

## **Personel Information**

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|-------------------|---|
| Name              | Meri İstiroti   |
| Date of Birth     | 27.04.1968  |
| Martial Status    | 2 children  |
| Foreign Languages | English (Fluent), French (intermediate)<br>Spanish (intermediate) |
| E-mail Address    | <a href="mailto:meri@meriistiroti.com">meri@meriistiroti.com</a>  |
| Phone             | 0090 532 548 76 53  |

## **Education**

|             |   |
|-------------|---|
| 2009 – 2010 | Bahçeşehir University / Masters Degree /<br>Health Management                     |
| 1992 – 1994 | Istanbul University / Masters Degree / Health services<br>and Hospital Management |
| 1986 – 1990 | Bosphorus University / Science and Literature Faculty<br>/ Psychology             |
| 1979 – 1986 | English High School for Girs / Beyoğlu Anadolu Lisesi                             |
| 1975 – 1979 | Şişli 19 Mayıs Primary School   |

## Experience

|                      |  |
|----------------------|--|
| 2014                 | Liv hospital Group Coordinator   |
| May 2012 - 2014      | Liv Hospital / General Manager   |
| July 2011 - May 2012 | Dünyagöz Hospital / Deputy General Manager, Operations and Marketing/ <b>Responsibilities ***</b>  |
| 2010 – June 2011     | Bozlu Holding / Marketing & International Health Investments Management  |
| 2008 –2009           | Acibadem Healthcare Group, Deputy General Manager<br>Acibadem Maslak Hospital & International Investments /<br><b>responsibilities *****</b> |
| 2006 – 2010          | Member of the Board at Acibadem Insurance Company  |
| 2006                 | International Hospital İstanbul, Hospital Director(Acibadem Group)   |
| 1999                 | Acibadem Healthcare Group, Marketing Director  |
| 2004 – 2005          | Acibadem Kozyatağı Hospital / Hospital Director/Acibadem Healthcare Group Marketing Director   |
| 2001 – 2003          | Acibadem Bakırköy Hospital / Hospital Director/Acibadem Healthcare Group Marketing Director  |
| 1999 – 2001          | Acibadem Hospital Kadıköy / Administrative Director/Acibadem Healthcare Group Marketing Director   |
| Feb 98 - Feb 99      | Yaşamkent - Bayındır Holding / General Manager /<br><b>responsibilities *****</b>  |
| Aug 93 - Jan 98      | International Hospital /Operating Coordinator /<br><b>responsibilities *****</b>   |
| Feb 93 - Aug 93      | American Hospital /Marketing & Public Relations Manager  |

Sep 90 - Feb 93      International Hospital /Public Relations Director / Public Relations Manager

June 90 – Sep 90      Turquoise - Asil Nadir Group /Advertising Executive

May 89 – Sep 89      İstanbul Medical Faculty / Psychiatry Clinic / internship

## **Presentations**

- |      |   |
|------|---|
| 2024 | The future of Healthcare Boston scientific channel partners meeting – Raffles Hotel İstanbul  |
| 2024 | Designing digital health processes with healthverse platform - Hollanda   |
| 2023 | Cerrahpaşa Leaders Summit Healthcare Program – Cerrahpaşa Faculty of Medicine   |
| 2023 | Technological Developments in the Digitalization of Healthcare – OHSAD Antalya  |
| 2023 | Healthcare Managers of the Future – OHSAD Antalya   |
| 2023 | Multicultural Approach in Health - Liv Hospital Vadi Istanbul   |
| 2023 | SASDER - Health Communication in the 100th Year of the Republic   |
| 2023 | Planetree OCC Conference - Multicultural Patient Centric Service - Boston   |
| 2023 | Good communication between insurance companies and provider Leeds to better Medical Results – Viyana  |
| 2021 | Liv Hospital Expo Robotic Surgery Panel (moderator) – Radisson Blue Hotel   |
| 2021 | Training on Improving the Technical capacity of Health Tourism Intermediary Institutions (moderator) – Ankara Plaza Hotel                                       |
| 2021 | Future Healthcare İstanbul International Conference Luxury Medical Travel Panel (Moderator) - Fişekhane   |
| 2020 | Transformation of Health Communication During Pandemic Process - İsü  |
| 2019 | Expectations of the agencies accredited by the Ministry of Health from Health institutions and issues to be considered / THTC / Polat Rönesans Hotel / İstanbul |

