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ÜSKÜDAR

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ÜSKÜDAR UNIVERSITY DEPARTMENT OF CAREER CENTER MAGAZINE <https://kariyer.uskudar.edu.tr>



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Dear Young Friend,

In our previous issue, we spoke about the remarkable partnership between reason and conscience, and how wisdom should always serve as our compass when seeking direction in life. Now, however, it is time to follow the course that compass points toward, to steer your ship out of the safe harbor and face the waves. A true captain reveals himself in rough seas.

The modern world promises a false paradise, effortless success, and a permanent “comfort zone” at every turn. Yet neuroscience tells us a very clear truth: the brain becomes complacent within its comfort zone, while human beings grow through challenges. Success and lasting happiness are hidden in the sweat you shed while climbing steep hills. The moment your comfort zone ends, the real story of your character and potential begins.

One of the greatest traps facing young people today is the cycle of “vision without purpose” and “desire without effort.” Dreaming big is valuable, but without the willpower to patiently and diligently build those dreams step by step, every dream eventually turns into disappointment. A conscious and self-aware young person does not merely chase what is popular. Rather, they discover their unique potential and forge it into steel on the anvil of patience and discipline.

At this stage of your journey, whisper this question to your mind: “Will the things that make me comfortable today make me stronger tomorrow?” This question will free you from the dopamine-driven pursuit of superficial pleasures and open the door to deep thinking and the search for meaning. View failures, obstacles, and defeats not as endings, but as training opportunities through which your mind and spirit develop resilience. Even the brightest intellect in the world cannot leave a lasting legacy unless it is combined with perseverance and endurance.

As you progress on this career journey with NEXT Üsküdar, do not aim merely to acquire a profession. Aim to infuse that profession with spirit, morality, and



a higher purpose. Talent may open a door, but what enables you to walk through it with confidence and earn lasting respect is the architecture of character built upon honesty, justice, and kindness toward your peers. Never be afraid of making mistakes or stumbling. **Remember, defeat is not falling. Defeat is remaining where you have fallen.** The future will not belong to those who retreat when faced with difficulties. It will belong to courageous young people whose compass is conscience, whose armor is character, and who rise every time they fall with the honor of beginning again. You may not be able to change the direction of the wind, but you can steady your sails with your character. Believe in yourself, step outside your comfort zone, and become the hero of your own story. May your path be clear, and may your conscience and determination always guide you.

Prof. Nevzat TARHAN, MD
President of Üsküdar University /
Psychiatrist



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THE PROFESSION OF THE FUTURE:

THE PERSON WHO KNOWS HOW TO LEARN THE CODE OF A CAREER: LEARN, APPLY, RELEARN!

SEMRA GÜL

Department of Career Center
Assistant Manager of Sector Collaborations

A university diploma is no longer a destination. It is only a beginning. In today's business world, success depends not on having knowledge, but on the ability to continuously renew it.

As graduates of Üsküdar University, we must no longer be graduates of only one profession. We must become graduates of the discipline of learning itself. Today, the world's leading institutions seek five essential qualities in their employees: curiosity and lifelong learning, motivation and self-awareness, creative thinking, leadership and social impact, resilience and agility (Future of Work, 2023). These qualities are not indicators of a diploma, but of an individual's passion for continuous self-improvement.

In the "Future of Work" analysis by the Josh Bersin Institute, there is a striking statement:

"The best employee is the one who learns the most." This sentence perfectly summarizes the career philosophy of our time.

Success is now measured not by grade point average or by the department from which one graduates, but by the courage to redesign oneself.

According to Josh Bersin's global workforce research, companies can now fill only ten percent of their positions through internal resources. This shows that the remaining ninety percent of progress must come not from external hiring, but from development within. In other words, the path to advancement in an organization now goes through rediscovering oneself through education.

So, what do employees want?

According to TalentLMS research published in 2024, eighty percent of employees state that the greatest benefit they expect from their company is educational support. Seventy-one percent feel more prepared for the future thanks to the training they receive, and sixty-six percent say that they need new skills to advance in their careers.

Generation Z accelerates this transformation even further. According to a LinkedIn report, Generation



Z places sixteen percent more importance on career development than previous generations.

According to the *LinkedIn Workplace Learning Report of 2024*, eighty-nine percent of employees consider growth and learning opportunities the most important factor when choosing a company. Generation Z is sixteen percent more focused on learning and development than all previous generations.

In short, new graduates are not only looking for a job. They are looking for environments that will help them grow.

Organizations have also begun to fully recognize this shift. Training programs are transforming from "skill development" into "nurturing human potential."

