certification is automatically recognized worldwide.

Keywords: Health tourism, Medical treatment, CRM, Smartphone Apps, Service & Quality Standards

ÖZ

Türkiye'nin turizm alt yapısını geliştirmesi ve Türk Hava yollarının direkt uçuşlarla İstanbul'u ve Türkiye'yi dünyanın birçok başkentine bağlaması sonucunda hem Türk turizmi kalkınmış hem de özellikle son 5 yılda Sağlık Turizmi önemli bir büyüme göstermiştir. Türkiye de başta özel sektör yatırımları olmakla beraber ülke çapında zincir hastanelerin yapılması ve Türkiye'nin İstanbul, İzmir, Ankara gibi büyük şehirlerinin dışında da yeni hastanelerin açılması önemli bir rol oynamıştır. Yurt dışı hasta kabulü ile ilgili mevzuat değişiklikleri ve Akreditasyon konusunda titiz davranış ve uygulamalarla bugün Türkiye Dünyada ilk 10 arasında 5. Destinasyon olarak yerini almaktadır. Makalede ülkemizin bundan sonra sürdürülebilir bir kalkınma izlemesi için nelerin yapılması gerektiği incelenmiştir. Bu doğrultuda yeni bilişim teknolojisine dayalı mobil uygulamalar ile Hizmet ve Kalite Standartlarının uygulanması konusu araştırılmıştır.

Anahtar kelimeler: Turizm, Sağlık turizmi, Medikal turizm, Akıllı Telefon uygulamaları, Hizmet ve Kalite Standartları

1. LITERATURE REVIEW

The research will review the relevant literature concerning Turkey's launch into the health tourism specifically medical treatment in the fields of transplant surgery, cancer radiation therapy, orthopedic and neurosurgery, genomic medicine as well as hair transplantation, eye surgery, cosmetic and plastic surgery. The tourism industry of the country has steadily developed over the years attracting over 30 million tourists per year. Despite the adverse economic effects and terrorism, Turkey has invested heavily in the construction

of new hotels and the needed infrastructure for the industry. New branded chain hospitals and clinics have tripled in numbers over the past ten years. MedicalPark, Acıbadem, Memorial are the leaders in the field. Already a vast amount of private and government research hospitals exist in central cities. The country has reputable medical schools with trained staff and physicians nationwide. Strategic marketing and sales activities carried out by the private sector, and government institutions have placed Turkey, the fifth best medical destination of the world. Maintaining its current position and progressing even further, new IT technologies as well as Service & Quality Standards should be applied industry-wide.

Health Tourism in Turkey encompasses the following areas

- a. **Thermal Tourism:** A natural water treatment containing rich minerals for rehabilitation and physical therapy. The applications vary from wellness to medical implementations.
 - Wellness: Thalassotherapy, spa, massages, balneotherapy, pelotherapy, exercising, for weight loss and fitness programs.
 - Medical Applications: Physical therapy and rehabilitation, electrotherapy to cure skeletal and structural disorders as well as curing injuries due to accidents, sports, and other traumatic incidents.
- b. **Medical Tourism:** Involves a patient with who voluntarily decides to receive medical treatment and surgery in a foreign country. The treatment types may vary from an outpatient surgery or a much complex coronary bypass operation. In Turkey, the following procedures are quite standard and available as medical treatments. Transplant surgery, cancer radiation therapy, orthopedic and neurosurgery, genomic medicine, hair transplantation, dentistry, eye surgery, cosmetic & plastic surgery operations. Generally, a program of package holiday trip included for the patient and relatives for a peaceful recovery enjoying the new culture, scenery, history, sun, sea, and gastronomy of the visited country. What makes the package a popular venue is the plane tickets, arrival, and departure transfers, accommodation as well as city tours encompass the medical treatment plan. Another decisive benefit for the patient is that the medical bills could be recoverable from the institutions of the native country. Good advice would be to obtain insurance on travel and medical coverage before deciding to accept the package.
- c. **SPA and Wellness Tourism:** All luxury hotels in Turkey, designed and equipped with large spa outlets providing relaxation and stress relieving therapies in the form of massages, hot and cold-water treatments, saunas, whirlpools, shock pools, Turkish hammams, Finnish sauna Dry salt rooms with many other relaxing applications. Services offered are for all ages which look for relief and stress-free environment. The service and facilities supplement 5-star luxury accommodation equipped with state of the art gymnasium and Olympic size indoor and outdoor pools.

