

## 1. Entrance

The place of marketing in the service sector is of great importance. Increasing competition in healthcare institutions and organizations, change in patient expectations, increase in the range of healthcare services, increase in service costs, change in individuals' investigative qualities, etc. For these reasons, the importance of marketing has increased in recent years in health institutions providing health services. Developments in technology have led to the development of digital marketing in the healthcare sector.

Developing technologies and changing consumer attitudes and demands have caused major changes in many sectors. Some of these have disappeared and new sectors that were previously unknown or unheard of have emerged in their place. Digital technologies play the leading role in this change. While digital technologies are accepted in many sectors, it is unthinkable for the healthcare sector to stay away from this. Digital technology has caused radical changes in marketing in healthcare.

There have been changes in thought and perspective on marketing due to developments in consumer behavior around the world. Increases in diseases, developments in medicine and technology, awareness in society, increase in the range of health services, patient-doctor meeting opportunities in the digital environment, etc. Situations have increased the importance of digital marketing in the healthcare sector and made developments in digital marketing mandatory. Digital marketing in Turkey aims to orient the target community correctly by health institutions providing health services, paying attention to legal obligations and restrictions in the health sector.

Innovations that have caused change in many sectors have also led to digitalization in the health tourism sector. Taking advantage of digital technology is a low-cost and effective way to gain international reputation, quickly publish current news, and attract health tourists to the country. Recently, people who want to get information about health services have started to use digital channels and websites more frequently. Digital channels and websites providing services in the field of health tourism have a structure that allows interaction between people and healthcare providers in healthcare marketing (Işık, 2019, pp:11-39).

Increasing aging in the world population, increase in the range of health services, problems seen in health systems in countries, changes in interventions in specific treatments and surgeries, developments in rehabilitation services and individuals' desire to receive cheap and qualified health services bring health tourism to the fore. In order for people to more easily access and be informed about these health services, it has become inevitable to use digital marketing, which is also used in many other sectors, in health tourism.

## 2. Theoretical Framework

### 2.1. Digital marketing

Recently, the idea of marketing has been developing in a world that is growing with reformist approaches due to its dynamic structure. The latest pandemic has once again highlighted the importance of digital marketing. In parallel with the development of technology, the increase in the use of the internet, smart devices and phones has caused changes in customers' purchasing habits and lifestyle (Kingsnorth, 2019).

Manufacturers and service businesses use digital marketing to increase access to their companies and get effective results from their marketing plans. Manufacturers or service businesses use digital marketing to establish and improve long-term connections with their customers, to increase the awareness of the service or goods they promote, and to provide technical support to them by receiving feedback from customers (Subramaniam et al.,2019, p:330).

Digitalization in businesses and service providers provides the opportunity to reach consumers not only in the region where they are located but also around the world. In addition, consumers can be in contact not only with the companies from which they purchase services or goods, but also with the customers who benefit from that service or buy the product. The most important feature that distinguishes digital marketing from conventional marketing is that buyers control the entire process interactively.

### 2.2. Digital Marketing and Electronic Marketing

These two concepts are actually relatively similar to each other. Both types of marketing carry out their marketing actions using digital media such as wireless media, the Web, interactive television or e-mail. The essence of these two types of marketing includes the following principles: (Akar & Kayhan, 2007).

- The first stage is to apply different channel types (wireless applications, databases, e-mail, Web technology, etc.),
- The second stage is not to lose revenue-generating customers by influencing them with interactive marketing and advertisements,
- The third stage is to reach buyers through traditional and electronic communication tools and ensure that they benefit from the methods designed for re-placement for advertising and marketing purposes.

### 2.3. Advantages of Digital Marketing

Digital marketing provides great benefits to businesses and brands. It provides the opportunity for many customers to access goods or services at a low cost, immediately or in a very short time.

Advertising and marketing operations carried out in digital environments, especially through social media, provide businesses with advantages in marketing costs. In this case, it provides businesses with the opportunity to reach more people at less cost. In addition, in sales and services made in this way, changes and innovations in goods or services can be delivered to people in the fastest way through advertisements (Yükselen, 2016).

If digital marketing is evaluated by the customer, they have the opportunity to evaluate the products or services of more than one company or brand in the same time period, compare their prices and reach the most affordable product or service.

#### **2.4. Marketing of Health Services**

All actions taken to perceive the problems related to the physical and mental health of the target community, to find solutions to these problems, and to influence the target community by explaining how benefits can be provided are called healthcare marketing. The aim here is to seamlessly communicate with each other the people who will receive health services and the institutions that provide health services regarding the health services to be received/provided in the fastest and highest quality possible.