In the age of artificial intelligence, learning is no longer only about acquiring information. It is also about preserving the art of being human. While technology advances at great speed, human skills such as emotional intelligence, communication, and empathy are becoming more valuable than ever. Today, companies do not seek only engineers, analysts, or designers. They seek individuals who think clearly, ask the right questions, and produce solutions together.

Artificial intelligence supported learning platforms now make it possible to personalize education according to individual pace and interests. Moreover, learning now includes not only knowledge, but also wellbeing.

THE PROFESSION OF THE FUTURE:

THE PERSON WHO KNOWS HOW TO LEARN

For graduates, the meaning of this transformation is profound.

Finding a job is no longer the greatest investment in a career. Continuing to learn is.

The qualities that institutions seek are aligned with the same path through which individuals realize their own potential.

In essence, the professionals of the future will stand strong not through knowledge alone, but through their ability to keep their learning capacity alive.

At Üsküdar University, we see this change not as a threat, but as a call. Because producing ideas is as much a part of our culture as producing science, and sharing knowledge is just as essential as learning it.

That is why our expectation from every graduate goes beyond simply being an alumnus. We expect them to remain lifelong students.

The world is a constantly evolving laboratory. Every day, a new set of data, a new technology, and a new method emerges. Yet one truth never changes:

Those who invest in themselves never remain unemployed.

Those who seek innovation never fall behind.

And those who never stop learning never become ordinary.

Wherever you are in your career journey today, do not stop.

Listen to a podcast. Join a certificate program.

Learn a new language, or simply write down an idea in your notebook.

Because that idea may one day become the spark that defines who you truly are.

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In this issue of *Next Üsküdar*, we conducted an interview with our University's Vice Rector, Prof. Dr. Sevil ATASOY, and asked her the questions we were curious about. We would like to express our gratitude for her contributions to this issue of our magazine.

■ You are a well-known figure both in our country and around the world, and you have undoubtedly given hundreds of interviews. However, we would like to introduce our readers to different aspects of your personality and work. So, we would like to thank you for accepting our interview request despite your busy schedule.

We would also like to congratulate you on being elected, with the highest number of votes, to the International Narcotics Control Board (INCB) for a fourth term.

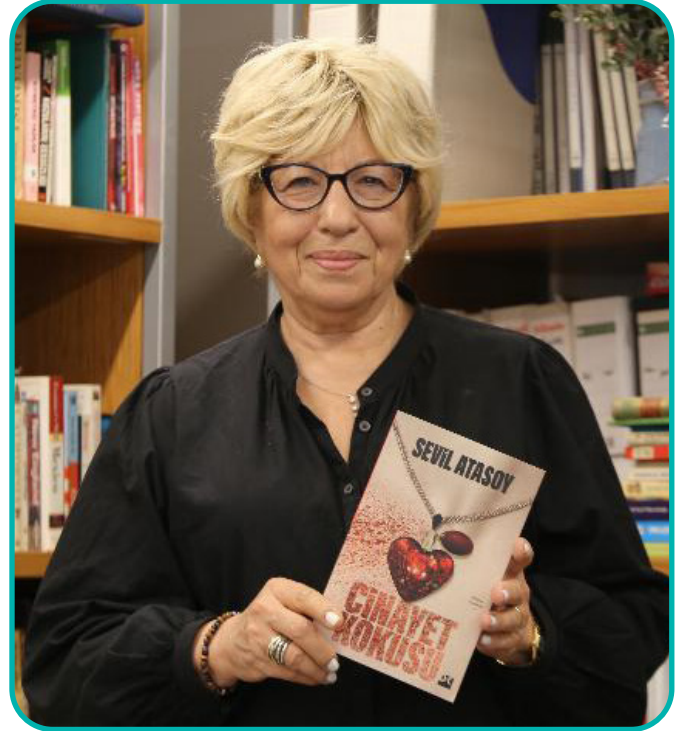
Being elected to the INCB by ECOSOC for a fourth time is, for me, not merely a duty; it represents the renewed international recognition of years of effort, consistency, and a scientific stance. It is also a great responsibility, because each new term means not only carrying forward experience, but also taking it further. On a personal level, I see this process not so much as an achievement, but as a vote of confidence: a recognition of continuing on the path I know to be right without deviation, and of remaining committed to science under all circumstances.

What we call success is often assumed to consist only of visible outcomes. Yet the real story lies in the patience no one sees, in not giving up, and in a person's refusal to compromise their own values. Life has taught me this: what matters is not being fast but being able to remain true. Because, in the end, people are remembered not only for what they do, but for who they are while doing it. If I had the right to leave someone with just one sentence, it would be this: Do not give up being yourself, because that is exactly where your greatest strength lies.

■ Looking back, what goals did you set for yourself when you first started your education in this field?