Tourism for Elderly Generation & Handicaps: Tourism and recreational facilities from hotels to indoor and outdoor shopping complex as well as related infrastructure has been designing to accommodate the old generation as well as the Handicapped people. Peaceful surroundings close to nature complimented with landscaping and scenery where people can interact and socialize with each other are fundamentally necessary issues. (Abdullah Soysal, Fedai Yağar, 2017)

Number of Patient arrival to Turkey over the years

Year	Number of Patients
2008	74.093
2009	91.961
2010	109.678
2011	176.000
2012	261.999
2013	300.000
2014	335.460
2015	398.350
2016	500.000
2017	600.000

(TÜRSAB, 2015)

Number of Patients Projected to arrive in Turkey till 2023

Year	Number of Patients
2018	800.00
2019	1.000.000
2020	1.300.000
2021	1.600.000
2022	1.800.000
2023	2.000.000

(TÜRSAB, 2015)

The top 10 medical treatment destinations of the world.

No.	Country	Remarks					
		Cost savings (USA) \$	Treatment	Technology	Packaged	History	English Speaking Personnel
1.	India	65% to 90%	Hip, knee, cardio, coronary bypass, Angioplasty	Cutting-edge technology	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, rich cuisine	Very high
2..	Brazil	20% to 30%	Cosmetic & plastic	Very high	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, rich cuisine	Mid to High
3.	Malaysia	65% to 80%	Cosmetic, eye, prostate, liver, gallbladder, pancreas & kidneys	Very high	Free use of luxury facilities	Rich cultural environment, Landscape, and scenery, rich cuisine	High
4.	Thailand	50% to 75%	Cosmetic & dermatology	Very high	Free use of luxury facilities	Rich cultural environment, Landscape, and scenery, rich cuisine	High
5.	Turkey	50% to 65%	Transplant surgery, cancer radiation therapy, orthopedic and neurosurgery, genomic medicine	Very high	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, vibrant cuisine. 4 season tourism potential	Mid to High
6.	Mexico	40% to 65%	Dentistry & cosmetic surgery	High	Free transfer and city tours	Rich cultural environment, Landscape, and scenery. rich cuisine	High
7.	Costa Rico	45% to 65%	Eye surgery, cancer therapy, and bariatric surgery	High	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, rich cuisine	Very high
8.	Taiwan	40% to 55%	Cardiac diseases and orthopedics	High	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, rich cuisine	Very high
9.	South Korea	30% to 45%	Internal medicine, cosmetic surgery & dermatology	High	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, rich cuisine	Very high

10.	Singapore	25% to 40%	Cardiology, neurology, oncology, ophthalmology, organ transplants, orthopedics, pediatrics	High	Free transfer and city tours	Rich cultural environment, Landscape, and scenery, rich cuisine	Very high
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(Stephano, 2018)

Ranked as the five fifth global destination for medical treatment what should be the strategy to not only remain among the top 10 but move to the number 1 seat in the coming years. The global sales & marketing penetration is one of the most critical areas to grow business to new horizons. Service quality, technologically advanced equipment's, patient satisfaction, legal issues and documentation, patients' rights, doctor and medical staff training on fundamentals of medical treatment as well as competitive pricing will increase business and challenge other destinations in the medical treatment segment.

The internet age has removed boundaries between countries and destinations. There are over 4 billion people around the world using the internet.

Much of this year's growth in internet users is due to the availability of low-cost smartphones and mobile data plans. Over 200 million people received their first mobile device in 2017, and 75% of the world's 7.6 billion inhabitants now have mobile phones.

Total internet users in 2018 are 4.021 billion, up 7 percent year-on-year

Overall social media users in 2018 are 3.196 billion, up 13 percent year-on-year

Cumulative mobile phone users in 2018 are 5.135 billion, up 4 percent year-on-year (Digital in 2018 Global Overview, 2018)

Mobile industry will reach new highs in 2025. In 2017 already 5 billion people connected to mobile services, the global mobile sector will increase drastically in the coming years. The number of unique mobile subscribers will be approximately 5.9 billion by 2025, to the amount equivalent to 71% of the world's population. Growth will come from India, China, Pakistan, Indonesia, and Bangladesh, as well as Sub-Saharan Africa and Latin America. The speed of growth is slowing though, as most of the developed world approaching saturation. 1.75 billion new users will be added over the next eight years, thus reaching to 5 billion mobile internet users in 2025. (Mayuran Sivakumaran, Pablo Iacopino, 2018)

To promote services globally, the efficient use of the internet is the key to success. Above figures illustrate that already over 4 billion people are using the internet in the form of mobile phones, devices, pads, PC's to search for points of interest. They use social networks to keep themselves up to date with the most recent news and happenings in the world and search engines to find about their peculiar interests. This figure is estimated to rise to 5.9 billion by 2025.