Necessary care should be taken regarding the services, products, prices and places to be provided, sick people should be informed about their choices, and necessary studies and precautions should be taken to attract the attitudes of these people.

Since healthcare services are patient-specific and not seen very frequently, difficulties are encountered in the marketing of healthcare services. Patients may have prejudices against their own illness or hospitals, and as a result, serious problems may be encountered in health marketing. The issues that should be taken into consideration in marketing operations in this field should be the quality of service that individuals will provide rather than their illnesses, the promptness of the service, the benefit of the patient and the patient's benefit from these treatments. Healthcare providers should not ignore the entire healthcare market and the profits and benefits that patients receiving digital healthcare services can gain in the process (Çetin, 2018).

In order to have information about the changes that the health service provided/received has made/will make in the health and lives of the patients, patients should be followed after the treatment and the data of the last few months should be observed. In digital health services marketing, providing individuals with information about the health services they receive not only helps them with the health services they will receive in the future, but also plays an important role in communication and relationships with patients and their relatives. Patients receiving healthcare services are an important source of income for the healthcare market and healthcare providers and have a long-term importance (Çetin, 2018).

#### **2.5. Digital Health Services**

Today's digitalization can be seen as a continuation of the previous ones. These digital developments have paved the way for healthcare services to be provided in a digital environment. The increase in the knowledge level of healthcare service recipients has pushed them to be more researchers on these issues and caused digital healthcare marketing to become widespread. Digital health services marketing makes it easier to access more information about treatment options than traditional marketing (Mathews et al. ,2019, pp1-9).

E-health or digital health is used as a generalizing term for the use of information communication technologies in health-related services and processes (Wernhart, et all 2019). Health services, which are in an important position for the use of contemporary health care systems implemented around the world, have been expanded to include the following technologies: (Mathews et al. ,2019, pp1-9).

- Genomics,
- Artificial intelligence,
- Analytics,
- Wearable technologies,
- Mobile applications,
- Telemedicine applications.

In the 21st century, systematic changes have begun in the way digital health services are delivered. Especially as a result of the development of digital health services such as telemedicine, patients have been provided with easier access and diagnosis. In addition, health services provided through mobile device applications also play a role in the diagnosis and treatment of diseases. Health services received in the digital environment have eliminated the boundaries of the doctor-patient relationship, and patients living in the same country or other countries have the chance to receive treatment in these environments. All of these services are considered within the scope of digital health services (Özen, 2021, pp:5442- 5472).

Digital healthcare marketing is used to easily inform and deliver these healthcare services to patients.

The scope of digital health technologies used in digital health services is wide. In this context, digital technologies such as digital health records, mobile health services, artificial intelligence applications, wearable technologies and telemedicine can be considered (Bektaş & Şimşek, 2016, pp:179-185).

Telemedicine service can be defined as the healthcare service provided by physicians using information technology, video imaging and telecommunication connections to provide healthcare services remotely. Tele-health, on the other hand, covers a wide range of healthcare services provided by other healthcare personnel in addition to physicians in the digital environment, such as tele-medicine, tele-education and tele-pharmacy.

The World Health Organization (WHO) defines telemedicine as the provision of health services by health professionals using technology and information in the diagnosis, treatment, prevention, research, evaluation and continuing education of diseases or injuries, in order to improve the health of society and people in situations where distances are critical (WHO, 2010).

Telemedicine is essentially the delivery of healthcare services through information and communication technologies when the patient and healthcare providers are not in the same environment (Wernhart et al. ,2019).

Mobile health services include services supported through communication tools such as smartphones, personal digital assistants, wireless patient monitoring devices, and handheld computers. For this reason, all health services within the scope of telemedicine can be provided via mobile devices, and it would not be a wrong idea to consider telemedicine services within mobile health services.

The biggest advantage of mobile health services is that digital technologies, like digital health services, enable patients to be effectively involved in the process. It is estimated that the number of people using smartphones worldwide in 2022 is approximately 6.64 billion. This corresponds to approximately 83% of the world's population.

Approximately 77% of people aged 18-29 use mobile healthcare applications to monitor their health status. The market for mobile health applications, which was approximately 37 billion dollars in 2019, is expected to be approximately 136.9 billion dollars in 2030. 93% of physicians believe that mobile health services will help the health of sick individuals (Gromenko, 2021).

There is a lot of data showing the increase in health services provided in digital environments, one of which is mobile health applications. These mobile health applications have entered an increasing process after 2015. Especially in recent years, there has been a significant increase in the number of mobile health applications in digital environments.

