

ACIBADEM

UMUTLAR GERÇEK OLUYOR

Social Responsibility
Project Supported by
Khazanah IHH
Healthcare Fund



AİLELERİN UMUT'U GERÇEK OLUYOR



T.C.
Aile ve
Sosyal Politikalar
Bakanlığı

**Aile ve
Sosyal Politikalar Bakanlığı
ve Acıbadem**

çocuk sahibi olamayan
2500 aileye ücretsiz tüp bebek
projesi başlattı.

ACIBADEM

DANIŞMA ve BİLGİ İÇİN:
acibadem.com.tr
umutlargercekoluyor.com
aile.gov.tr

Within the scope of Khazanah Healthcare Fund Project, Acibadem Healthcare Group has collaborated with the Turkish Ministry of Family and Social Policies to sponsor 2,500 fertility treatments for low-income families in Turkey



- Infertility is a widespread concern globally and it is estimated that 1 in 7 couples have problems conceiving.
- Infertility is significant issue with profound social and psychological impact in Turkey as well; research shows that around 150,000 couples in the country are in need of some form of reproductive assistance.
- This matter claims high priority in Turkish government's population policy and the Prime Minister has personally pledged support to such efforts.

This project was undertaken in collaboration with the Ministry of Family and Social Policies for various reasons:

- In order to achieve the substantial scale intended, a public partner was almost imperative.
- Also, aiming to retain our impartiality, we specifically did not want to be involved in the selection of the beneficiaries.
- The Ministry is the only body that has the technical capabilities to conduct means testing of such a large subgroup of Turkish population and they have a robust information system infrastructure and database needed for accurate and efficient evaluation of applications.



The legal framework for the Project was laid out by the Ministry of Family and Social Policies by the Circular Order 2012/12, published on 19/09/2012. In this Circular Order, the Ministry has spelled out the application criteria, quota allocated to each city and county, as well as the specific procedures to be followed by Local Social Aid Chapters in receiving, recording and processing applications. Those applying are required to meet the following criteria:

:

- Couples with no social security coverage
- Couples means-tested and classified as Green Card beneficiaries
- Couples covered under G0/c-I provision of the Universal Health Insurance
- Women between ages of 23-39
- Couples have not been able to get pregnant spontaneously or though reproductive assistance in the past 3 years; as stated by a medical report
- Couples that need to reproduce due to a medical need of their other children, as stated by medical report

- To provide wide geographic coverage for needy families and achieve national impact, all Acibadem hospitals that have an IVF (In Vitro Fertilization/Reproductive Medicine) department are included in the project.
- All treatments, including medications, tests and surgical procedures that may be needed before IVF, are being provided by Acibadem free of charge, at its participating hospitals.
- Other expenses such as accommodation and travel are being funded by the Ministry through its local chapters.

- Acibadem Kadıköy Hospital
- Acibadem Adana Hospital
- Acibadem Bursa Hospital
- Acibadem International Hospital
- Acibadem Kayseri Hospital
- Acibadem Maslak Hospital
- Acibadem Eskişehir Hospital*
- Acibadem Bodrum Hospital*

**Eskişehir and Bodrum hospitals began accepting patients in June of 2013, following Ministry of Health licensing and opening of their IVF Centers*



The Project launch was announced to public with a press conference on October 19th, 2012.

At the same time, the protocol was signed between Acibadem and Ministry in October 2012.

Details of the launch press conference were communicated via Acibadem website as well as the Ministry web site



*«This is Acibadem's initiative. They have requested our assistance in identifying the suitable candidates. As Ministry, we will scan 81 cities and their counties to find the families with financial need. That is our job. Under the auspices of our Social Aid Directorate, we do perform socio-economic analyses determining education and social status, income status as well as number of children in the family». **Minister Fatma Şahin at the press conference***



ACIBADEM | T.C. Aile ve Sosyal Politikalar Bakanlığı

Anasayfa | Kampanya Bilgileri | Tüp Bebek Hakkında | Sıkça Sorulan Sorular | İletişim

AİLELERİN UMUT'U GERÇEK OLUYOR

ARZU'SU..DİLEK'İ... **UMUT'U**...ÖZLEM'İ...MURAT'I

GERÇEK OLUYOR

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Aile ve Sosyal Politikalar Bakanlığı ve Acıbadem çocuk sahibi olamayan 2500 aileye ücretsiz tüp bebek projesi başlattı.

Başvurularınızı Aile ve Sosyal Politikalar Bakanlığı'na bağlı Sosyal Yardımlaşma ve Dayanışma Vakıflarına yapabilirsiniz.

"Ailelerin umudu gerçek oluyor" kampanyası

Acıbadem Sağlık Grubu'nun sosyal sorumluluk projesi kapsamında gündeme getirdiği ve Aile ve Sosyal Politikalar Bakanlığı'nın işbirliğiyle hayata geçen "Ailelerin Umudunu Gerçek Oluyor" kampanyası başlıyor. Bu kampanyayla 2 bin 500 çiftin, tüp bebek yöntemiyle çocuk sahibi olması hedefleniyor.

Bakanlık tarafından tespit edilecek 2 bin 500 ailenin, konaklama masrafları Sosyal Yardımlaşma ve Dayanışma Vakfı tarafından karşılanacak, tüm tedavi giderleri ise Acıbadem Sağlık Grubu tarafından üstlenilecek.

Detaylı bilgi için...

Başvurularınızı Aile ve Sosyal Politikalar Bakanlığı'na bağlı Sosyal Yardımlaşma ve Dayanışma Vakıflarına yapabilirsiniz.

- The launch was announced on Acıbadem's Facebook page, which has over 100,000 followers.
- 1,300 key contacts in the press corps were mailed the public brief regarding the campaign.
- An avid social media user, Minister Fatma Şahin, actively promoted the campaign through her personal and Ministry's twitter accounts.
- A banner was designed and placed to the opening page of www.acibadem.com.tr. When clicked on, this banner is linked to a dedicated Project website, which provides detailed information and accepts inquiries and questions from visitors. www.umutlargercekoluyor.com

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