



ISTANBUL OKAN UNIVERSITY FACULTY of MEDICINE 2025–2029 STRATEGIC PLAN

1. Introduction

1.1. Foreword

Since its establishment, Istanbul Okan University Faculty of Medicine has conducted its education, research, and healthcare services based on scientific principles and contemporary requirements. Within the framework of our planned management approach, we determine our goals and objectives and ensure continuous innovation and development.

Our educational mission focuses on training versatile, ethical, competent, and accountable physicians who adopt improving individual and public health outcomes as a social responsibility, integrating medical knowledge, clinical practice, and scientific research.

In addition to our educational activities, our faculty continues to deliver high-quality healthcare services at regional, national, and international levels. Today, developments in health sciences, as well as the quality and accessibility of healthcare services, are accepted as indicators of a society's level of civilization. In this age of information and technology, our faculty progresses confidently toward becoming an internationally effective and competent institution in the health field, with its qualified physicians, scientific research, and healthcare services.

The Istanbul Okan University Faculty of Medicine 2025–2029 Strategic Plan presents the faculty's vision, mission, core values, and a strategic roadmap aimed at improving quality.

This strategic plan defines the priorities of the faculty in education, research, and community service for the 2025–2029 period and identifies the intended objectives in these areas. Monitoring and evaluation of the performance indicators during the implementation of the strategic plan will be carried out by the Office of the Dean.

Annual monitoring and evaluation meetings will be held each July to review the progress toward the goals; root-cause analyses will be conducted for unmet targets, and corrective and

preventive actions will be taken. Targets affected by uncontrollable external factors will be revised accordingly.

Achievement of the goals will be ensured through collaboration involving all internal and external stakeholders, including top management support, with a strong institutional culture of quality and success.

1.2. Purpose of the Document

The purpose of this document is to objectively identify the strengths, weaknesses, opportunities, and threats of Istanbul Okan University Faculty of Medicine and to initiate and maintain a conscious institutional development process.

1.3. Scope of the Document

This strategic plan includes the faculty's vision, mission, core values, SWOT analysis, strategic goals for 2025–2029, performance indicators, and the action plans necessary for achieving these targets.

1.4. Definitions

Concept	Definition
Mission	The fundamental purpose and core responsibilities of the faculty
Vision	The future ideals the faculty aims to achieve
Performance Indicator	Criteria measuring the extent of achieving strategic goals
Strategy	The approach guiding actions in line with the mission
Strategic Goal	The intended outcomes aligned with defined strategies

2. Strategic Goals and Objectives

2.1. Improving Educational Quality

Goal: Equip students with scientific knowledge and skills required by contemporary medical practice.

Objectives:

- Update the curriculum and implement modern teaching methods
- Align the medical curriculum with national and international standards

- Implement simulations, problem-based learning (PBL), e-learning, and interactive teaching methods
- Provide pedagogical and digital teaching training for faculty members

Providing sufficient clinical training time

- Optimize clinical rotation programs
- Standardize hands-on training time per student
- Provide adequate materials and equipment for practical training in hospitals and laboratories

Enhancing simulation and laboratory infrastructure

- Develop advanced simulation and laboratory systems
- Introduce virtual and augmented reality-based training programs
- Regularly assess students' surgical and clinical skills in simulation environments

2.2. Research and Development (R&D) Activities

Goal: Increase scientific research capacity and produce innovative healthcare solutions.

Objectives:

- Encourage research projects within the faculty
- Provide training for project development and management
- Organize seminars and conferences to promote research culture
- Strengthen international academic and clinical collaborations
- Support participation in national and international grant programs (TÜBİTAK, EU, etc.)

2.3. Community Health and Social Responsibility

Goal: Transform educational and research activities into social impact.

Objectives:

- Develop community health projects and awareness programs
- Conduct public health campaigns, seminars, and educational activities
- Organize free health screening programs
- Carry out community health research initiatives

2.4. Career Development and Professional Skills

Goal: Enhance the professional competence of students and graduates.

Objectives:

- Offer training and certificate programs in clinical and academic skills
- Provide international internship and exchange opportunities
- Support students with scholarships and financial assistance for global experiences

2.5. Accreditation and Quality Standards

Goal: Ensure compliance with national and international quality standards.

Objectives:

- Complete accreditation processes
- Continuously monitor accreditation requirements
- Regularly update educational materials
- Provide quality improvement training for faculty members

2.6. Technology and Digital Transformation

Goal: Integrate technology into education and clinical practice.