- Although there is an increase in the use of healthcare technologies around the world, it is a fact that healthcare organizations that want to enter this environment face some obstacles. These obstacles can be listed as follows.
- Formalism (bureaucracy) in health services,
- Costs of technologies,
- Difficulties in finding the right technologies,
- Deficiencies in the training of personnel who will use digital technologies.

## 2.6. Digital Marketing in Healthcare

The most important feature that distinguishes healthcare services from other service companies is their interest in human health. Because the most important factor in healthcare is people. For this reason, service supply and demand areas and activities that attract human perception are complementary to healthcare marketing. In marketing health services, one must be sensitive and pay attention to social and legal rules.

Changes in the doctor-patient relationship, increased expectations of patients, increased demand for preventive health services, changes in satisfaction levels, technological developments, and increased attention of patients have increased the need for marketing in health services (Gümüş, 2017).

As a result of the increase in technological developments in recent years, buyer expectations have changed and the use of digital communication has become mandatory in healthcare institutions providing service. Digital marketing in healthcare services reaches patients through digital communication such as websites, mobile applications, video sharing, digital spaces and mobile applications (Taiminen & Karjaluo, 2015, pp:633-651).

With the digital transformation process, problems in information exchange between patients and doctors have decreased. Patients' expectations have begun to change in behavior and behavior as a result of the development of mobile or online communications. These changes cause structural changes, diversity, changes in communication processes and pricing in healthcare institutions and services (Horner, 2017).

## 2.7. The Reflection of Digitalization on Health Services

The period called the Digital Age began as a result of the development of technology and industry. The digital age has influenced all sectors and traditional methods have been replaced by technological digital environments. With technological developments, information exchange, communication, etc. in digital environments have increased. Needs in matters such as these can be met quickly. As a result of these, there has been a change in

individuals' lifestyles and an increase in their comfort, thus ushering in the digital age (Kayıkçı & Bozkurt, 2018, pp:54-64).

Digitalization, which is one of the important technological complements in the new media era, which is also described as the mixture of communication technology and information with media, is the circulation of information through various communication tools. Due to digitalization, written, audio or video communications traditionally made to people can now be made with a single communication tool (Değirmencioğlu, 2016, pp:590-606).

Especially in recent years, people who want to receive health services or access information benefit from digital environments that provide this service. The economic benefits that healthcare providers provide to the countries in which they are located should not be ignored. It has become almost inevitable for patients who will come to a country from abroad to receive health care to first be aware of the existence of the country that provides health care and to know the quality level of the health service they will receive (Tontuş, 2018, pp:67-88). The benefits provided by digitalization for countries providing services in the field of health tourism undoubtedly provide great benefits in this regard.

Reaching people who will receive health services through digital environments is an important issue in health tourism. Recently, the interest in health tourism on the internet platform has increased even more. Thanks to the internet, health service recipients can easily access all information about health tourism and health services worldwide in the digital environment. Health institutions that provide health tourism services can communicate with potential health tourists around the world thanks to the technologies offered by the internet (Filiz, 2019, pp:131-159). If we look at the issue from another perspective, individuals who want to receive health services from anywhere in the world can access research and service opportunities thanks to their mobile devices, computers, and health institutions and agencies that provide health tourism (Yılmaz & Yılmaz, 2022, pp:64-72).

The digitalization process, which creates the environment for these opportunities, causes travels outside the country in the health tourism dimension to become more widespread. When the issue is evaluated in this respect, the main reason for the popularity of health tourism is the websites on the internet where access to health services information and promotions can be provided. These websites are, for example;

- Information and auxiliary services provider websites,
- Communication environments (Media),
- Internet portals for information purposes,
- Websites established by states for health care and promotion, countable.

The websites listed above play important roles in health tourism. Thanks to these digital environments, countries that engage in health tourism around the world can promote the health services they provide and ensure their continuity in this regard.

Digital websites that carry health tourism beyond the borders of countries are important contact points that keep countries that provide health services and health tourists who want to receive this service in communication with each other. It helps health tourists to obtain information about the health services they will receive within the scope of health

tourism, the health system of that country, the physicians and the areas of expertise of the health services they provide. In addition, these websites also play an important role in health tourism digital marketing.

The focus of health tourism lies on commercialization. Within the digital framework of this environment, Web-based internet portals are needed to provide information, market environment, advertising service, and access to healthcare providers to healthcare service buyers. Considering these issues, the importance, role and function of websites in digital marketing come to the fore.

There are many websites on the internet in health tourism digital marketing, especially in medical tourism. There are also changes in their general contents. Some of these websites provide information about health tourism and provide health tourists with information on search, comparison and cost of disease treatments. Some of them operate to provide specific treatment services. These types of sites include information about the field of education, experience level of the personnel providing health services and the health institution where the procedure will be performed.

