

Health tourism has been emerging as an alternative tourism trend in the world and in our country especially in recent years. In this context, Türkiye is one of the most ideal countries for health tourism thanks to its historical experience on health, advanced technological infrastructure, qualified health personnel, quality service mindset, its climate, history, nature, thermal springs and the airline brand that flies to the highest number of destinations in the world, namely Turkish Airlines.

The International Health Services Inc. (USHAS) was established in 2019 with the Presidential Decree Law no. 663 (official journal dated August 3, 2018 and numbered 30498) as the authorized institution of the Ministry of Health to promote the services provided in Turkey in the field of international health services and support and coordinate public and private sectors' activities on health tourism.

Under the leadership of the Ministry of Health and with the support of the Ministry of Culture and Tourism of the Republic of Türkiye, USHAŞ launched a comprehensive study within the scope of which it prepared and operationalized the health tourism web portal, an important component of “HealthTürkiye”, the official umbrella brand of Türkiye’s International Health Services. This web portal was announced to all hospitals with a health tourism certificate on September 11, 2022 and our hospitals started to enter into the platform on September 12, 2022. The platform was put into service for the entire world through www.healthturkiye.com on October 31, 2022.

“HealthTürkiye” – the Umbrella Brand in International Health Services

Having been established to promote international health services provided in our country to the world and add value to health tourism within the scope of the Century of Türkiye vision, “HealthTürkiye” is our country’s roof brand in these services and it consists of several components. As the globally shining star of health, we aim to promote our health services to the entire world under the brand “HealthTürkiye” through our inclusive services approach, qualified and experienced healthcare professionals, advanced health technologies, quality services and strong platform.

1 – International Health Services Platform (HealthTürkiye web portal)

This platform is one of the rare state-guaranteed universal platforms enabling people who would like to come to our country from abroad within the scope of health tourism to get familiar with, and have easy access to, the health system and the relative health institutions in our country.

In addition to promoting our country’s health system and health institutions, this platform promotes other tourism sectors in our country in collaboration with the Ministry of Culture and Tourism.

Our platform supports end-to-end health services provision and provides privileged services with its user-friendly interface prepared for our international guests who would like to receive health services in our country.

Thanks to this platform under the roof brand “HealthTürkiye”, international health tourists are able to make direct contact with the health institutions authorized by the Ministry of Health.

Health tourists who plan on choosing our country to receive health services can easily access all the information they need through “HealthTürkiye” which is the official and most comprehensive platform for international health services in Türkiye. All the information and services on the platform are published under the guarantee of the Ministry of Health and the Ministry of Culture and Tourism.

2- 24/7 Support by International Patient Call Center

The International Patient Call Center, easily accessible by patients who plan on travelling to Türkiye to receive health services or are already in Türkiye for this purpose, serves as another important component of HealthTürkiye and offers services in 6 languages (Arabic, Russian, English, French, Persian, German).

International health tourists can benefit from the services of the Call Center for all of their questions, suggestions, complaints and requests before they arrive in our country, while they receive health services in our country and afterwards.

3- Service Satisfaction Surveys

A satisfaction survey is sent through the platform to health tourists who put their trust in us and travelled to Türkiye for health services and returned to their country, to assess their experiences and views. Their level of satisfaction will also be measured through our call center.

Results of such surveys will be carefully monitored to obtain necessary data to be able to solve the problems encountered by health tourists receiving treatment in our country, with an approach that considers them not as tourists but as guests who trusted us with their most important asset: their health.

Responses to the satisfaction survey obtained through the call center and the platform are analyzed and the analysis results are periodically shared with health institutions that offer international health tourism services to improve service quality and enable follow-up studies based on measurement results.

4- USHAŞ Academy

The USHAŞ Academy was founded to provide academic support to USHAŞ’s areas of interest related to international health services—especially health tourism.

The USHAŞ Academy has launched studies to improve tourism of vocational training in health in addition to several ongoing projects to increase national capacity. The academia is also ready to host other countries’ healthcare professionals, bringing them together with our countries’ professionals and strong system within the scope of vocational training programs in cooperation with hospitals and universities in our country. Various training modules are being prepared including language training to improve the level of qualification of our labor force providing health tourism services.

5- Promotional and Representational Opportunities Abroad

Several events in Türkiye and abroad including comprehensive business fora, scientific panels, expos, B2B and G2B meetings are organized to bring together all internal and external stakeholders to be able to share our country's knowledge and experience in health and expand the fields of partnership and cooperation abroad.