- 2019      Game is Changing / The Future Healthcare Istanbul / Taksim sofitel  
Hotel/Istanbul
- 2019      Game is Changing /Ankara Baro Assocation VIII.Health Congress /  
Ankara

- 2019 World in Turkey and the development in Health insurance / National Reinsurance Conferance /Istanbul
- 2019 Development of Health Insurance in the World an Turkey / Near East university / Cyprus
- 2019 Spine of the Hospital ; Guest Services - İsü

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|--------------------|--|
| 2018               | From Where Power of Turkey comes? New Medical Hun in the Region - Orlando/USA                                  |
| 2018               | Turkey and Future Trends of Health Services and Production Turkey 2.nd International Congress - Bodrum / Muğla |
| 2018               | Integrated Approach In Health Marketing / Güven Hospital - Ankara  |
| 2018               | Future of Health Tourism and Sustainability / 8th International Health Tourism Congress - Kuşadası             |
| 2018               | What is the future of World healt serice / İstinye University Topkapı  |
| 2018               | What is the future of worlds health service / Bahçeşehir University  |
| 2017               | The 7th China International Medical Tourism Fair / Beijing China   |
| 2017               | Innovation in Medical Tourism In Turkey – 3rd PPP Healthcare Summit /Shungri – La Bosphorus İstanbul           |
| 2017               | Be a Women Leader In the Health Sector / Sasder Antalya  |
| 2017               | Health Management Summit (İstanbul Gelişim University Art Faculty)   |
| 2017               | Health Carı 1.ICS (Interactive Career Summit) / Ankara   |
| 2017               | Sector Effects of City Hospitals and Financial Sustainability Ohsad 2017 /Antalya                              |
| 2017               | Innovation In Medical Tourism / Hestourex 2017 / Antalya   |
| 2017               | Journey to Personalized Cancer Treatment Methodology at Liv Hospital / İsrail – Tel Aviv                       |
| 2016<br>Honorarium | 'Carrier in Health" Congress / İstanbul technical University / Speaker   |
| 2016               | Emmitt 2016 "Health Tourism " Panel / Beylikdüzü TÜYAP   |
| 2016               | Mutual Solutions in Healthcare / Private Health Organisations Foundations Congress 2016                        |
| 2015               | Promotion and Marketing Health Tourism/ Atatürk Culture and Congress Center / Bursa Tourism Foundation         |

- 2015 Building a Stellar Health Care Service that Affects New Bussiness / B  
udapest
- 2015 "Liv's Journey" / Health Tourism Conference - Ankara
- 2015 Building a Stellar Health Care Service that Affects New Bussiness / New  
Zealand & Tukey Business Council / İstanbul Çırağan Hotel
- 2015 Ways to Improve Relationship Between Insurance Companies and  
Providers/ Allianz Worldwide yearly Reunion/ Munich
- 2015 Innovative Approach At Liv Hospital / Greek Healthcare Congress /  
Greece & Innovation award given at the Congress
- 2015 9th Pharma Conference / Maslak Sheraton Hotel / İstanbul
- 2015 Global Trends in Healthcare / Rotary Club Beşiktaş / İstanbul & Award  
for lifelong career honor by Rotary
- 2015 Open Doors in Turkey's Health Tourism / Ankara Health Tourism  
Association - Liv Hospital Ankara
- 2014 Health Tourism Marketing in Turkey and all over the world / Marmara  
University / İstanbul
- 2014 ISHAD Invitation / Club Istanbul
- 2014 Health Management Certificate Program / Bilgi University / İstanbul
- 2014 Health Sector in Turkey and Around The World / Bilgi University /  
İstanbul
- 2014 The Future of Medical Tourism and Next Step / İstanbul Congress  
Center
- 2014 "Functional Patient Friendly Design" in Hospitals / Crown Plaza /  
Ankara
- 2014 CEO Effectiveness of Marketing and Brand Management / University of  
Ankara
- 2014 Integrated Approach on Health Care Marketing and Corporate  
Communications / University of İstanbul
- 2014 Governance of Private Hospitals /University of Medipol / İstanbul

