

6th International Conference on

Medical Informatics & Telemedicine

July 05-06, 2018 | Berlin, Germany

MEDICAL TOURISM AND HEALTHCARE INSTITUTIONS: CONTENT ANALYSIS OF CORPORATE VIDEOS

Pinar Kilic Aksu^a and **Gonca Mumcu^b**^aYeditepe University, Turkey^bMarmara University, Turkey

The use of information and communication technologies for healthcare is rapidly increasing. The digitalization of the communication channels enforces healthcare institutions to manage them effectively.

Aim: The aim of the study was to assess the corporate videos of healthcare institutions providing medical tourism.

Method: The content analysis of corporate videos of seventeen healthcare institutions in Turkey was carried out in the study.

Results: Medical services (100%) and accreditation status (52.9%) were commonly seen among videos of healthcare institutions. In contrast, treatment cost was not mentioned in videos (0%). Moreover, information about follow-up of patients was given 5.9% of them.

Discussion: The use of information and communication technologies in medical tourism is an important tool to contact with target patient groups. In the present study, it was determined that the content of the videos was not standardized although the effective use of these tools was of great importance for healthcare institutions.

Biography

Pinar Kilic Aksu is a Dentist and an expert in Healthcare Management. She has her MSc and PhD degrees on Health Management. She is Head of the Health Care Management Department in Yeditepe University. She is interested in Information Security and Patient Privacy especially.

pinarkilicaksu@yahoo.com