So, the question is? What kind of strategy should a country both on the government and private level devise to promote medical treatment segment within the coming years? SEM "Search Engine Marketing" as well as "CM" Content Marketing strategies should be used to encourage a brand with the type of service provided on the website. The other important issue is the utilization, on of "CRM" Customer Relations Management, data derived from existing and potential patients be to be used effectively in promoting services and tools.

CRM implementations in the health treatment segment

The collection of patient data concerning hospital visits, medical history, complication and health-related records kept. On a master file.

Processing of relevant data and identifying potential patients to share services offered by way of communication.

Matching data in-hand and offering suitable marketing campaigns to those patients.

Evaluating data about return on investment (ROI) from established campaigns.

These studies should be carried out in two forms: In-Patient CRM and Out Patient CRM.

In-Patient, CRM consists of all activities while the patient is in the hospital, receiving services or treatment on the premises. It is essential to gather as much as relevant information as possible from the patient during this stage. However, this critical stage should be as hassle-free as possible.

Out-Patient CRM is an effective strategy carried out after the patients discharge from the hospitals. Once the personal information is on file, maintaining close contact with the patient to offer routine checks or supplemental treatments and other campaigns provided by the institution.

Healthcare CRM is making use of the latest technology to provide new services to patients and creating customer satisfaction and improving customer loyalty. There is a need for pre-planning and executive support to address the human aspects of implementation. For successful implementation, special CRM software and cloud-based systems can be beneficial to disseminate the valuable information and data. (Archit, Role Of CRM In Healthcare Services, 2017)

Mobile Apps used in the Healthcare Industry

Today's world is more efficient with apps which can assist us in our daily lives. Tracking of regular appointments, to the collection of data regarding daily exercise and calories burnt, to banking activities, purchasing of groceries to household goods, even reading of daily horoscopes we use Mobile applications to control nearly every aspect of our life. Below are some of the Apps which are available in the Healthcare sector:

Online Searching and Appointments

These types of apps have made available both facilities and doctors for patients to schedule an online appointment, at a clinic or a hospital. The facilities connected to Google Map for easy directions, patient reviews of the facility and service provided are part of the app to help patients with real-time testimonies. The cutting of red-tape, allowing prior cancellations, reminding of day and time of appointment has revolutionized patient-hospital-doctor relations.

Better Patient Engagement and Improved Patient Safety

Recent apps have benefited patients to no longer wait in long queues for doctor visits and appointments. Patients can consult their physicians online, attend chatboxes and connect to specialists on voice or video calls to seek help with their questions. Furthermore reminded of their medicine intake and prescription intervals.

Better Decision-Making

Before apps to seek information from hospitals, clinics, doctors, treatments were to ask friends and read periodicals. Nowadays vast details on all of the above with reviews and testimonials are available at our fingertips. Connecting to an app is sufficient to start getting up-to-date information.

New Business Models

Offering improved business models by allocating the available treatment rooms, filling the necessary paperwork and documentation as well as the insurance issues all at the same time by providing a seamless and time-saving operation.

Electronic Medical Records

Cloud-based apps are enabling the secure keeping of patient records. The patient can share his/her documents despite the location through the use of the app in any part of the world. No longer carrying of files or having the fear to lose them is relevant. It also allows immediate and emergency treatment away from home.

Recording Vital Signs Using Smartphones

Already the app is available in google play store monitoring the heartbeat and body temperature; shortly smartphones will detect abnormalities in DNA or other distracting signs of the human body etc. Allowing early intervention and alerting to immediate treatment.

Increased Availability and Affordability of Medicines

Patients can check services and prices of treatment and medicine of different hospitals and clinics before deciding to receive treatment. Furthermore, they can read reviews and testimonials to verify information concerning their interest.