These sites, used in health tourism digital marketing, play a very important role in helping health tourists access different information.

## **2.8. Digitalization and Digital Marketing in Healthcare Services in the World**

According to research conducted by a search engine, at least one in three healthcare institutions in the world has websites specific to devices using mobile applications. In these applications, convenience is provided to those who will receive health services with keywords.

Digital marketing is increasingly being increased in healthcare institutions. Having the websites of health institutions in foreign languages helps these institutions to be recognized internationally. Marketing is done through conversation, which is used in traditional marketing of health institutions, and digital marketing is done through social media. Individuals who will receive health services can receive information about this service not only from their relatives on social media, but also from other people who want to receive that service and follow the relevant health institution in the digital environment (Öksüz & Altıntaş, 2017, pp:59-75).

Mayo Clinic, another healthcare institution in Arizona, USA, has made its physicians active on social media and included them in the mobile and hospital environment, and accordingly, physicians have started to control their brands. Thanks to the communication established between physicians and medical specialists in digital environments, areas of expertise and training are defined. People who wanted to receive health services could communicate with relevant physicians by following the applications in these environments (Jhon et al., 2017).

When the internet usage rates of public and private hospitals in Spain were compared, it was seen that the usage was higher in private hospitals. Although the potential of hospitals in this country in the social media environment is low compared to many other countries, their activities in these environments are gradually increasing. Efforts are made to increase their proficiency in this regard by providing training in hospitals regarding social media. With the help of patient individuals on social media, hospitals can control the quality of the health services they provide (Llatas et al., 2017, pp:1-11).

Health tourism is a sector that provides a wide range of health services worldwide, ranging from medical tourism to wellness and SPA tourism, from thermal tourism to elderly and disabled tourism. For this reason, it is growing rapidly worldwide. Especially thanks to the recently developed internet services, health tourists who want to benefit from health tourism can more easily access information about health institutions that provide affordable and qualified services through websites and mobile applications on the internet. Health tourists traveling for health tourism become more conscious about the health services they will receive thanks to the information they access on the internet. This situation also shows that countries providing healthcare should pay more attention to digital environments.

Countries providing health tourism around the world help spread these services worldwide, thanks to the benefits provided by technology and the quality and affordable health services they provide. Southern Europe, South Asia and South America stand out as pioneering regions in health tourism in the world.

There may be many reasons why people travel outside their country to receive healthcare. For example, for citizens of the United States, the reason is that the health services they receive are expensive in their country, while for citizens in the United Kingdom, the time it takes to receive health services is long.

In addition to the developed countries that provide services in the field of health tourism, developing countries have begun to show themselves in this field. These countries generally offer affordable prices, easy access, quality and patient satisfaction, etc. They become preferred thanks to the subjects (Öztürk, 2019).

The technological inventions made by the USA in many fields and the fact that it has advanced technologies from countries around the world make it one of the leading countries in the field of health tourism. European countries, which have made major investments in service quality and technological investments in this field, follow the USA. These are followed by countries in the Far East and the Asian continent. Countries such as India, Thailand, Singapore and Malaysia can be cited as examples of leading countries in health tourism in the Far East and Asia. Our country is among the developing countries in health tourism. In recent years, an increase has been observed in the creations made in the health sector. These investments, especially made by private health institutions, take Turkey to advanced levels in health tourism and marketing.

Most of the trips made within the scope of health tourism around the world are made within the scope of medical tourism. Among the reasons why health tourists who want to do medical tourism outside their country seek health care outside their country are the expensiveness of health services in their country, the longer waiting times for the health services they will receive, not all health services are covered by health insurance, etc. can be listed as reasons. For these reasons, health tourists travel to developing countries in the health sector in order to receive more affordable and quality service outside their country.

## **2.9. Digitalization and Digital Marketing in Health Services in Turkey**

Nowadays, most people do most of their work digitally using internet communication tools. People can perform multiple transactions simultaneously on the internet. However, when people come to the point of focusing on a topic, it is limited to approximately fifteen minutes at most. Therefore, the manufacturer and the service sector must attract the attention of their current customers and potential customers in a short time.



In addition to the increasing number of people using the Internet today, changes are also observed in the media environment thanks to constantly growing and developing social networks. The number of people using the internet worldwide will exceed 5.16 billion in 2023. This corresponds to approximately 64.4% of the world's population. In Turkey, the number of people using the internet reached 71.38 million in the first months of 2023. This corresponds to approximately 83.4% of Türkiye's population. High internet usage in Turkey attracts manufacturers. This situation also attracts the attention of health institutions serving in the health sector.

