



boovs

Health Tourism Simplified

An innovative health tourism platform connecting Türkiye's leading healthcare services with global patients.

01.10.2024, Boovs Staff

What is boovs?

Boovs is a digital platform that simplifies health tourism services, connecting users with the most suitable healthcare providers. It streamlines patients' treatment and travel processes, allowing them to manage everything through a single platform. Patients can plan their treatment, compare prices and quality among service providers, and track their entire treatment journey online.



Türkiye's Health Tourism Data and Global Market

Türkiye Health Tourism

- Turkey serves 1.5 million foreign patients annually.
- In 2023, Türkiye's health tourism revenue exceeded \$3 billion.
- Türkiye is a global leader in areas like organ transplants, cosmetic surgery, and dental treatments.

Global Health Tourism

- The global health tourism market is expected to reach \$179 billion by 2026.
- Post-pandemic, the demand for digital health services has increased by 45%.



boovs' Mission and Vision

Mission

To digitize the search for healthcare services and travel planning, building a global bridge in health tourism. Boovs also aims to help healthcare providers reach more patients globally.

Vision

Boovs aspires to become the most trusted, transparent, and integrated digital platform in the global health tourism sector.

boovs' Technological and Innovative Infrastructure

AI-Powered Recommendations

The system analyzes the user's medical history and recommends the most suitable healthcare providers using AI algorithms.

Manual Search and Selection

Users can manually search for healthcare providers and make their selections. They can compare prices and services.

Integrated Travel and Accommodation Planning

Boovs offers integrated services for booking flights, hotels, and car rentals, making travel planning seamless.

Data Security and GDPR Compliance

Boovs securely manages patients' personal and medical information according to international data protection standards. All data is protected with high-security protocols.

Target Market and Strategic Partnerships

Target Markets

- Strong markets in health tourism include Europe, the US, and the Middle East.
- Significant growth potential in popular health services such as cosmetic surgery, dental treatments, and rehabilitation.

Potential Partners

- **Investors:** Those looking to capitalize on the growing health tourism market.
- **Healthcare Groups:** Strategic partnerships with hospitals and clinics worldwide.
- **Technology Partners:** Companies offering AI and digital health solutions.



Financial Projections and Investment Potential

- **2024 Revenue Goal:** \$5 million

- Boovs aims to capture 2% of the global health tourism revenue by 2024.

Growth Strategy: Expanding partnerships with healthcare providers in Europe, the US, and Asia.

Investment Opportunities: Boovs offers investors high growth potential by leading the digital transformation of health tourism.

boovs' Advantages



For Healthcare Providers

- Reach a broader patient base through a digital platform.
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- Opportunity to enter international markets.

For Users

- Compare prices and choose the most suitable service providers.
- Manage all health services, travel, and accommodation needs on a single platform.
- Transparent and secure processes.

Türkiye's Leadership Potential in Health Tourism

- **Quality of Healthcare Services:** Turkey is one of the world leaders in accredited healthcare services.
- **Cost Advantage:** Turkey offers high-quality services at 50-70% lower costs compared to Europe and the US.
- **Ideal Location for Target Markets:** Turkey's geographical location and infrastructure provide easy access to European, Middle Eastern, and Asian markets.



Investment Call



Investment Potential

Boovs addresses the growing need for digitalization in health tourism, offering investors significant profit potential. With a strong business model, innovative solutions, and global market access, Boovs presents an attractive opportunity for investors.

Partnership and Investment Call

Boovs aims to accelerate its global expansion by forming strategic partnerships with investors. Given the rapid growth in the health tourism market, this is the right time for investment.

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