Improved Healthcare and Disease Control

Improved database concerning illness, symptoms of diseases and precautions have been made available by the World Health Organization (WHO) for physicians to utilize and enhance controlling of diseases.

Robotics

Massive inventions aiding crippled and lame patients to stand-up and walk with the help of robotic devices are increasingly available.

Nanotechnology

The healthcare sector and the mobile technology is collaborating by introducing mini robots into the human body to cure diseases, open clogged arteries, clean ligaments, patch wounds, etc. The treatment is allowing immediate access to parts of the body without having to open the patient using conventional methods which prolongs the recovery time eliminating side effects and infections. (Archit, How Mobile Apps Are Changing The Healthcare Industry Landscape, 2018)

Big Data

In this day and age, we are all surrounded by sensors to the point where the clothes we buy, our grocery shopping, application for a loan, becoming a member of a social media network. Where and whenever we swipe our credit cards to purchase anything we are giving away our personal information to the establishments we choose to do business. In return, this extensive information generated is being mined by companies and institutions to sell us more products or services that we are inclined to buy. The data provided works as our DNA's giving away the most valuable information concerning our private lives.

The processed data finds us through messages to our smartphones, laptops, tablets with hoards of mailing of products and services which match our living and buying habits. Companies use teasers as discounts and special prices or custom-tailored experiences like Amazon's recommendation engine or coupons from the grocery store. (The Not so Distant Future of Big Data, 216)

On the other hand, the companies are now forced to follow legal procedures regarding the collection and the use of personal data.

The rapid growth in technology allowing people to use a mobile application on smartphones and mobile devices brings along unique and specific rights for collecting, using and re-using of private data. Hence in many countries and on a global scale, there are strict laws and rules regarding data privacy act. Below is a summary of Turkish regulation.

2. TURKISH PRIVACY ACT

The purpose of the act is to protect personal data respecting the privacy and fundamental rights of an individual. The bill concerns all automatically collected personal data and written records of individuals. The law requires that all received data be kept strictly confidential. The data can be obtained with the signature of the individual giving consent for the collection of data. Law requires data collected always to remain anonymous. The use and re-use of received data are subject to protection by law and must abide below issues:

- a) In compliance with the law and moral conduct.
- b) Correct and UpToDate.
- c) Re-use of data for specific, explicit and legitimate means.
- d) In compliance with and limited to the methods of the related subject.
- e) Duration of the re-use of data should be restricted to the terms stipulated by the law. (KVKK, 2016)

The healthcare sector is regulated and monitored by governments in countries around the world. The practice of direct or in-direct marketing is considered unethical. Governments decide the location, size and treatment applications of hospital's as well as clinics. The price of all medical treatment, supplies, drugs, laboratory services, medical imaging is carefully monitored to deliver maximum benefit to the public. Marketing of healthcare services, procedures, and pharmaceutical applications cannot be advertised in Turkey as well. Hospitals, clinics, and institutions are restricted to share marketing campaigns promoting health treatments of any kind. Regardless of not being able to engage in marketing activities the best possible way to build a better business id through brand recognition. To provide quality service and facilities is one of the best ways to increase brand recognition and grow business independent of media coverage, campaigns.

The key to successful brand recognition is through:

The focus of the establishment should be client/patient-centered

Services offered should not be limited to diagnosis and treatment but overall patient care.

Actively educating the patient about healthy living practices during the treatment phase

Focusing on healthcare and better living conditions rather than illnesses

The rights and benefit of all stakeholders should be taken into consideration (patients, patient relatives, doctors, healthcare employees, public, institutions, and the healthcare industry).

To take each event as an independent case with the utmost attention

Provide all services and treatments accessible and understandable. (Aksoy, 2013)

Service Standards

Achieving client/patient satisfaction from the beginning to the end is possible by implementing “hotel” guest service standards in hospitals and clinics. Guest service standards are clearly defined by hotels to increase client satisfaction at every step. Hospitals and clinics should apply “Service Standards” with periodic training programs to all staff. Furthermore, they should not only recruit qualified physicians and medical staff, but they should also be multilingual. Reception staff, transfer personnel, including drivers should speak foreign languages.