**2.9.1. Digital Marketing Applications in the Health Sector in Turkey.** Recently, digital marketing applications have become widespread in the provision of health services in our country. In this way, people are informed about improving and protecting their health.

It may be necessary to explain the desired and expected digital marketing applications in the healthcare sector and how these applications support marketing approaches and strategies. We can list them as follows.

- Preparing websites,
- Increasing social media usage presence (Facebook, Twitter, etc.),
- Performing search engine optimization,
- Using mobile applications,
- Using customer scrutiny and analytical information practices to examine the adequacy of digital approaches are important issues in digital marketing.

Healthcare organizations that do not have the digital marketing capabilities listed above are at a disadvantage in the healthcare market. These organizations cannot be fast in their communication with the target audience and lose their connection.

The provision of health services in Turkey by both the public and private sectors causes two different dimensions in the marketing of digital health services. It is seen that the private sector attaches more importance to digital marketing. For this reason, it is possible to say that the private healthcare sector has a more effective healthcare marketing strategy in digital marketing than the public healthcare sector and has fewer skills, deficiencies and errors in this regard. However, in order to say a definitive word on this issue, it may be more realistic to base it on further studies on this subject.

**2.9.1.1. Social Media Usage and Marketing.** Considering social media as an area where products/services are marketed provides customer loyalty and brand value to institutions and organizations (Ashley & Tuten, 2015, p:15). Companies and service providers should use social media effectively within the scope of modern marketing (Zengin, Ünal & Taş, 2019, pp:2226-2250).

Social media allows buyers to share their opinions and directly affects their attitudes towards purchasing products or services. Therefore, social media should make companies and service providers more visible to buyers.

Companies and service providers use social media to establish instant communication with buyers, to create/improve brand value and image, to gain new buyers and to increase their reliability.

Through social media, service or product buyers have the opportunity to share their ideas and opinions, both positive and negative. Since social media provides rapid dissemination communication and marketing opportunities, companies and service

organizations should not ignore this situation. For this reason, companies and service organizations should consider the advantages and disadvantages of the services they provide and evaluate the dangers of social media together.

Social media marketing has become one of the most frequently used forms of marketing in the healthcare industry in recent years.

**2.9.1.2. Search Engine Optimization and Marketing.** Ranking the websites of companies or service providers at the top of search engines is called search engine optimization (Kritzinger, 2017).

This method, which is widely used on the internet, can also be called content improvement in search engines. In this way, buyers can easily reach the desired criteria and attract their attention. The main goal of search engine optimization is to ensure that buyers reach the content that best suits their expectations with keywords, without wasting time and as quickly as possible. This gives service providers a competitive advantage.

One of the important issues of digital marketing is to provide buyers who will buy the product and use the service with access to information about these issues as quickly as possible. Service users can access products/services quickly and easily thanks to search engines. These channels are constantly visited by buyers.

Thanks to this form of marketing, websites highlight the product/service in the digital environment. When service/product buyers search for the product or service they want to buy on search engines, the presence of that product or service in the top rankings causes changes in their preferences and is influenced by them. In addition, search engines are one of the most effective methods of digital marketing as they provide quick solutions to the target audience in marketing.

**2.9.1.3. Mobile Marketing.** Mobile marketing can be defined as service companies delivering their services/products that they think will be useful to their customers wirelessly via mobile devices. The use of mobile channels in communication in this marketing creates a two-sided value due to the advantages it provides to both service recipients and service providers in terms of time and space, as well as providing information to individuals who receive service through these channels on the subjects they need regarding products, services, brands and ideas.

Mobile marketing is one of the serious developments of digital marketing. Thanks to mobile marketing, companies or service providers can communicate with their active and potential customers immediately and share news about their services, products, brands, campaigns and discounts (Karagöz & Çağlar, 2011, pp:1-17).

Mobile marketing service, which is included in digital marketing, is also a type of marketing that is widely used in healthcare services.

**2.9.1.3.1. Preparing Websites Specific to Mobile Devices.** Research conducted by Google, one of the internet search engines, shows that at least one in three patients uses a tablet computer or smartphone. Patients can access appointments or all medical requests required for appointments from such mobile devices. Therefore, healthcare organizations should take mobile devices into consideration when planning their websites. This makes it easier to reach people and provides the opportunity to reach more people (Kılıçaslan, 2019).

## 2.10. Digital Health in Turkey

The World Health Organization (WHO) states that "countries should plan the health care they provide to their citizens with high quality." Health services must be sustainable, affordable and accepted by society. He suggested that countries in the world should develop their own health systems for their citizens, taking these criteria into consideration. Based on this suggestion, T:C. The Ministry of Health started the process of improving the health system since 2003 and launched the health transformation project in this process.