To be honest, I did not begin with grand or overly ambitious goals. However, very early on, I realized something important: the work I do should one day touch someone's life. So I can say I had one simple goal, to do my work right. Over time, that goal grew. I wanted to become not only a respected scientist in Türkiye, but also someone trusted internationally.

At a certain point, however, it became more than just producing scientific knowledge. Raising awareness about the right to seek justice and emphasizing the importance of forensic science became a responsibility for me. Because justice does not occur on its own; it is built with knowledge, evidence, and courage. If



people do not know their rights, and if science is not included in processes, justice remains incomplete.

For me, this profession is not just a career, it is a duty to society. And this duty requires never giving up on defending the truth.

■ How do you manage to carry so many different roles at once?

I know it looks difficult from the outside. However, in reality, they all feed into one another. My students give me hope, and international work broadens my perspective.

Working with experts from different countries on the United Nations' International Narcotics Control Board does not only add knowledge to a person; it changes you from within. As you witness different lives and different realities, you learn to become more understanding and more patient. Tolerance is born not from books, but from working together. Discipline, meanwhile, is the invisible backbone of this structure.

However, there are also small rituals that keep a person standing, often unseen by anyone else... Eating well, sleeping well, listening to music, and driving... For me, these are not merely habits, but spaces where I gather my thoughts and return to myself. Sometimes on a journey, sometimes in a melody, a person



learns to breathe again. And that breath is enough to carry all the burdens. I enjoy living alone. Because for me, solitude is not a deficiency, but a space... A space where my thoughts become clear and my mind becomes simple. Rather than getting lost in crowds, it becomes much easier to create, make decisions, and refocus in that silence where I can hear my own inner voice.

■ What led you to writing?

Some things should not only be experienced, but they should also be told. Otherwise, they disappear. Writing, for me, is a way of leaving a trace. Perhaps a single sentence may open a door in someone's life.

■ What is the most challenging and the most rewarding aspect of your work?

The most difficult part is confronting the darkness within human beings. Sometimes you encounter stories so heavy that they weigh on your heart. However, it is precisely at that point that you feel this: if you can reveal the truth, then justice has been approached, even if only by one step. That feeling surpasses all difficulties.

■ What does "women's power" mean to you?

To me, it is a quiet but profound strength. It does not shout; it does not need to prove itself. It transforms simply by existing. Being a woman often means carrying multiple lives at once and still standing strong. That is where true power lies.

■ There must certainly be many people among your students, readers of your books, or viewers of the television programs you have advised, who see you as a role model. May we learn what kind of feeling such comments awaken in you?

It is something that touches one's heart... But at the same time, it is a heavy responsibility. Because if people are shaping their path by looking at you, then every step you take gains meaning. That is why I always remind myself of this: a person must first be

honest with themselves.

■ If you had the chance to live for one day in the body of another woman, which historical figure would you want it to be?

Actually, if I am to speak sincerely, I am not sure I would want to be someone else, even for one day. Because a person returns to themselves through every experience they live, and I am content with my own story. However, if I absolutely had to name someone, I would say Marie Curie. Not only because of her scientific achievements, but because she was a woman who never strayed from her path despite all the difficulties of her time... Her faith in science, curiosity, and courage inspire me greatly. Perhaps for one day, I would want to look at the world through her mind and understand how that determination and passion felt.

■ What would the person you are today say to the person you were 10 years ago? What would you advise her?

I would say, "Take a little breath"... Because sometimes, while trying to keep up with everything, a person can forget themselves. Yet life is not a race. Patience is also an achievement. I wish I had known that earlier.

■ With all your life experiences so far, how would you complete your sentence after these two phrases?

I wish... I had allowed more time for myself and my family for certain things.

I am glad... I never strayed from the path I believed in, even during difficult times. I am glad I had loved ones who supported me during difficult times.

■ Since you are someone who travels very frequently, what are the essentials you always keep in your suitcase?

Very practical things, actually. My notes, materials I can work on, and a formal outfit ready for any possibility. Because for me, travel usually means work more than vacation.

■ Do you have a memory you could describe as an "occupational accident"?

Actually, I do not have a dramatic memory that I could describe as an occupational accident. Perhaps this comes somewhat from the nature of my profession; because in the work we do, you do not have the luxury of making mistakes, and that inevitably forces you to be very careful. However, of course, small setbacks and unexpected situations do happen. I see these not as "accidents," but as moments that teach. Each one teaches a person to be a little more cautious, a little more patient, and to produce solutions under all circumstances.



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In this issue of our magazine, our guest is **Öykü GÜLERSÖNMEZ**, one of the presenters of Kral Pop Radio, whose voice is very familiar to radio listeners and is also the voice we hear in applications such as Google Assistant and Google Translate. We would like to thank her very much for her support.

