



MERİ İSTİROTİ

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Website

- <https://www.meriistiroti.com/>

Summary

In my 35 years of experience in healthcare management, I have accomplished 20 hospital openings. For the last 13 years, I have been the founder and coordinator of the Liv Hospital Group, as well as a member of the executive board of İstinye University (affiliated with MLPCare Group). In the last 20 years, my efforts have focused on increasing Turkey's health tourism export and making Turkey a global brand.

Skills

- Branding
- Project management
- Budget management
- Stakeholder engagement
- International marketing
- Physician recruitment
- Team building
- Conflict resolution
- Strategic planning
- Effective communication
- Marketing strategy
- Operational efficiency
- Team motivation
- Problem solving
- Academic advisement

Experience

Liv Hospital Group | Istanbul
Group Coordinator & İstinye University
Executive Board Member
03/2022 - Current

Liv Hospital
General Manager
05/2012 - 03/2022

Dünyagöz Hospital
Deputy General Manager, Operations and
Marketing
07/2011 - 05/2012

Bozlu Holding
Marketing & International Health
Investments Management
01/2010 - 06/2011

Acıbadem Insurance Company (Acıbadem
Group)
Member of the Board
01/2006 - 01/2010

Acıbadem Healthcare Group | Istanbul
**Deputy General Manager Acıbadem
Maslak Hospital &**
01/2008 - 01/2009

International Hospital İstanbul
**Hospital Director Acıbadem Healthcare
Group**
01/2006 - 01/2006

Acıbadem Kozyatağı Hospital
**Hospital Director/Acıbadem Healthcare
Group Marketing Director**
01/2004 - 01/2005

Acıbadem Bakırköy Hospital
**Hospital Director/Acıbadem Healthcare
Group Marketing Director**
01/2001 - 01/2003

Acıbadem Hospital Kadıköy
**Administrative Director/Acıbadem
Healthcare Group Marketing Director**
01/1999 - 01/2001

Yaşamkent - Bayındır Holding
General Manager
02/1998 - 02/1999

Acıbadem Healthcare Group
Marketing Director
01/1999 - 01/1999

International Hospital
Operating Coordinator
08/1993 - 01/1998

American Hospital
Marketing & Public Relations Manager
02/1993 - 08/1993

International Hospital
**Public Relations Director / Public
Relations Manager**
09/1990 - 02/1993

Turquoise - Asil Nadir Group
Advertising Executive
06/1990 - 09/1990

Istanbul University Medical Faculty
Psychiatry Clinic / Internship
05/1989 - 09/1989

Education

Bahçeşehir University | Istanbul
M.D. in Health Management
01/2010

Istanbul University | Istanbul
Masters Degree in Health Services And Hospital Management
01/1994

Boğaziçi University | Istanbul
Science and Literature Faculty in Psychology
01/1990

English High School / Beyoğlu Anadolu Lisesi | Istanbul
High School
01/1986

Şişli 19 Mayıs Primary School | Istanbul
Primary School
01/1979

Languages

Turkish: Native	Native	English: Proficient (C2)	C2
Spanish: Upper Intermediate (B2)	B2	French: Intermediate (B1)	B1

Awards

- 2022 - Global Woman Award, Bakü Leadership Organisation
- 2019 - Lifetime Honorary Award / Hospital Manager Magazine
- 2019 - Lifetime Professional Honor Award / The Future Healthcare
- 2019 - Administrative Manager of the Year, BÜMED (Bosphorus University Graduates Foundation), Career Honorarium Award, Arnavutköy Rotary Club, Career Honorarium Award, Beşiktaş Rotary Club

Published Books

- 'Last Word Belongs to Physicians' / 'Son Söz Doktorların' - 2010
- 'Letters to 30 Years Old Self' / '30 Yaşa Mektuplar' - 2011
- 'Compass : Integrated Approach to Healthcare Marketing' / Pusula: Sağlık Hizmetleri Pazarlamasına Bütünleşik Yaklaşım' - 2017
- 'Stories in a Physician's Bag' / 'Doktorun Çantasındaki Hikayeler' - 2019
- 'The Plane Tree of Ballet' / 'Balenin Çınarı' - 2020
- 'The Journey of a Health Brand' / 'Bir Sağlık Markasının Yolculuğu' - 2023

