Background and objectives:
In 2003, the Government of Turkey launched its Health Transformation Program, a ten-year health reform initiative designed to bring Turkey’s health indicators in line with other middle-income countries and those in the OECD. At the time, Turkey’s health financing system was fragmented, contributing to inefficiency and inequality, and insurance coverage for the poor was scarce. Health care in rural areas was expensive and difficult to access. The World Bank has been supporting the Government’s Health Transformation program through a two-phased approach. The first phase, through the Health Transition Project, supported the introduction of the family medicine model, and helped build the capacity of the Ministry of Health (MoH) and the Social Security Institute to expand health insurance coverage and improve family medicine service delivery. The second phase, through the ongoing Health Transformation and Social Security Reform Project, supports reforms aimed at increasing hospital autonomy, expanding family medicine services, and further strengthening performance management and pay-for-performance initiatives. The project includes a component that links incentives with results, and is aimed at providing performance-based incentives for primary care providers for the delivery of services that focus on early detection and control of noncommunicable diseases and the promotion of healthy behaviors among the adult population in Turkey.

Results achieved:
- In 2003, 24 percent of the population in the poorest income decile had health insurance, compared to 83 percent in 2009.
- The population enrolled with family medicine increased from zero in 15 pilot provinces in 2003, to the entire population in 2010.
- Utilization of primary care services has increased to 2.7 outpatient visits per capita in 2010 compared to 2.5 in 2008.
- Patient satisfaction with primary care services in provinces where family medicine was introduced increased from 69 percent in 2004 to 89.8 percent in 2011.
- Patient satisfaction with health services in public hospitals increased from 41 percent in 2003 to 75 percent in 2010. In addition, social security systems were unified and all hospitals transferred to the MoH, allowing people to choose where to be treated.

Implementing Agencies: Ministry of Health and Social Security Institute.