■ **Radio listeners are probably quite familiar with you. However, for our readers who will be getting to know you through our magazine, could you please introduce yourself?**

I have been working at Doğuş Broadcasting Group for nearly 20 years. I first joined the “Voice-Over Team” at Doğuş Broadcasting Group. At that time, I began doing voice-over work for films, TV series, and documentaries on many channels such as CNBC-e and NTV Spor. Afterwards, I worked for nearly 10 years at NTV Radio as a news anchor and editor. In addition to news bulletins, I produced and hosted the culture and arts program “20 Dakika (20 Minutes)” and the program “Doktor Bana Doğruyu Söyle (Doctor, Tell Me the Truth).” I also provide voice-overs for advertising and promotional projects as part of the talent roster of Melodika Voice Casting Agency. In 2018, through my agency Melodika, I was selected as the Turkish voice of Google Assistant, and the Turkish voice you still hear today in applications such as Google Assistant and Google Translate belongs to me. Since the pandemic, I have also been broadcasting every morning, seven days a week, on Kral Pop Radio, which is also part of Doğuş Broadcasting Group. At the same time, I provide corporate training on “Doğru ve Etkili Türkçe Konuşma (Correct and Effective Turkish Speaking).” With developing technology, I have also been involved in artificial intelligence training projects for some time, training AI applications to use Turkish correctly.

■ **In addition to being a radio presenter, you are also a voice-over artist. Could you tell us the story of your first encounter with the microphone?**

The first time I held a microphone, I was a primary school student. I remember my primary school teacher, Ülkü, encouraging me to go up to the podium at school, read poems, and make short presentations. After that, throughout middle school and high school, I was always on stage, either for a theater play, a poetry program, or as a presenter. I knew very well that I wanted to do simi-

lar work for the rest of my life. Unfortunately, however, life did not flow that way at the time. I was accepted into the Faculty of Business Administration at Istanbul University. During my university years, I received news anchoring training at an institution where well-known news anchors of the time, such as Tuna Huş and Gülgün Feyman, were instructors. For a short period, I worked as a news anchor at ATV’s radio stations. My first professional encounter with the microphone took place in radio studios in İkitelli. After university, I worked for more than 10 years in the Foreign Relations Department of a company organizing international trade fairs. During those years, I experienced an autoimmune illness called Myasthenia Gravis. At one point in that process, I suddenly began to lose my ability to speak. That day, I made a decision: after I recovered, I would continue my life by doing work in which I used my voice. Once I recovered, the first thing I did was apply to Diyalog İletişim, the training center of Can Gürzap and Ahsen Gürzap, where I received voice-over training. Although I never believe in coincidences, I think I made the right use of the opportunities that came my way from that moment on. There is one name in particular I cannot pass without mentioning: dear Aziz Acar, Head of the Voice-Over and Subtitling Department at Doğuş Broadcasting Group. At that time, he was one of our instructors at the training institution I mentioned. He was the person who enabled my path to cross with Doğuş Broadcasting Group. Afterwards, I began working as a news anchor at NTV Radio. My introduction to my agency, Melodika, also happened through the same training institution. In fact, this whole process is too interesting to be called mere coincidence.

■ **What is life like in the world of radio? What advice would you give to people who want to build a career in this field?**

With the rise of the digital age, many expected radio to lose its importance. Yet radio continues to be listened to, just as it did when television was invented. When you enter a radio studio and find yourself alone with the microphone, it is truly magical to broadcast while almost forgetting that millions of people all around the country are actually listening to you. Radio broadcasting requires good content, accurate information, and an effective flow, as well as, of course, a quality voice. As I often emphasize in the trainings I give, you do not necessarily need to have an exceptional tone of voice to become a good radio broadcaster; however, knowing how to use your voice correctly is very important. The voice is our most important instrument, and using it with the right techniques and proper breathing is only possible through good training. Of course, the relevant departments of universities train many of our colleagues. However, it is also possible to do this job by being in the right place at the right time, improving yourself in different areas, and taking the profession seriously. As long as people set out on this path by improving themselves and





working toward their goal, they can succeed.

■ **You give life to another identity through your voice. Are there moments in this field when your own identity is challenged?**

When doing dubbing or voicing AI assistants such as Google, taking on the role required by that character and shaping your voice, breath, and acting accordingly is an entirely different matter. To be honest, I feel closer to documentaries, promotional films, commercials, and narrator roles where I speak in my own style of voice-over. However, when you are in a voice-over studio with a script in your hand, the original film audio in your ear, and the image of the film in front of you, you truly find yourself inside the film all at once. With the director's "recording" command in your ear, you enter that role; when the scene ends, you return to yourself. Sometimes people discuss whether acting or voice-over is more difficult. Of course, my professional actor friends would give a more accurate answer to this, but it is certainly a subject open to debate.