Association Memberships

- Bosphorus University / Honorary Degree
- English High School / Student President 1986
- ACHE (Amerikan College of Healthcare Executives)
- NYAS (The New York Academy of Sciences)
- British Theatre Dance Association
- Bümed (Bosphorus University Graduate Association)
- Turkish Healthcare Tourism Association / CEO 2014-2021

Presentations

- 2024 2.Global Health Conferences / Strategic steps in health investments abroad/Wyndham Grand Levent İstanbul
- 2024 HTI Global Healthcare & Wellness Summit 2024 / Role of MVT Facilitators in the growth of MVT / Insurance

&TPAs- the role it can play in pushing Medical Tourism to the next level / Dubai

- 2024 Central Asian Forum Be woman /Longevity Forum / Kazakistan
- 2024 Women's summit in the insurance sector 2 – You have power in health- High heels presentation – Boğaziçi University
- 2024 OHSAD Human – Centered Care Conference – Challenges faced by hospital managers experiencing person – Centered care practices and strategies for overcoming these challenges (session chair) İstinye University
- 2024 Global Health Travel Forum 2024 Navigating to the future of Healthcare – Cyprus Limak Otel
- 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 development in the Digitalization Of Healthcare – Ohsad Antalya
- 2023 Healthcare Managers of the Future – Ohsad Antalya
- 2023 Multicultural Approach in Health –Liv Hospital Vadi
- 2023 Sasder Health Communication in the 100th year Of the Republic – Çalışta Luxury Resort - Antalya
- 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 - İstü
- 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 Association 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 - İstü
- 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 Summut /Shungri – La Bosphorus Istanbul
- 2017 Be a Women Leader In the Health Sector / Sasder Antalya
- 2017 Health Management Summit (İstanbul Gelişim University Art Faculty)
- 2017 Health Cari 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 'Carrier in Health' Congress / İstanbul technical University / Honorarium Speaker
- 2016 Emmitt 2016 'Health Tourism ' Panel / Beylikdüzü T
- YAP
- 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 / Budapest
- 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 Bilişim 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 Association
- 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'
- 1995 Meeting for Private Life Insurance Companies and Hospitals
- 1995 'Marketing Methods in Health Services' / 1st National Symposium on Hospital Management 9 Eylül University / İzmir
- 1994 'Customer Relations & Public Relations in Hospitals / Orhim Education Center
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Certificate Program

- 2007 Active Solutions and Rational Approaches / Çeşme
- 2005 Healthcare Management / Mayo Clinic
- 2000 Call Center Management
- 2000 Change Management in Healthcare Sector ACHE
- 2000 Expressive Therapy Technics / Tel Aviv University
- 1999 Developmental Management Skills ACHE
- 1998 Management Skills for More Active Hospital Management / Foundation of the American College of Healthcare Executives
- 1997 Finance Management for Non-Finance Managers / FED Training
- 1997 Management Skills and Quality in Management / Bosphorus University
- 1997 Recruitment & Performance Evaluation / Bosphorus University
- 1996 Effective Communication Skills / Bosphorus University
- 1990 Cognitive Group Therapies / Clinic of Emre Konuk
- 1990 Rorshah Personality Tests / Clinic of Kadir Özen
- 1989 Technics of Relaxing and Coping With Stress / Clinic of Kadir Özen
- 1988 Group Therapy Methods with Carl Roger Method / La Jolla Group – California

Extracurricular Activities

- Musical of Liv Hospital at AKM, 2021
- Concert with Liv Hospital Chorus at Süleyman Seba Kültür Center, 2023
- World Maccabiah Games 1993, Bronze medal representing Turkey in Swimming
- Teacher of modern dancing and ballet certificate by British State Opera and Royal Academy of Dancing

Role in NGO's

- Project engagements with TAMEV, UKDD, Kadınlar Platformu, Parıltı Derneği, HAÇIKO, Ahbap Derneği, Kafkasın Kadınları Derneği, ZİÇEV
- Turkish Healthcare Tourism Association - CEO / 2014-2019
- TAİK - DEİK (Foreign Economic Relations Board) 'President of Health Committee / 2007 - 2010
- Georgetown University Masters Degree Consultant / 2009
- TUSİAD / Chamber of Health and Welfare 'President of Sub-working Group of Medical Tourism / 2007-2009