

Medical Travel Travel Health Insurance Project Summary

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A. Market Size and Strategic Opportunity

"On the Road to the 12 Billion Dollar Target, the 'Digital Regulation Infrastructure' the Sector Needs"

1. The Massive Growth Trend of the Global Market

The global medical travel market is in the largest expansion phase in its history. The market, which reached a size of 144.5 Billion Dollars in 2024, is expected to reach 704.8 Billion Dollars by 2030 with an annual average growth (CAGR) of 19.08%. Although Turkey is at the centre of this massive pie, it currently captures only 2.1% of the market with approximately 3 Billion Dollars in revenue. This low rate is not proof that the market is saturated, but largely the most concrete proof of an immense untouched growth potential.

2. Growth Potential: The Opportunity Between Current Revenue and 2025 Target

There is a massive gap between the strategic target of 12 Billion Dollars set by the State for 2025 and the current realisation of 3 Billion Dollars. The fundamental reason for this deficit is not a lack of demand; it is that the current "unsafe" and "broken" infrastructure cannot bear this load. Informality and lack of inspection suppress the sector's capacity.

3. Our Solution: Infrastructure Radically Changing the System

We are not an ordinary player trying to grab a share of the market. We are the "Digital Regulation Infrastructure" that will increase this capacity. We are rebuilding the system on two fundamental pillars:

- **a. Inspection and Trust:** We are making Turkey the "Safest Harbour" against the global erosion of trust via AI-supported medical and financial inspection mechanisms.
- **b. Financial Technology (Fintech):** We are removing financial barriers by establishing a

"Cross-Border Payment Gateway" that secures foreign patients' payments and works integrated with local banking systems.

B. The Sector's Breaking Point: Structural Chaos and Crisis of Confidence

"Lack of System and Infrastructure Threatens the Future of the Sector"

Although Turkish medical travel looks like a growing market from the outside, it is experiencing a devastating erosion on the inside stemming from "infrastructure deficiency". The problem is not just individuals; it is the "Wild West" order created by short-term profit greed, lack of expertise, and lack of inspection.

1. Systemic Collapse: Capital Exists, Expertise Does Not

The sector is under pressure from structures that have no experience in the health field but manipulate the market with their financial power.

- **Short-Term Profit Trap:** This approach, focusing on instant gain rather than sustainability, pulls prices to the bottom while lowering service quality.
- **Unfair Competition:** Expert firms with sector experience and honest agencies face the danger of being pushed out of the game against these structures that slash prices via aggressive digital marketing budgets but cannot produce service.

2. "Patient Hunters" and Loss of Reputation

The absence of a central inspection and authority mechanism has made pirate structures hunting for patients uncontrollably in the digital world the main players of the sector.

- **Shadow Economy:** 40% of the sector is managed by structures that have no authorisation certificate, pay no tax, and cannot be inspected. This means an annual revenue loss of **1.6 Billion Dollars**.
- **Trust Erosion:** This lack of control leads to international crises. According to UK Foreign Office data, at least **28 British citizens** treated in Turkey between 2019-2024 lost their lives. Furthermore, there is an NGO in the Netherlands named "Association of Turkey Plastic Surgery Victims". These cases poison the Turkey brand.

3. The Cry of Legal Agencies: "Need for a Life Buoy"

In the current system, competent agencies trying to do their job ethically are caught "between two fires".

- **a. Collection Risk:** Agencies cannot receive the commissions they deserve from healthcare institutions on time after bringing the patient, sometimes unable to collect at all.
- **b. Variable Price Chaos:** Since there is no standard price list and healthcare institutions give different prices to every patient for the same service, the agency is forced to get a price quote from the healthcare institution for every patient.
- **c. Financial Bankruptcy:** Due to competitive pressure and rising advertising costs (**58% increase in Google CPL costs**), the number of agencies closing in 2024 alone increased by **111%** compared to the previous year.

C. Operational Excellence and Transformation: "John's Story"

"From Chaos to Authority: A Medical Tourist's Digital Assurance Journey"

Let's concretise the difference between the current market order and the ecosystem we have established through the experience of the character **John**, who wants to come to Turkey from England for a hair transplant.