■ **What feelings or thoughts does the expression "women's power" evoke in you in general?**

Even in the 21st century, in the digital age where technology and living conditions have changed so much, I still feel that women are not where they deserve to be. Not only in Türkiye, but around the world, women are still in a position where they are fighting for their rights and, even if not as openly as before, are not always "deemed worthy" of the places they occupy. We still say, "four astronauts, one of them a woman, traveled to the Moon," because the fact that one of those astronauts is a woman is still considered noteworthy. In fact, during my broadcasts in those weeks, I deliberately used the expression "four astronauts, three of them men." This is exactly why we still need to underline "women's power" and celebrate International Working Women's Day. People ask, "Why isn't there a World Men's Day?" Well, because we still need to emphasize women's power. Speaking from a professional perspective, I still find it saddening that a male voice is specifically preferred in certain projects such as "corporate voice" work. In short, even today, to succeed as women, we need to work much harder, manage our professional workload alongside the labor of motherhood, support one another, and produce more creative solutions in the face of obstacles. But the female brain is already highly suited to this, with its ability to handle multiple tasks at once; we just need to remember that.

■ **As far as we know, you are someone who starts the day early. Considering that you live at an intense pace, what motivates you to keep going throughout the day?**

Because I host a morning broadcast every day, and because I am actually a "morning person", I start the day early. I think the calmest and most productive hours of the day are the morning hours. When I was a student, I would also wake up early in the morning to study. During the periods I spent abroad, the smell of the morning, the awakening of the city, and morning rituals have always appealed to me. Considering that I need to go to many places during the day and also take care of my daughter Ayşe, there are sometimes evenings when I say, "Finally,

I've sat down; the day is mine now." However, to me, a busy pace is motivation itself. On days when I have little work to do, I feel lazier. Yet when a day full of tasks to complete, recordings to make, texts to write, and content to read is waiting for you, completing them properly and on time becomes important. I suppose always being involved in different projects and producing new ones is the hallmark of this work.

■ **What advice would today's Öykü give to herself 10 years ago?**

As you gain experience, you learn this: there is not just one life, and there is not only one life story written for you. If you want, you can change your life completely and write your own story yourself.

■ **Do you have any different projects that have excited you recently and that you would like to share?**

In recent years, everyone has been more tired than ever. Living conditions and daily stress affect us all more deeply than before. We are all searching for alternative activities that will soothe our minds and souls.

Inspired by the offline activities that have been on the rise around the world in recent years, I organize an event called "Poetry Club," designed in the format of intellectual entertainment. We read poems by poets who have left their mark on Turkish and world literature; we tell the stories of the poems and the poets and listen to songs composed from poetry. We gather around a table where we write poems together and recite them aloud.

Participants step away from the chaos of everyday life and technology, wandering through lived stories and gaining insight into the people and works that form the memory of these lands. Through the emotion created by reading a text or a poem and writing poetry, they distance themselves from daily stress. At the end of each program, they leave with a calmer mind, having taken part in an experience that is far from the ordinary.

At Poetry Club, which we hold in different venues with various gastronomic experiences and guests, we invite everyone to step away from their routines and become part of a high-quality intellectual experience.

■ **As a hardworking, productive person who continues to develop over the years, what is your motto in life?**

A motto is actually something that evolves over time. At the beginning of my career, my motto was to work hard and produce flawlessly. These days, however, what feels more meaningful is improving myself a little more each time in the projects I am involved in or produce, and creating content that touches the listener or viewer. I suppose I always want to remain productive, keep improving myself, and tell stories that people would want to hear or learn.

■ **In light of your life experiences so far, how would you complete the following two sentences?**

I wish... I had completed my university education in a relevant department and entered the industry at a younger age.

I am glad... that illness came into my life, and that I have been in this industry for 20 years.



Üsküdar University Futsal Team is the Turkish Champion!

Üsküdar University Futsal Team achieved a historic success at the 2025-2026 Men's Indoor Football Turkish Championship, hosted by Çukurova University in Adana, becoming the Turkish Champion. The team, which drew attention with its effective performance from the group stage to the final, defeated its opponent Atatürk University 5-4 in the final match, becoming the Turkish Champion.



Sin the championship organized by the Turkish University Sports Federation, where 22 universities competed, the team displayed an impressive performance from the group stage to the final; with its combative playing style, high tempo, and team spirit, it managed to become one of the most remarkable teams of the tournament.

The team, participating in the championship under the coordination of Üsküdar University Health, Culture and Sports Department, accompanied by Coaches Gür Ege Gürel and Nurdan Uzun and Sports Coordinator Muhammet Ali Parlak, had a quick start to the organization.