Objectives:

- Incorporate AI, telemedicine, and robotic surgery into medical training
- Develop digital simulation and interactive learning tools
- Strengthen digital education platforms

2.7. Collaboration with Industry and Healthcare Sector

Goal: Increase cooperation with the healthcare sector in clinical practice and research.

Objectives:

- Develop joint projects with healthcare institutions
- Integrate internships and practical training with industry partners
- Conduct health policy research and propose recommendations

2.8. Alumni Tracking and Continuing Education

Goal: Support the career development and lifelong learning of graduates.

Objectives:

- Create an alumni database and produce annual reports
- Offer workshops, seminars, and certificate programs for alumni

3. Monitoring and Evaluation

Achievement of goals will be monitored and reported annually. Corrective and preventive measures will be taken for unmet objectives, and performance indicators will be shared with management and stakeholders.

4. Performance Indicators and Action Plans

Strategic Goal: Improving Education Quality

Strategic Objective	Performance Indicator	Action Plan
Updating the curriculum and implementing modern teaching methods	Annual curriculum update report; student satisfaction surveys	The curriculum is reviewed each year, pedagogical training is provided to faculty members, and new teaching technologies are implemented.
Providing hands-on training time in hospitals and clinical settings	Clinical practice hours per student; practical training satisfaction score	Clinical rotation planning is conducted; practice areas and simulation centers are improved.
Advanced simulation and laboratory infrastructure	Simulation center capacity; student usage rate	Simulation and laboratory equipment are installed and regularly updated; integrated training programs are implemented.

Strategic Goal: Research and Development (R&D)

Strategic Objective	Performance Indicator	Action Plan
Encouraging research projects within the faculty	Annual publication count; project application and acceptance rate	Research support funds are established; project writing training is provided to faculty members; research groups are encouraged.
Strengthening international academic and clinical collaborations	Number of international projects conducted; number of joint publications	Bilateral agreements are made with universities and research centers; student and faculty exchange programs are developed.

Strategic Goal: Community Health and Social Responsibility

Strategic Objective	Performance Indicator	Action Plan
Developing community health projects and awareness programs	Number of programs organized annually; number of participants	Public health projects are planned; health awareness campaigns are carried out.

Strategic Goal: Career Development and Professional Skills

Strategic Objective	Performance Indicator	Action Plan
Offering training and certification programs in specialty areas	Number of certificates issued; participation rate	Continuing education programs are organized; certificate and workshop opportunities are provided.
Providing international education and internship opportunities	Number of participants in international internship and exchange programs	International collaborations are strengthened; internship/education opportunities are created for students and academic staff.

Strategic Goal: Accreditation and Quality Standards

Strategic Objective	Performance Indicator	Action Plan
Completing program accreditation processes	National and international accreditation reports	Accreditation requirements are reviewed; processes and documentation are organized.
Continuous quality improvement and updating educational materials	Educational material update reports; quality audit results	Educational materials are updated annually; quality assurance mechanisms are implemented.

Strategic Goal: Technology and Digital Transformation

Strategic Objective	Performance Indicator	Action Plan
Integration of artificial intelligence, telemedicine, and robotic surgery	Number of training and practical sessions; student and faculty satisfaction	Technology infrastructure is established; advanced technology and digital platform integration are ensured.
Digital education platforms	Number of distance education courses; access statistics	Online course and resource platforms are improved; user training is provided.

Strategic Goal: Business and Healthcare Sector Collaboration

Strategic Objective	Performance Indicator	Action Plan
Conducting joint projects with the healthcare sector	Number of joint projects and internships; sector collaboration satisfaction	Sector collaboration protocols are prepared; internship and practice opportunities are improved.
Developing projects contributing to health policies	Published policy reports; number of contributions to public projects	Policy development committees are formed; research outputs are shared with public institutions.

Strategic Goal: Alumni Tracking and Continuing Education

Strategic Objective	Performance Indicator	Action Plan
Establishing an alumni tracking system	Alumni database; alumni participation rate	An alumni registration system is created; annual tracking reports are prepared.
Continuous education for alumni	Number of continuing education programs; alumni participation rate	Online and in-person programs are organized; professional development opportunities are provided.

5. Conclusion

The Istanbul Okan University Faculty of Medicine 2025–2029 Strategic Plan presents a roadmap prioritizing quality, innovation, and social benefit in alignment with the faculty’s vision, mission, and core values. The active contribution of all faculty units and staff, with strong teamwork and responsibility awareness, is essential for the successful implementation of this plan.