



Meri İstiroti

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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

- October 2025
Medihit – Founder
- 2014 - 2025
Liv Hospitals Group Coordinator & IstinYE University Executive Board Member
- May 2012 - 2014
Liv Hospital - General Manager / Founder
- July 2011 – May 2012
Dünyagöz Hospital / Deputy General Manager, Operations and Marketing
- 2010 – 2011
Bozlu Holding / Marketing & International Health Investments Management
- 2008 – 2010
Acıbadem Healthcare Group, Deputy General Manager
Acıbadem Maslak Hospital & International Investments

1999 – 2008

Acıbadem Healthcare Group - Marketing Director

2006 – 2007

International Hospital İstanbul, Hospital Director
Acıbadem Healthcare Group - Marketing Director

2004 – 2005

Acıbadem Kozyatağı Hospital – Hospital Director
Acıbadem Healthcare Group - Marketing Director

2001 – 2003

Acıbadem Bakırköy Hospital - Hospital Director
Acıbadem Healthcare Group - Marketing Director

1999 – 2001

Acıbadem Hospital - Director of Healthcare Operations

Feb 1998 – Feb 1999

Bayındır Holding - General Manager / Yaşamkent

Aug 1993 – Jan 1998

International Hospital - Operating Coordinator

Feb 1993 – Aug 1993

American Hospital - Marketing & Public Relations Manager

Sep 1990 – Feb 1993

International Hospital - Public Relations Director

June 1990 – Sep 1990

Asil Nadir Group - Advertising Executive - Turquoise

May 1989 – Sep 1989

İstanbul Medical Faculty - Psychiatry Clinic / Internship

Awards

- 2022 - Global Women's Award / Bakü
- 2019 - Lifetime Achievement Award
- 2019 - Lifetime Professional Honor Award
- 2015 - Professional Achievement Award
- 2014 - Professional Honor Award
- 2012 - Executive Manager of the Year Award

Published Books

- 2023 - The Journey of a Healthcare Brand
- 2021 - Sycamore of Ballet
- 2021 - Stories in the Doctor's Bag
- 2017 - Compass
- 2012 - Lettes to Thirties
- 2010 - Final Say is For The Doctors

Publications

- 2026 - Forbes Türkiye (Writer) – Ongoing.
- 2010 - Columnist, Hospital Magazine – Ongoing.
- 1990–2000 Gözlem Newspaper (Writer)

Certificates

AI in healthcare certificate program by Johns Hopkins university:

- Introduction to AI Agents
- Health data and ethics Ethics of AI
- AI Business Strategy for Healthcare
- AI for Population Health & Disease Management
- AI for Intelligent Decision Support
- Change Management & Adoption
- AI-Powered Pre-Visit Clinical Risk Assessment (Practical Session)
- Designing preventive healthcare strategies
- Change management and adoption

Association Memberships

- ACHE (Amerikan College of Healthcare Executives)
- NYAS (The New York Academy of Sciences)
- British Theatre Dance Association
- BUMED (Boğaziçi Üniversitesi Mezunlar Derneği)
- Turkish Healthcare Tourism Association / CEO Since 2014
- International Woman Foundation

Role in NGO's

- 2015 - 2020 Turkish Healthcare Tourism Association / CEO
- 2007 - 2010 TAİK - DEİK (Foreign Economic Relations Board) "President of Health Committee
- TÜSİAD / Chamber of Health and Welfare "President of Sub-working Group of Medical Tourism
- 2007 - 2010 Jury Member, Hospital Magazine
- 2009 Jury Member, Hospital Manager Magazine – Ongoing.

Activities

- 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"
- Boğaziçi University / Honorary Degree
- English High School / Student President

Presentations

- 2026 September / Ali Sahiyya Menecmenti Akademiyası (Health Management Academy) / Branding and 360 – degree Marketing in Hospitals / Baku Ramada Hotel
- 2026 The Longevity Show Ankara / The Green Park Hotel
- 2026 4th Wellbeing Conference / The Grand Tarabya Hotel / İstanbul
- 2026 Health Tourism and Elder Care Tourism/ Ohsad convention joint solutions in Health meetings / Antalya Susesi Hotel
- 2025 Fujinon Turkey & Japan Business forum / Peninsula Hotel
- 2025 How Turkey can be a leader in Medical Tourism / TİM
- 2025 Preventive healthcare approach / Sasder National Congress /Antalya
- 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 İstanbul / 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 health service / İstinye University Topkapı
- 2018 What is the future of world 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 / Shangri-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 Care 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 / Israel – Tel Aviv
- 2016 "Career in Health" Congress / İstanbul Technical University / Honorarium Speaker
- 2016 EMITT 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 Business / Budapest
- 2015 "Liv's Journey" / Health Tourism Conference - Ankara
- 2015 Building a Stellar Health Care Service that Affects New Business / New Zealand & Turkey 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 / Crowne 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
- 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
- 2013 Healthcare Informatics; Governance in Private Hospitals / İstanbul Bilişim Congress

- 2012 Media And Communication in Healthcare / 1st National SASDER Congress / Antalya
- 2012 Leadership Conference / Hospital Manager Journal / Istanbul
- 2012 21st 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 / Istanbul Technical University
- 2010 Workshop on Integrated Approach to Healthcare Marketing / Hospital Magazine / Istanbul
- 2010 The Changing Face of Healthcare Marketing Lecture / Istanbul Technical University / Istanbul
- 2010 Recent Trends in Healthcare Marketing / 8th International Healthcare Organization / Marmaris
- 2010 Lecture on International Management / ENKA Schools
- 2009 The Key success factors at Health Tourism / Athens / Greek Tourism Congress
- 2009 Marketing Tools in Healthcare / ASEGE (Acibadem University Continuous Education Program)
- 2009 Marketing of Medical Tourism & Importance of its Promotion / International Health Congress in Turkey
- 2009 Changing Environment in Balkan Health Systems / 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
- 1998 Life Quality in Retirement Period / "There's still a lot to live..."
- 1997 Employee Motivation in Hospitals / GBD 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 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 / İzmir
- 1994 Customer Relations & Public Relations in Hospitals / Orhim Education Center