Completed the group stage as leader

The team, dominating its opponents in the group matches, defeated Istanbul Sabahattin Zaim University 9-6 in the first match, completing its group as leader and advancing to the quarter-finals.

Clear victory in the quarter-final

Üsküdar University, taking the field with the motto of absolute victory against Süleyman Demirel University in the quarter-final, defeated its opponent 4-0 with its effective defense and fast attacks, advancing to the semi-finals.

Goal fest in the semi-final

In the high-tempo match played against Dicle University in the semi-final, it was almost a goal duel. Üsküdar University Futsal Team, defeating its opponent 10-7 with its effective offensive performance, advanced to the final, taking an important step towards the championship.

Unforgettable comeback and championship in the final!

The opponent in the final match played on May 9, 2026, was Atatürk University. Despite falling behind 4-1 for most of the match, Üsküdar University, refusing to give up, made a magnificent comeback with its character, resilience, and belief. With goals scored in the final minutes, the team defeated its opponent 5-4, claiming the Turkish Championship.

With the final whistle, the athletes and technical staff celebrated the championship with great joy. The struggle, discipline, and team spirit displayed throughout the tournament added another success to Üsküdar University's achievements in sports.

Celebration via Video Call

The Turkish Champions celebrated their victory by calling Üsküdar University President and Psychiatrist Prof. Dr. Nevzat Tarhan, who has always supported them, via video call. Tarhan, who celebrated the Turkish championship, congratulated the athletes and the entire technical team and wished them continued success.

Team spirit and dedication brought success

In a statement made by the University, it was stated that the team's achievement is a great source of pride, and the following expressions were included:

"The pride our University's Futsal Team has brought us by becoming the Turkish Champion is indescribable. We wholeheartedly congratulate all our athletes, technical staff, and everyone who contributed, for representing our University in the best possible way with their struggle, determination, and team spirit on the field; we wish them continued success."



In this issue, our guest is **Tuğçe BEZAZ**,
Quality and Human Resources Manager at NP İstanbul Brain Hospital.

■ **First of all, thank you for accepting our interview request. As a graduate of our university, could you briefly introduce yourself?**

You are very welcome, and I would like to thank you as well. It is truly valuable for me to come together with the students of the university I graduated from and share my experiences.

I graduated from the Department of Healthcare Management at Istanbul Aydın University. I then completed my master's degree in Hospital Management at Üsküdar University. I have been working in the healthcare sector for 15 years.

I started my career as an intern at NPİstanbul Brain Hospital. I moved forward by experiencing every stage, from assistant to specialist positions. For nearly 10 years, I have continued my role as Quality and Human Resources Manager.

■ **How did your journey into professional life begin after completing your master's degree in Hospital Management?**

My education and professional life progressed together. This process showed me that the strongest form of learning happens when knowledge is combined with experience. Being in the field helped me understand theory much faster and on a much more realistic basis.

■ **Based on your experience, what advice would you give to candidates who want to pursue a career in Human Resources?**

Human Resources is not simply a department that manages recruitment processes. It is a strategic structure that shapes corporate culture, manages employee experience, and establishes the balance between the institution and its employees. On one hand, it is highly important to observe legal requirements and institutional discipline. On the other hand, it is essential to manage employee motivation and engagement in a sustainable way. This role becomes even more critical in sectors such as healthcare, which operates 24/7, requires a high level of responsibility, and directly touches human life.

My most important advice to candidates who want to build a career in this field is to develop strong communication and persuasion skills, think analytically, and gain a proactive perspective. In addition, remaining calm in stressful environments, understanding different points of view correctly, and approaching situations from a broad perspective are among the



key competencies that make a difference.

■ **You were once a candidate in the job search process, and now you are an authority who evaluates candidates. From this perspective, what situations helped you develop your working principles?**

When I was a candidate, I used to think that the most important criterion was competence. Over time, I realized that recruitment requires much more than that. The interviews I conducted with different candidates, the decisions I made, and the impact of team harmony on outcomes, which I observed in the field, significantly changed my perspective.

Today, I see recruitment not merely as filling a position, but as a strategic area that strengthens the structure by establishing the right balance. Especially in the healthcare sector, where different disciplines work together and directly touch human life, every decision carries a responsibility that affects the functioning of the whole.

For this reason, the matter goes beyond simply filling a position. It is about choosing the right part of an interconnected structure, from doctors and nurses to support services and administrative teams and managing this harmony in a sustainable way. With this perspective, when evaluating a candidate today, I focus not only on knowledge, but also on how that person will adapt to the team, strengthen the system, and add value to the structure.

■ **We know that your daily work pace is intense. In this intensity, what spaces do you reserve for yourself as Tuğçe Bezas? What are your sources of motivation in life?**



We work at an intense pace, and frankly, maintaining balance within this intensity is very important to me. During the day, between meetings, job interviews, and phone traffic, sometimes I truly do not even realize how time passes.