In fact, the health transformation project was planned to unite all hospitals across Turkey in a common digital network in the early nineties and to put the Hospital Information Management System (HBYS) into operation, but this formation could not be put into operation in 2010.

In the following period, many different digital systems have been put into operation for the purpose of digitalization. These can be listed as follows (Peker, et al, 2018, pp: 228-267).

- National Health Data Dictionary (NHDD),
- Family Medicine Information Systems (FMIS),
- Electronic Document Management System (EDMS),
- Barrier-Free Health Communication System (BFHCS),
- Drug Decision Support System (DDSS),
- Personal Health System (PHS),
- Central Physician Appointment System (CPAS),
- Athlete Health Information System (AHIS).

Decision Support System (DSS) is a digital system established by our country to collect more, reliable data for healthcare services and to improve the medical decision-making process.

All the practices listed above show that our country is in a process based on digitalization in healthcare services.

The European Union Health Commission has discussed e-health services under five main headings. These;

- Telemedicine Applications,
- Mobile Health Applications,
- Robotic Applications,
- Digital Hospitals,
- Data/Electronic Health Records (Kosif, 2019).

## 2.11. Mobile Health Applications in Turkey

In a research conducted by IPSOS in twenty-eight countries around the world, it was concluded that the citizens of our country are among the top three countries willing to receive digital health services. After this research, when the developments experienced so far and the increases in people's internet use are evaluated, it can be said that our country's citizens are ready and willing to use digital health service technology.

Our country has recently made great progress in mobile health services, especially during the Covid-19 period, and health institutions have introduced new digital applications.

In Turkey, especially private hospitals have made great strides in digital and mobile health services.

Some applications offered by private hospitals in the field of digital and mobile health services and telemedicine services can be listed as follows.

**Telemedico:** This platform, which provides digital healthcare services, is based abroad. It provides health services via computer and mobile application. Patient-physician meetings can be held on the internet, and patients are provided with the opportunity to make appointments, consultancy services, telemedicine with e-prescriptions, and remote patient monitoring (<https://telemedi.biz/solutions/whitelabeled-digital-healthcare-platform-ecosystem>).

**Memorial E-Doctor Service:** Thanks to this application, chronic diseases and all kinds of health problems can be reported live and video online between the patient and the doctor by specialist physicians in all branches. This application can be accessed from computers and mobile devices every day and at any time. In addition, psychologist and dietitian services can be provided online ([memorial.com.tr/memorial-evinizde](http://memorial.com.tr/memorial-evinizde)).

**Whole Medics:** This site provides face-to-face healthcare services between the patient and the doctor online, via computers and mobile devices, to patients at home and abroad. In addition, services such as health tourism service, health information system management, and examination opportunities at patients' homes are also provided ([wholemedics.com.tr/](http://wholemedics.com.tr/)).

**Medicana Online Physician:** This application is designed to provide healthcare services to patients online. It allows patients to contact physicians from anywhere in the world without going to the hospital. Thanks to this application, it is possible to meet with physicians of the desired branch from computers or smart mobile devices without applying to the hospital to solve the health problems of patients and their families, follow-up of chronic diseases of patients, and solve all kinds of health problems for which you need support, and consultancy services related to health problems are provided ([medicana.com.tr/OnlineHekim](http://medicana.com.tr/OnlineHekim)).

**Doctor Turkey:** This application, which is supported by Türk Telekom and brings together patients and healthcare professionals in a digital environment, is seen as the first video call healthcare service internet environment launched in Turkey. In this environment, patient-healthcare worker relationships can be established at any time of the day and at any time ([doctorturkey.com.tr](http://doctorturkey.com.tr)).

**Acibadem At Your Home/ Online Doctor:** Access to this service can be done via the website or mobile application. On this site, patients can make appointments with physicians without going to the hospital, meet with their physicians online, and perform check-up services and necessary diagnosis and treatment procedures. If examination is required, sample collection is also carried out at home ([acibadem.com.tr/acibadem-evinizde](http://acibadem.com.tr/acibadem-evinizde)).

**Lokman Online Physician:** This system provides online specialist physician services in every branch. Patient-doctor interviews are made via video, risk groups, chronic disease monitoring and other services can be provided via computers and smart mobile devices. In addition, psychologist and dietitian services are also provided ([lokmanhekim.com.tr/haber-online-doktor/](http://lokmanhekim.com.tr/haber-online-doktor/)).

**Medical Park Video Doctor:** Thanks to this application, patients and doctors at Medical Park Hospitals can have a remote video conversation online. In addition, patients

can benefit from the services of a dietitian and psychologist if needed. These services can be received via computer or mobile devices (medicalpark.com.tr/online-doktorgorusmesi).