1. OLD WORLD: "THE STORY OF BEING TRAPPED" (CURRENT CHAOS)

John is completely vulnerable in the current order:

- **a. Digital Trap and Price Uncertainty:** John searches online; he sees price chasms among hundreds of ads (Some 1,000 Euro, some 5,000 Euro). He cannot understand why.
- **b. Impossible Promise (Bait):** An institution reached via WhatsApp promises "A medically impossible number of root (graft) transplants in a single session" to convince John.
- **c. Facing Reality (Switch):** John buys his plane ticket, takes leave from work, and lands in Istanbul. At the "unregulated" clinic he goes to, he learns the promised procedure cannot be performed.
- **d. Obligation (Sunk Cost):** He experiences great demoralisation. However, because he has spent his money and time, saying "let me not return empty-handed", he is forced to accept an unwanted, non-standard procedure.
- **e. Result:** He returns to his country unhappy and damages the country's image by telling his circle "Don't go to Turkey".

2. NEW WORLD: "ASSURANCE AND TECHNOLOGY ECOSYSTEM"

John's Experience in Our System:

- **a. Secure Start and Global Finance:** When John enters the system, he sees this is not an ordinary clinic, but a platform guaranteed by world-renowned insurance giants.
 - *Fintech Revolution:* He learns he can make the payment via his own country's banking infrastructure (Installment or Credit options) without carrying cash to Turkey.
- **b. Agency Selection and Standardisation:**
 - *Agency Marketplace:* John compares licensed agencies in the system based on their scores, vehicle fleets, and reviews, and selects one.
- **c. "Legally Committed" 3 Alternatives:** John's data is sent to at least 3 different accredited hospitals via the system.
 - *Legal Binding:* Hospitals legally commit to the price and treatment protocol they give. They have no chance to withdraw or issue surprise prices.
 - *Insurance Coverage:* John examines the 3 offers, selects his doctor, and this treatment plan is processed as an addendum to the "Medical Tourism Travel Health Insurance".
- **d. AI Inspection and Mobile Approval (Heart of Inspection):** After John enters the hospital and has his first examination, the system's "Digital Auditor" activates:
 - *AI Inspection:* Procedures entered into the system by the doctor are scanned by AI

according to international protocols. If there is an unnecessary or profit-inflated procedure, the system rejects it (**Pre-Provision**).

- *Mobile Approval*: The approved final amount comes as a notification to John's phone. John approves via the mobile app and makes the payment.
- *Secure Pool (Escrow)*: The money does not go to the hospital; it is blocked in the Insurance Company's pool account.
- **e. Video Consent and Secure Exit**:
 - *Video Consent*: John gives consent by reading the legal text in his own language via video recording.
 - *Payment in 15 Days*: Treatment finishes, John is discharged. The system performs final checks and transfers the money in the pool to the hospital within 15 days.

D. Project Goal and Global Vision

"The Ecosystem Moving Turkey from 'Price Advantage' to 'Trust Leadership'"

1. Vision: "Not Health Service, But Trust Export"

Turkey is at the peak of the world in terms of medical infrastructure and physician quality; however, due to lack of system regarding "Trust" and "Inspection", it remains far below its potential. Our vision is to take Turkey out of being merely a "cheap surgery centre" and make it the "World's Most Safe, Auditable, and Transparent Health Destination".

2. Strategic Objectives: 3 Fundamental Pillars of the Ecosystem

- **a. Financial Predictability and Fintech Revolution**: Establishing a "Cross-Border Payment Gateway" that allows patients to pay using their own countries' banking systems, taking the money into the Insurance Company's "Pool Account" (Escrow) before coming to Turkey.
- **b. Medical Authority and AI Inspection**: Scanning every procedure against international medical protocols via the AI-supported "Smart Suitability Inspection" module.
- **c. Integrated Legal and Operational Assurance**: Taking the patient and the healthcare institution under protection against international lawsuits via Video Consent and "Complication Coverage".

E. Financial Projection and Revenue Model

"Power Purged of Exchange Risk: 100% FX Revenue and Audited Spending"

1. Expense Strategy: "Consultancy Guaranteed Smart Spending". Investment capital is spent through a corporate filter, not arbitrary decisions.

- **Managed Outsourcing**: Software, AI, and Global Marketing operations are delegated to partner firms.
- **"Audit Shield"**: Strategic roadmaps by Global Consultants; periodic audits by Independent Audit Firms.