However, no matter how busy I am, I make an effort to keep the things and people that are good for me in my life. Spending time with my loved ones and maintaining my routines are the areas where I can breathe and gather myself again.

Sometimes it is a workout before going to work, sometimes a coffee after work or a dinner, sometimes short holiday plans. They are not actually very big things, but they allow me to leave the intensity and fatigue behind for a moment and return to myself. And that genuinely feels good to me.

What motivates me most is seeing that the work I do has a meaningful impact. As someone working in both Human Resources and Quality, being able to touch people's lives, establish systems, and contribute to the sustainability of those systems is very valuable. Being able to do this with a strong team, with enjoyment and harmony, is the most precious part of the job for me.

■ **What does the expression “women’s power” mean to you?**

For me, “women’s power” is not merely an expression. It is a real state of effort and resilience that I witness every day in the field.

There are women on my team who carry the responsibilities of both professional life and personal life at the same time, yet continue to produce with great dedication. I know how difficult it is to maintain this balance amid an intense work pace and the natural flow of life.

That is why, when I look at them, I see not only employees, but also effort, patience, and strong resilience. Honestly, I feel a strong sense of empathy with my colleagues who share this process. Sharing the same intensity, the same responsibility, and at times the same struggle for balance makes this bond even more meaningful.

Despite all these challenges, continuing to produce, taking responsibility, and standing strong are, in my eyes, the truest equivalents of “women’s power.” And I am truly proud to be part of such effort and resilience.

■ **As a hardworking, productive person who continues to develop over the years, what is your motto in life?**

My most fundamental motto in life is built on making an effort, striving, and being patient. I know that

nothing happens all at once and that nothing is easy. That is why, even when there are challenging days and moments when I feel tired, I believe that what truly matters is being able to continue.

To keep going without giving up, to move through the difficulties of the moment, and to continue on the path I believe in.

For me, discipline is a very decisive factor. I may not have the same motivation every day. Sometimes I simply tell myself, “keep going,” and choose to move forward by holding on to my inner strength, my faith, and my effort.

Because I know that no path taken with effort, patience, and consistency remains unrewarded. Over time, it inevitably develops a person.

■ **If we accept that life consists of development and change, what advice would today’s you give to yourself 10 years ago?**

Every morning will not go exactly as you planned in your agenda. That task list will always change. Unexpected work, people, crises, good news. The flow will constantly shift, just like the natural flow of life.

Do not stress. Just learn how to manage it. Uncertainties, things you cannot control, sudden developments, moments when you need to find solutions. All of these are natural variables of the process.

I would tell myself to act calmly and, most importantly, to evaluate all events without personalizing them, without getting lost inside them, and by looking at them from a broader perspective before making a decision.

■ **What does it feel like to now be colleagues with people who were once your teachers?**

Being on the same professional ground today with people who were once my teachers is meaningful and a source of pride for me. Working in the same environment with teachers I once listened to with curiosity and imagined being in their place enables me to look at my own journey from a more conscious and different perspective.

When I was once sitting in classrooms where we were told, “You will be the managers of the future,” seeing that statement find a real equivalent in my life today makes me feel how effort becomes concrete over time.

For me, this is not only career progression. It is a special experience that shows how steps taken with consistency, effort, and a continuous focus on development can, with the right perspective, carry a person to the point they once dreamed of, and how every path reveals its reward over time.



Captain of Üsküdar University Women's Basketball Team, player for Fenerbahçe SK, national athlete, and a 3rd-year student at Üsküdar University Faculty of Medicine

SELEN İREM BAŞ

■ Hello Selen. First of all, you are a student at our university and the captain of the Women's Basketball Team; at the same time, you proudly wear the National Team jersey. What does it feel like to carry these identities at such a young age?

Hello. First of all, the roles you mentioned create a great sense of pride and happiness for me. But alongside that, they also bring a very strong sense of responsibility.



■ Some athletes' names become closely associated with the clubs they play for. We can say that you, too, are associated with Fenerbahçe. How do you evaluate this naturally developed process?

Together with my teammates and technical staff, both in my club's youth system and later in the professional team, we have achieved countless successes over almost 10 years. After a while, the club and the people here started to feel like a family. Having my name mentioned alongside such a great club is truly a huge source of pride for me. Personally, I hope this process continues in the same way for many more years.

■ Fans who follow you closely probably know a lot about you. But if we asked you to tell us two things about Selen that we may not know, what would you say?

As two perhaps lesser-known things about me, I can say this: in my private life, I really enjoy spending time with my family. Also, doing puzzles is a hobby that relaxes and rests me a lot.