Apart from these sites, there are also many local health institutions in our country that provide online health services. In addition, some insurance companies have created sites in digital environments to provide health services.

Public health institutions in our country have also provided online health services, especially during the Covid-19 period, and there are still health institutions that continue to do so. The appointment system in public and private health institutions can be made online.

When the number of downloads, ratings and comment sections of the applications on Google Play or Apple Store used in our country are examined, it is possible to obtain information about the applications downloaded from there, but this is not possible about health institutions that provide digital health services downloaded through other applications (Özen, 2021, pp:5442- 5472). . However, some problems and obstacles may be encountered due to the implementation of these applications in the digital environment. These problems or obstacles can be said to be bureaucratic obstacles in the field of providing digital health services in countries, lack of personnel and training in digital technology, difficulties in finding the right technologies and the costs of these technologies.

### 3. Conclusion

Marketing has gone digital as a result of developing technology. Healthcare organizations have also given importance to digital marketing to maintain their presence in the changing sector. People's demand for instant service and the opportunity to see other services in the world have led to the rapid rise of digital marketing.

Institutions that can adapt digital marketing to themselves provide many opportunities such as recognition of the institution among people, providing prestige, increasing quality and reducing costs. Thanks to various changes that have occurred in recent years (such as the advancement of technology, the effort to reduce costs and the increase in the level of consumer awareness), the increase in the level of development has brought about changes in vision and missions. Thanks to these developments, effective communication and the use of communication networks such as the internet have improved both in the health sector and other sectors, and digital marketing has come to the fore as marketing areas are discussed from a broader perspective. It deals with features such as accurate, fast, convincing and impressive in order to ensure continuity and increase competition in this field of marketing. Since the health sector is different from other sectors and is of vital importance, marketing opportunities also vary.

In order to implement the digital marketing approach with technical processes, institutions must have the necessary infrastructure. In this regard, it is important to change the perspective of corporate managers on digital marketing and increase their awareness of this field. It is also an opportunity for institutions to follow the changing pace of digital, learn new trends, and achieve permanent success in this field by perpetuating the success of digital marketing (Çinibulak, 2019, pp:23-29)

## Resources

- Akar E. & Kayahan C. (2007). Elektronik ticaret ve elektronik iş, Nobel Yayın Dağıtım, İstanbul.
- Ashley, C. & Tuten, T. (2015). Creative strategies in social media marketing: an exploratory study of branded social content and consumer engagement, *Psychology & Marketing* 32(1)15-27.
- Bektaş, G. & Şimşek, F. (2016). İleri yaş sağlık turizminde mobil sağlık hizmetlerinin önemi, *Sağlık Akademisyenleri Dergisi*, 3(4), 179-185.
- Çetin, L. (2018). Sağlık hizmeti veren kurumlarda güncel pazarlama teknikleri, Unpublished Master's Thesis, Cumhuriyet Üniversitesi Lisansüstü Enstitüsü, Sivas.
- Çinibulak, M. (2019) Hastane yöneticilerinin sağlık hizmetleri pazarlamasında dijital pazarlama yaklaşımının kullanımına yönelik görüşlerinin değerlendirilme, *Türkiye Sağlık Bilimleri ve Araştırmaları Dergisi*, Volume: 1 Issue: 2, 21-29.
- Değirmencioğlu, G. (2016). Dijitalleşme çağında gazeteciliğin geleceği ve inovasyon haberciliği, *TRT Akademi*, 1(2): 590-606.
- Filiz, Ş. (2019). Sağlık diplomasisi açısından Türkiye’de dijital sağlık turizmi uygulamaları, E.Y. Altuntaş (Ed.), *Sağlık hizmetleri uygulamalarında dijital dönüşüm* (1. baskı), Eğitim Yayınevi, Konya, pp:131-159.
- Gromenko, A. (2021). 7 points checklist for mobile health app development, <https://code-care.com/blog/healthcaremobile-application-development/>
- Gümüş, S. (2017). Hizmet pazarlaması (sağlıkta güncel konular, inceleme ve deneyimler), Hiper Yayın, İstanbul.
- Horner, B. (2017). Healthcare marketing in the digital age, <https://pyxl.com/resource/healthcare-marketingdigital-age>.
- Işık, T. (2019). Türkiye’de sağlık kurumlarında dijital dönüşüm adımları, E.Y. Altuntaş (Ed.), *Sağlık Hizmetleri Uygulamalarında Dijital Dönüşüm* (1. baskı), Eğitim Yayınevi, Konya, pp:11-39,
- Karagöz & Çağlar, (2011). Perakende sektöründe mobil pazarlama uygulamalarına karşı tüketici davranışlarının incelenmesi, *AJIT-E / Academic Journal of Information Technology*, Cilt: 2, Sayı: 4, pp:1-17.
- Kayıkcı, M. Y. & Bozkurt, A. K. (2018). Dijital çağda z ve alpha kuşağı, yapay zekâ uygulamaları ve turizme yansımaları, *Sosyal Bilimler Metinleri*, pp:54-64.
- Kingsnorth, S. (2019). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Kogan Page Publishers.
- Kritzinger, W. T. (2017). Development of a search engine marketing model using the application of a dual strategy. The Cape Peninsula University of Technology. Doctor of Technology, Informatics in the Faculty of Informatics and Design, Unpublished Doctoral Thesis, Cape Town.

