BRANDING IN HEALTH TOURISM

A STRATEGIC BUSINESS MODEL PROPOSOL FOR COUNTRIES

PROF. HASAN HÜSEYIN YILDIRIM

Health Policy Books

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Hasan Hüseyin Yıldırım, graduated from the Department of Health Management at Hacettepe University (Ankara-Turkey) in 1996 with the highest GPA. He started his academic life as a research assistant at the Hacettepe University in the same year. Earning master and PhD degrees at Hacettepe University in the field of Health Management and Policy, Yıldırım worked as a visiting research associate (2005-2006) at the LSE Health Research Centre through Chevening scholarship of the British Council. During this period, Dr. Yıldırım mainly focused on health policies, health systems, health economics, health financing and effect of the EU health policies on the health policies of Turkey.

Dr. Yıldırım worked as a faculty member at Hacettepe University until 2017. Besides being a professor of health policies at the University of Health Sciences (Ankara, Turkey), Dr. Yıldırım is also the director of TÜSEB Turkish Institute for Health Policies. Dr. Yıldırım has also been serving as a board member of TÜSEB and a Steering Committee Member of the G20 Global Innovation Hub for Improving Value in Health.

Previously, Dr. Yıldırım worked as an acting general secretary of TÜSEB (2020-for two months); an acting director of Turkish Institute for Traditional and Complementary Medicine (2017-2020); a Deputy Head of Department of Health Management at Hacettepe University (2012-2013); founder

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Dr. Yıldırım represented Turkey in the international project titled "Health PROMeTHEUS: Health Professional Mobility in the European Union Study" (2009-2012) financed under the 7th Framework Programme of EU, also took part in the "Turkey Health Literacy Research" conducted on behalf of Sağlık-Sen, and "Turkey Medical Tourism Report 2013" and "Turkey International Patient Report 2015-2016" prepared on behalf of the Ministry of Health, Turkey.

Dr. Yıldırım has nearly 100 articles and 50 books & book chapters. The book titled "Public Policy: Theory and Practice", in which he is among the authors of the chapter, received the 2014 TÜBA's Noteworthy Copyright Award.

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Specialized in health policies, Dr. Yıldırım's works pri-

marily focus on policy, management and economics issues related to health, health services and health systems.

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ABSAM HEALTH POLICIES CENTRE

ABSAM Health Policies Centre (Ankara, Turkey) aims to adding years to life and life to years, and so contributing to community development through producing original, creative, useable and innovative knowledge based on R&D by carrying out consultancy, research, training and publishing activities in an integrated manner in all related areas of health, health care and health systems; particularly policy, management and economic dimensions.

Health Policy Books (HPBs)

The Health Policy Books aims to present critical, inter-disciplinary eBooks around policy, economics and management issues related to health, health services, and health systems. Each volume provides a critical approach to a particular issue or important topic, and is of interest and relevance to students, scholars and practitioners across the health policy, health economics and health management sciences. The books are produced by ABSAM Health Policies Centre.

List of Titles

1. Yıldırım HH. (2020). *Branding in Health Tourism: A Strategic Business Model Proposal for Countries.* Second Edition. Health Policy Books (eBook). Absam Publishing, Ankara.
2. Yıldırım HH, Özlem Ö and Yıldırım T. (2020). *Financial Sustainability in Health Systems: Theory and Practice.*

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FORWARD

The phenomenon of health tourism has begun to play a major role in societies' social life, economic development, and integration with the world. Health tourism involves a wide range of products and destinations and is becoming an area that many public and private stakeholders participate in at the international, national, regional, and local levels. Countries and other interested actors compete with each other to attract potential health tourists. To have a considerable share and to become a sustainable actor in this competitive environment, countries must create a competitive identity and continuously develop and sustain this identity. This identity can be accomplished via branding.

Our distinguished author Prof. Hasan Hüseyin Yıldırım deals with two main issues in this book. Firstly he proposes a "Health Tourism Branding Model" that can be used by countries. Secondly he exemplifies the Turkish case designed based on the proposed model.

He strongly believe that countries should shape the organization and strategy of their health tourism in the framework of the proposed business model with a strategic approach and viewpoint.

We believe that our book fills an important gap in its field, and hope that you enjoy it.

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ABBREVIATIONS

ACCs	Anatolian Care Centres
AMC	Anatiolian Medical Centres
ASPAC	Anatolian SPA Centres
ACC	Anatolian Care Centres
APC	Anatolian Phytotherapy Centres
ASTC	Anatolian Spiritual Treatment Centres
BAKA	Batı Akdeniz Kalkınma Ajansı (Western Mediterranean Development Agency)
EHMA	European Health Management Association
EVIPNet	Evidence Informed Policy Network
EU	European Union
G20	The Group of Twenty
HPBs	Health Policy Books
İİBF	İktisadi ve İdari Bilimler Fakültesi
JCI	Joint Commission International
USA	United States of America
SATURK	Sağlık Turizmi Koordinasyon Kurulu (Healthcare Tourism Coordination Committee)
TBMM	Türkiye Büyük Millet Meclisi (Turkish Grand National Assembly)
TEÇEP	Telif ve Çeviri Eserler Programı (Copyright and Translation Works Programme)
TÜBA	Türkiye Bilimler Akademisi (Turkish Academy of

	Sciences)
TÜSEB	Türkiye Sağlık Enstitüleri Başkanlığı (Health Institute of Turkey)
TÜSPE	Türkiye Sağlık Politikaları Enstitüsü (Turkish Institute for Health Policies
SİODER	Sağlık, İnovasyon ve Organizasyon Derneği (Health Innovation and Organisation Association)
%	Percentage

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