Apart from the “Service Standards” listed below; there are also “Quality Standards” which affect the condition and upkeep of physical facilities. Such as cleanliness of rooms, outlets, elevators, stairs, public areas as well as all indoor and outdoor areas of the hotel. Additionally, departmental hotel guidelines allow routine cleaning, maintenance and upkeep of all facilities of the hotel enabling the guest to enjoy a quality experience while on the premises. Quality of conditioned air, shower water, the speed of internet, facility lighting. Sleep quality, food, and beverages consumed in restaurants and bars, room service. Concierge and bell services, check-in and out procedures car parking facilities, Fitness and massage services are just a few of the many services where the staff is trained continually to achieve highest guest satisfaction.

Monitoring of Guest satisfaction by using mobile apps and in-house computer programs like web-valet, Revinate, Fidelio’s Opera applications are possible. These apps will enable the establishment to communicate with the guest/client even when the client is not on the premises. They allow sending of questionnaires, information regarding services and facilities. Check-in and out procedures, billing and asking for special requests of the client while away from the property. All these instruments improve the quality of life of an individual and raise guest satisfaction to the highest levels. To compete with rival establishments hospitals and clinics must invest in trained and educated human resources as well as the latest technology used in the service industry.

In hospitals and clinics, the services can be performed on the premises, while the communication and follow-up of patients recovery and post-operation phase should continue with periodic checks by the establishment.

Listed below are essential headings regarding Hotel Reservation, Reception, Bell Service and Concierge procedures, specially adapted for the Hospitals and clinics. The processes below mainly involve actions while being face to face contact with a client.

Reservations/Call Center

1. Voice tone arranged before answering the phone.
2. Respond to telephones before the 4th ring.
3. The phone conversation will follow as: “Good morning/ afternoon/evening, this is (Name), how may I help you? “
4. Type of treatment and relevant information asked, logged and brief details on the procedure forwarded.
5. Necessary paperwork’s and documentation to be informed.
6. Payment options and prices confirmed with the physician.
7. Process on packaged treatment & other requests and payment policy to be disclosed.
8. Arrival time, patients name, arrival date should be asked.

9. Clients name-checked by repeating back to the patient and reachable phone number to be confirmed.
10. Reservations completed and approved by the patient.
11. Staff should help taking special requests and forward to the appropriate departments on patient's behalf.

Welcoming the Client/Patient

1. Patient must be greeted at the door and addressed by the staff "Good Morning / Afternoon / Evening." How are you today?
2. Patients with baggage to assisted and escorted.
3. Patient and relatives to be greeted and escorted to the lounge.
4. Check-in desk and other staff to actively greet the patient within 30 seconds of arrival.
5. Patient and relatives to be offered refreshments.
6. Treatment procedure, conditions, time and other relevant information to be disclosed.
7. Do's & Don'ts to be explained to the patient on the day of the operation.

Greeting, Welcoming & Addressing the Client/Patient

1. Staff should always remember that the first impression is the last impression.
2. The staff should stand straight and poise confidence.
3. All employees should be in clean attire and uniforms.
4. A smile is a priority confirming positive attitude.
5. Staff not to engage in chatting amongst each other.
6. Staff should be polite and never be too personal, over friendly with the client.
7. When engaging with fellow team workers, all should address themselves as "Mr. or Mrs." in a kindly manner.

Staff Manners while with the client:

1. Always be kind and polite.
2. Greetings should be genuine and follow with; "Good morning/ afternoon/evening."
3. Never discuss work-related problems with a client.
4. If a client has a problem, the staff must listen carefully and help immediately.
5. To be able to deal with an angry client, staff should feel empathy and extend apologies.
6. A farewell should end with a thank you and "Have a nice day, evening," etc.
7. Staff should politely forward client's request to other departments or fellow workers.
8. All clients especially the elderly should be escorted or helped using stairs, elevators, etc.

Proper verbal usage to be always used

1. Most essential words are; Please, Thank You, Excuse Me, May I Help You? Yes, Sir / Madam;
2. Avoid using slang and speak openly in a friendly manner.
3. Must try to use clients name whenever possible.
4. Never say "no" to a client's request, if the request is above your limits, check with the manager to seek a solution.
5. Never say "don't know" but find out for the client. Ensure that information given to the client is accurate.
6. Always give the client your full attention.
7. Never say yes if you do not fully understand.
7. When a client asks for directions, do not point to a course but accompany the client.

8. When a client requires assistance, do so whenever possible, regardless if it is your job. Unable to assist, get someone who can.
9. Never argue with a client. If the client has a problem, try to fix it, if not get the manager immediately.
10. An inconvenienced client is a person who has not received proper service standards.
11. Never discuss negative or personal views with a client.
12. Always use appropriate eye contact and smile.
13. Never touch a client unless administering CPR / First Aid.

