

MLPCARE

MLPCARE HAS BECOME THE FIRST COMPANY IN THE SERVICE SECTOR THAT ADMITTED TO TURQUALITY WITH ITS TWO BRANDS

Medical Park and Liv Hospital were accepted to Turquality, the world's first and most comprehensive brand development program. Thus, MLP Care has become the first company in the service sector to be admitted to Turquality with two different brands.

Contributing to increase Turkey's share from Foreign Medical Tourism (FMT) with foreign currency inflow of over 80 million USD generated from more than 70 thousand patients from approximately 180 countries each year, MLP Care admitted to Turquality with its two brands. Thus, MLP Care became the first company in the service sector to be admitted to this program with two different brands in Turkey.

With the Turquality program, MLP Care aims to increase the number of foreign patients and revenues from FMT by focusing on the effective marketing activities of Medical Park and Liv Hospital brands in the target international markets.

MLP Care, which provided a compound annual growth rate of 71% between 2016 and 2018 in its FMT revenue, increased its share in the total revenue from 5% to 11% in the same period.