- Kosif, K. F. (2019). Kurumların dijital dönüşüm süreçlerinin incelenmesi: bir sağlık kurumu için öneri, İstanbul Üniversitesi Fen Bilimleri Enstitüsü Enformatik ABD, Unpublished Master's Thesis, İstanbul.
- Llatas, C. F. , Millana, A. M., Bilbao, I. B. , Salcedo, M. T. & Salcedo, V. T. (2017). Evaluating the social media performance of hospitals in Spain: A longitudinal and comparative study, pp:1-11.
- Mathews, S. C. , McShea, M., Hanley, C. L. , Ravitz, A. , Labrique, A. B. & Cohen, A. B. (2019). Digital health: a path to validation. NPJ Digital Medicine, 2, pp:1-9, <https://doi.org/10.1038/s41746-019-0111-3>.
- Öksüz, B. & Altıntaş, V. (2017). Sağlık turizminde dijital iletişim kanallarının kullanımı, Seyahat ve Otel İşletmeciliği Dergisi, 14(1): pp:59-75.
- Özen, H. (2021). Dijital sağlık hizmetlerinin sürdürülebilir kalkınma hedefleri açısından değerlendirilmesi, OPUS © Uluslararası Toplum Araştırmaları Dergisi, pp:5442- 5472.
- Öztürk, K. (2019). Sağlık turizminde hasta hakları ve etik sorunsalı üzerine bir araştırma, Atılım Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı, Unpublished Master's Thesis, Ankara.
- Peker, S. V, Giersbergen M. Y. V. & Biçersoy, G. (2018). Sağlık bilişimi ve Türkiye’de hastanelerin dijitalleşmesi, Sağlık Akademisi Kastamonu, 3(3), pp:228-267.  
[http://auzefkitap.istanbul.edu.tr/kitap/saglikyonetimilt\\_ao/saglikturizmiyonetimi.pdf](http://auzefkitap.istanbul.edu.tr/kitap/saglikyonetimilt_ao/saglikturizmiyonetimi.pdf).
- Subramaniam, R. K. , Singhal, A. & Hopkinson, P. (2019). Role of digital marketing to enhance medical tourism in hospitals of Dubai, In 2nd International Conference on Tourism Research, p:330.
- Taiminen, H. M. & Karjaluo, H. (2015). The usage of digital marketing channels in SMEs, Journal Of Small Business and Enterprise Development, 22(4), pp:633-651.
- Tontuş, H. Ö. (2018). Sağlık turizmi tanıtımı ve sağlık hizmetlerinin pazarlanması ilkeleri üzerine değerlendirme, Disiplinlerarası Akademik Turizm Dergisi, 3(1): pp:67-88.
- Wernhart, A. , Gahbauer, S. & Haluza, D. (2019). eHealth and telemedicine: practices and beliefs among healthcare professionals and medical students at a medical university. Plos One, 14(2), <https://doi.org/10.1371/journal.pone.0213067>.
- WHO, World Health Organization-a (2010). Telemedicine: Opportunities and developments in Member States. Report on the second global survey on eHealth Global Observatory for eHealth series - [https://www.who.int/goe/publications/goe\\_telemedicine\\_2010.pdf](https://www.who.int/goe/publications/goe_telemedicine_2010.pdf)
- Yılmaz, H. & Yılmaz, N. (2022). Dünyada ve Türkiye’de dijital sağlık turizmi uygulamaları, Sağlık Akademisyenleri Dergisi, 9(1), pp:64-72.
- Yükselen, C. (2016). Pazarlama ilkeler-yönetim örnek olaylar, Detay Yayıncılık, Ankara.
- Zengin, B. , Ünal, A. & Taş, M. (2019). Sosyal medyanın turistlerin satın alma kararları üzerindeki etkisi: Erzincan Kemaliye örneği. Journal of Tourism and Gastronomy Studies, pp:2226-2250.