Improving Quality Standards of Hotels

The new designs involve the general ambiance and atmosphere, guest rooms, in meeting rooms, food & beverage outlets, etc.

Some of the well-known hotel chains are continuously working to create the hotel of the future with innovative ideas which shape the design and usage of hotels facilities. An excellent example of this is the Intercontinental Hotel Group, Holliday Inn brand "Open-Lobby Concept." There are similar projects on the market designed and operated by other international chains such as, "Alof" by Sheraton Hotels, "Indigo" and "Tru" by Hilton Hotels, "Courtyard" by Marriott's, "Element" by Starwood and "Vib" by Best Western Hotels.

The concept of "Open lobby" by Holiday Inn, involves three elements, 1. Design 2. Food& Beverage 3. Service; The design of the "Open Lobby Concept" is more like an all-in-one concept, where guest can eat/drink, have fun, relax, connect and be in transition in an area where there are no visible boundaries. All these facilities are located on the ground floor at the entrance and scattered around the reception area and connected to the lobby with a Media lounge, game & Pop-up area, e-bar to join online, a café serving drinks and snacks, 24/7 to guests with takeaway service to the rooms. (IHG, 2016)

How could the Hospitals & Clinics benefit from the future design and applications of the hotel industry regarding the preparing of areas which are more comfortable and cozy for the patients to spend time and socialize during their recovery period? The most critical issue is the hygiene and disinfection precautions that hospitals must implement as it is mandatory for all establishments under strict policies of government health departments. Nevertheless, the changes can be worked to enhance client/patient satisfaction and increase the value of human lives at stake.

3. SUGGESTIONS

1. A joint office under the Turkish Health Ministry and Ministry of Tourism with the private sector to be established.
2. Turkish Airline's sponsorship of Medical & Health tourism should intensify.
3. Ministry of Health & Tourism officials to review current standings of Turkey and produce a strategic business plan with all stakeholders involved.
4. Existing and future projects to be designed according to the overall medical treatment trends and expectations.
5. A national portal to be devised to promote Turkish Tourism
6. Latest IT technology to be integrated into current and future projects; (CRM, Smartphone Apps, National hotline, National Travel Insurance policy), etc.
7. Affiliations with international chains on tourism & health treatment to be developed.
8. Service and Quality standards of Hospitals & Clinics to be standardized.
9. Educated and multilingual human resources to be recruited.
10. The accessibility of Tourism packages to be readily available internationally based on segmentation.
11. Further development of schools with medical care & treatment curriculums to be promoted.
12. The launch of Alternative Medical treatment filed to begin.
13. Wellness and Fitness concepts for healthy living to be promoted

14. Thermal therapy and rehabilitation centers to be opened and promoted.
15. Nature and environmental tourism to be promoted.
16. Focus and market the Winter tourism for the upper segment.

Government incentives declared must be offered to all Health and Medical Treatment establishments:

Incentives for the Health and Medical Treatment Establishments

1. Product-Service Registration Support (abroad)
2. Overseas Brand Registration Support (all expenses)
3. Overseas acquisitions Support
4. Certification Support (all related expenses)
- 5) Overseas Promotion Support
6. Organization Support (up to 15K\$)
7. Search Engine Support (%50 for 100K\$)
8. Overseas Branch Support
9. Trade Delegation and Purchase Delegation Supports,
10. Consulting Support (%50 for 200K\$)
11. Patient Transportation Support (20%. 1,000\$ per patient)
12. Agent Commission Support
13. Promotion and Training Activities Support
14. Tradeshows and Activity Support
15. Individual Fair Participation Support, (IGEME, 2018)

4. CONCLUSION

Turkey has come along way paving its path as the world's 5th. Best Medical treatment destination in the world. Despite the economic uncertainties of the past three years and the never-ending terrorism activities along with the Syrian crisis, it has done an excellent job in securing this position. However, it requires tremendous hard work and determination to maintain this position let alone to exceed and past the competitors. The use of the latest technological advancement, along with new designs and effective lobbying against strict legislative bodies must be handled very wisely. The recruitment and selection of multilingual staff and rigorous training in Service Standards as well as adhering to Quality Standards will secure the number one position to Turkey.

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