



## Personel Information

Name	Meri İstiroti
Date of Birth	27.04.1968
Martial Status	2 children
Foreign Languages	English (Fluent), French (intermediate) Spanish (intermediate)
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## Education

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

## Experience

March 2022 – continue	Liv Hospitals Group Coordinator & İstinye University executive board member
May 2012 – March 2022	Liv Hospital / General Manager
July 2011 - May 2012	Dünyagöz Hospital / Deputy General Manager, Operations and Marketing
2010 – June 2011	Bozlu Holding / Marketing & International Health Investments Management
2008 –2009	Acibadem Healthcare Group, Deputy General Manager
Acibadem Maslak Hospital & International Investments	
2006 – 2010	Member of the Board at Acibadem Insurance Company (Acibadem Group )
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
Aug 93 - Jan 98	International Hospital /Operating Coordinator
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 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 Leads 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 Association VIII.Health Congress / Ankara
- 2019 World in Turkey and the development in Health insurance / National Reinsurance Conference /Istanbul
- 2019 Development of Health Insurance in the World an Turkey / Near East university / Cyprus
- 2019 Spine of the Hospital ; Guest Services - İSÜ
- 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 'Carrier in Health" Congress / İstanbul technical University /  
Honorarium 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 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 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" / "Son söz doktorların" December 2010

"Letters to 30 Years Old Self" / "30 yaşa mektuplar" December 2011

"Compass : Integrated Approach to Healthcare Marketing" / Pusula: Sağlık hizmetleri pazarlamasına bütünleşik yaklaşım , January 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

## Role in NGO's

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

TÜSİAD / Chamber of Health and Welfare "President of Sub-working Group of Medical Tourism"2007-2009

## **Awards**

2022 Global Woman Award , Bakü leadership organisation

2019 Lifetime honorary Award / Hospital Manager Magazine 2019 İstanbul

2019 Lifetime Professional Honor Award / The Future Healthcare 2019 İstanbul

Year's Administrative Manager / Bümed (Bosphorus University graduates foundation)

Career Honorarium Award / Arnavutköy Rotary Club

Career Honorarium Award / Beşiktaş Rotary Club

## **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

### **Activities**

Musical with Liv physicians , at AKM , 2021

Concerts with Liv chorus at Süleyman Seba Kültür Center , 2023 & 2023 ,

Bronze Medal Representing Turkey / Swimming Contest / 1993 World Maccabiah games

"Teacher of Modern Dancing and Ballet" certificate by "British State Opera" & "Royal Academy of Dancing"

### **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 Since 2014

