

## Master of Health Software; Datasel Information Systems

Established in 1999, Datasel Information Systems Inc. serves its customers with its experience of more than 20 years and a software strategy focused on health information systems. Assistant General Manager of Datasel Information Systems Rasim Cetin says that they provide project based services and that they apply the solutions developed according to the needs of the customers. Cetin states that the technology leads development and change together in the industry, and the right responses to these changes lead to more advanced and effective products entering the market.

Telling that they follow the industry and the external factors it's affected by closely, Cetin says: "For this purpose, Datasel has become prepared to the future by developing its strategic product family towards the future of the industry. Only thing left for us to do is to bring in this strategic product family to the industry and going to the customer portfolio that has reached a sufficient saturation with these products and implement them. This is carried out successfully through the marketing and promotion activities conducted by the professional staff of Datasel. We go to the domestic or international markets that we observe our target customer portfolio saturation are present with the same belief".

Rasim Cetin states that their essential working principles are innovation, specialization, customer satisfaction, reliability and customer orientation. Cetin expresses that, inversely proportional to the appreciation the successes of the organizations that direct the health industry in Turkey receive, the health industry is not regulated on a few subjects and an accreditation environment such as measurement and evaluation has not yet seen any movements. "As a result of this, since the competition environment lacks the instruments that can provide efficiency and return on investments, it's far from the dynamism that competition may provide and that can benefit both manufacturer and the user. The existing state harms the manufacturers of the industry with unfair competition. Since the loss of users will be observed majority in medium and long run, loss will be even more. In this never ending circle, it is necessary to mention a serious training need and insufficiency of tender rules of user or product/service areas. Since believe that it will be right to suggest solutions, not only complaining about the subject, as Datasel, we continue to work with the industry leaders for taking the measures in order to prevent this and to create an efficient competition environment. Because, as Datasel, we believe in the future of the Turkish software industry."

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