- 2014 Turkish Perspective in Health Tourism / Greece / Greek Health Tourism Congress
- 2013 Health Insurance Rising Issues & Suggestions with Perspective of Healthcare Facilities / SASDER / Antalya( sasder: foundation of insurance & health providers)
- 2013 Entering the 21st Century, Marketing in Healthcare Management Presentation/ İstanbul University
- 2013 The Recent Development And Accomplishments in the Turkish Healthcare System / Tel Aviv
- 2013 Global Trends in Healthcare Tourism / World Political Forum / İstanbul
- 2013 Innovation and Synergy Healthcare Management / SAYOB / Ankara
- 2013 Integrated Approach Healthcare Marketing / OHSAD / Antalya ( ohsad: private hospitals foundation)
- 2013 Healthcare Informatics; Governance in Private Hospitals / İstanbul Bilisim Congress ( information technology )
- 2012 Media And Communication in Healthcare/ 1st National Sasder Congress / Antalya
- 2012 "Leadership Conference" / Hospital Manager Journal / Istanbul
- 2012 "21. Century to the Private Sector, Healthcare Manager" / Hacettepe University / Ankara
- 2012 "Integrated Approach to Marketing of Health Services" / OHSAD / Antalya
- 2011 "Accreditation and Quality in Health Tourism" / IV. International Health Tourism Congress
- 2011 "The Changing Face of Healthcare Marketing" Lecture at Istanbul Technical University
- 2010 Workshop on "Integrated Approach to Healthcare Marketing" designed by Hospital Magazine /İstanbul
- 2010 "The Changing Face of Healthcare Marketing" Lecture at Istanbul Technical University / İstanbul



- 2010 "Recent Trends in Healthcare Marketing / 8th International Healthcare Organization / Marmaris
- 2010 Lecture on "International Management /" at ENKA Schools
- 2009 The Key success factors at Health Tourism / Athens / Greek Tourism Congress
- 2009 "Marketing Tools in Healthcare" at ASEGEM (Acibadem University Continuous Education Program)
- 2009 "Marketing of Medical Tourism & Importance of its Promotion" at International Health Congress in Turkey
- 2009 "Changing Environment in Balkan Health Systems" in Bosnia
- 2008 " The Dynamic in Turkish Healthcare Industry"Commerce, Cooperation & Consumers" / Washington / American Turkish Businessmen
- 2008 "The Turkish Healthcare Industry" Macedonia Health Ministry
- 2007 "The Changing Face of Healthcare Marketing" / Istanbul
- 2007 "Purple Cow - Be Different, Improve your business" / Istanbul
- 2007 The Rising Star "Acibadem Healthcare Group's story"/ Boston / Harvard International Congress
- 2007 "The Improvement in the Turkish Healthcare Sector" / Washington / /American Turkish Businessmen Associaton
- 2006 "Healthcare Administration and Management" / Kazakhstan
- 2006 "Career Meeting - Presentation of Acibadem Healthcare Group" / Koç University
- 2003 "Purple Cow - Acibadem's Story of Differentiation" / Istanbul
- 2000 "Empathic approach in Patient Admission - Discharging Services" Hacettepe University Healthcare Administration Education Programs
- 1998 "Life Quality in Retirement Period" "There's still a lot to live..."  
GBD - The Global Business Development Group  
4th International Conference on Administration in Human Resources

- 1997 "Employee Motivation in Hospitals" GBD - The Global Business Development Group  
3rd International Conference of Administration in Human Resources
- 1996 "Contribution of Marketing Activities in Health Services to Total Quality Studies"  
2nd Symposium on Total Quality Management in Health Services  
Başkent University / Ankara
- 1995 "Total Quality Management at Hospitals" / 1st Symposium of Total Quality Management  
in Healthcare Services / Başkent University / Ankara
- 1995 "The Place of Marketing Activities in Hospital Management" / Orhim Education Center
- 1995 "Service Quality Seminars for Front Desk Staff" / International Hospital
- 1995 "Problems between the Private Health Insurances and Hospitals & Solutions"  
Meeting for Private Life Insurance Companies and Hospitals
- 1995 "Marketing Methods in Health Services"/ 1st National Symposium on Hospital Management  
9 Eylül University / Izmir
- 1994 "Customer Relations & Public Relations in Hospitals / Orhim Education Center

## **Published Books**

"Last Word Belongs to Physicians", December 2010

"Letters to 30 Years Old Self" December 2011

“ Compass : Integrated Approach to Healthcare Marketing ” January

2017 "The Journey of a Healthcare Brand" September 2023