



# SEMINAR

18 May 2015  
16.00

## Medical tourism at the crossroads of diaspora and transcultural care? Healthcare in Turkey for Swedish patients

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The patterns and dynamics of transnational healthcare practices as they take shape in the patient mobility from Sweden to Turkey and attempts to explore how – and for whom – the private companies organize, represent and promote healthcare in Turkey, and which discourses they use in anticipating a healthcare clientele from Sweden. Drawing upon semi-structured interviews with intermediaries in medical tourism companies and doctors and applying observations during marketing campaigns and public seminars in Sweden (March 2014) and in a private hospital in Turkey (April 2015), this article advances a framework that articulates a different dimension of medical migration by focusing on diasporic components of this mobility and argues that demand of medical treatments in the ‘home’ country is actively shaped by discourses of medical tourism and by realignment of previous migratory experiences and diasporic ties.