2. Revenue Model: FX Earnings Per Patient

Our model has the capacity to generate ~580 USD gross revenue per patient:

- **a. Insurance Policy (Upfront):** ~270 USD (250 EUR).
- **b. Platform Commission:** 10% on treatment turnover. Average ~250 USD.
- **c. Ecosystem Revenues:** Commission from partner agencies. Average ~60 USD.

3. Three-Year Financial Projection (USD)

Based on reaching only 0.7% of the market (10,000 Qualified Patients) by Year 3.

Financial Metrics (USD)	Year 1 (Setup & Pilot)	Year 2 (Growth)	Year 3 (Scaling)
Target Patient Count	Infrastructure Prep	1,500 Patients	10,000 Patients
Total Revenue	-	\$870,000	\$ 5,800,000
Operational Expenses	(\$950,000)	(\$900,000)	(\$1,500,000)
Consultancy & Audit	(\$250,000)	(\$150,000)	(\$200,000)
EBITDA	(\$1,200,000)	(\$180,000)	\$ 4,100,000

4. Investment Need and ROI

- **Funding Ask:** ~1.5 Million USD cash flow needed until break-even.
- **Profitability:** Reaching 4.1 Million USD EBITDA capacity at end of Year 3.
- **ROI:** Targeting ~2.7x (near 3x) FX-based return on investment at end of Year 3.

F. Competitive Advantage and Insurmountable Entry Barriers (Moat)

"Why Can't We Be Copied? Not Technology, But Power of 'Integration and Authority'"

1. **"Neutrality" Power and Agency Freedom (Swiss Model):** Hospital chains can only sell their own services. We offer agencies "Freedom to Work with the Whole Market". We are the "Marketplace Neutrality" that no hospital group can provide.
2. **Agency Network Barrier (Distribution Lock):** We turn thousands of small agencies into "Business Partners" rather than pushing them out like competitors. Integrating thousands of agencies creates a lock on distribution channels.
3. **Insurance Integration (Structural Impossibility):** Competitors sell appointments; we sell a "Financial Instrument" (Insurance Policy). We built the operation directly on Insurance Company license and infrastructure.
4. **"Legal and Financial Spider Web" (Complexity as a Barrier):** This is a RegTech project involving Credit APIs, Insurance Provision, and Legal contracts. Building this web from

scratch takes years.

G. Founding Leadership and Expert Team Power

"Not One Person's Project, But the Product of Collective Expertise"

1. **Visionary Leadership: Mahmut Adnan Akyüz** is a "Field Architect". Experience ranges from building a 300-bed hospital complex to managing HBYS software and founding medical travel companies.
2. **"Dream Team":**
 - o **Medical Operation:** Medical Director and Provision Physicians mastering hospital processes.
 - o **Insurance & Risk:** Finance Leaders mastering policy mathematics and Fintech.
 - o **Software & AI:** Technology Coordinator designing data security (KVKK/GDPR).

H. Conclusion and Call to Investor

We offer you:

1. The **Inspection Infrastructure** the State and sector need.
2. The **Trust Ecosystem** established with AI and insurance.
3. A professional **Investment Vehicle** generating 4.1 Million USD revenue in Year 3 with potential for ~3x ROI.

We invite you to be a partner in this great story of growing Turkey's health export by "securing it".

I. Questions and Answers

Q1: "Why don't giants like Acıbadem or Booking.com do this?"

A: They face a "Neutrality" issue. A hospital group can only sell itself. Booking only sells appointments; we perform "Financial and Medical Audit". We are RegTech.

Q2: "Why should agencies give you commission?"

A: Currently, agencies struggle with collection risk. We give them "Ready Patients" and pay their commissions with "Insurance Company Guarantee". We are their infrastructure, not their competitor.

Q4: "Is 1.5 Million USD enough?"

A: We are not building a hospital; we are building tech infrastructure. Our expense model is based on "Lean Management" and outsourced operations.

Q5: "Can AI really perform medical audits?"

A: AI is a "Filterer". It scans international protocols. The final decision is always human (doctor). This is a "Human-in-the-loop" model.

Q8: "Is holding money in a pool (Escrow) legal?"

A: The money is held in blocked accounts of a licensed Insurance Company. Our Fintech structure is just an interface; the licensed institution holds the money.

Q10: "Exit Strategy?"

A: This platform is a perfect acquisition target for global insurance giants (Allianz, Bupa) or

medical travel platforms. The "Infrastructure and Integration Network" is a valuable Asset itself.