■ Considering that there are people who follow you and even look up to you, and given that you are also a very warm person, how do you manage this state of constant communication?

The fact that there are people I can be a role model for in this way is something I am proud of. I have not felt any discomfort or difficulty regarding this kind of communication. As long as it remains within the boundaries of respect and kindness, I would always like to continue having positive communication.

■ When you feel demoralized on the court, what mentally motivates you and reactivates the strength within you?

In such moments, what gets me back on my feet is actually not liking to lose and the desire to win no matter what the circumstances are.

■ We know you as a successful and disciplined athlete. In your opinion, what generally sets you apart from your peers in life?

I think what sets me apart from my peers is that I am trying to pursue both medical school and my professional basketball career at the same time. Unfortunately, this does not seem to be something very



common in our country. But since I cannot give up either of them, I choose to continue both together. Of course, this requires a lot of hard work and discipline. On the other hand, I think it also allows me to use my time fully and in a meaningful way.

■ **What are your must-haves during the day?**

Since my sports and education life take up most of my day, I always make sure to do my skincare during the day. Also, the necklace that I love very much and never take off except during matches is definitely one of my must-haves.

■ **If you were a coach and had to select athletes for your team, what criteria would you consider?**

If I were a coach, when selecting players for my team, I would prefer players who have a strong desire to work, who are ambitious, and who have strong character. In particular, a player's willingness to work hard would be one of my leading criteria.

■ **Who would be in your starting five, made up of players you have played with or would like to play with throughout your career?**

The starting five I would choose from the players I have played with throughout my career would be: Gabi Williams, Emma Meesseman, Julie Allemand, Breanna Stewart, Kayla McBride.

■ **What would be the first thing that comes to your mind for each of the following concepts?**

Training: *Hard work*

I wish: *I work hard so that I would not have to say "I wish"* 😊



I am glad: *My family is being by my side*

Luck: *Sometimes it should be on your side*

Team: *Team spirit*

Fashion: *I follow it as much as I can*

Your bedside book: *Agatha Christie series*

Holiday: *Sea, sea, sea...*



**Üsküdar University Sports Teams
Shine at the Turkish Championships!**





In this issue of our magazine, we asked **Didem GÜVEN COŞKUN**, Human Resources Manager at Erdem Health Group, to share her sectoral experiences with us. We would like to thank her for the valuable insights she has shared.

■ **Could you briefly introduce yourself to our readers?**

I am Didem Güven Coşkun. I work as the Human Resources Manager at Erdem Health Group. My academic journey began at Sakarya University, in the Department of Human Resources Management. During my education, driven by a desire to broaden my sectoral expertise, I also began studying Healthcare Institutions Management. In order to carry my vision to an international level, I studied Business Administration at the University of Zaragoza in Spain. When I returned to Türkiye, I began my career in group hospitals. To enrich my practical experience with academic depth, I completed my master's degree in Management and Work Psychology at Marmara University. Academically, I analyzed the topic "The Relationships Between Perceived Transformational Leadership, Work Engagement, and Turnover Intention" from a comparative perspective based on Generations X and Y. Through this study, I had the opportunity to focus my expertise on some of the most important issues of modern organizations: employee engagement, the impact of leadership, and the expectations of today's generations.

■ **What is your job description at the hospital where you currently work? What advice would you give to those who want to build a career in this field?**

As a Human Resources Manager, I see my role not merely as a management process, but as the art of adding value. At the center of this art, I place the triangle of the uniqueness of the individual, efficient organization, and sustainable cultural integrity. This perspective is a strategic chain that goes beyond hiring the right person. It includes talent management, employee engagement, the construction of corporate culture, and the creation of an ecosystem in which healthcare professionals can reveal their potential with high motivation, without experiencing burnout. In an ever-changing world, my main goal is to take work engagement beyond being just a concept and make it something felt in every corner of the organization.

My key recommendations for young colleagues who want to progress in Human Resources or management in the healthcare sector are as follows:

Internalize sectoral dynamics: Healthcare management is a field that operates 24/7 and where the mar-

gin for error is almost zero. You need to know not only HR theories, but also medical ethics, patient rights, and healthcare legislation. An HR manager who does not know the field, in other words, the wards and outpatient clinics, cannot truly understand the concerns of employees.

Blend an analytical approach with empathy: Data analytics and artificial intelligence tools are now part of our work. However, being able to see, understand, and help with the human stories behind the numbers elevates you from being a manager to being a leader in the healthcare sector.

Develop flexibility and crisis management skills: We are in a sector where a "Plan B" may be needed at any moment, from global crises such as the pandemic to daily operational disruptions. Develop your ability to create order within chaos.

■ **What are the ways employees can make qualified use of the Human Resources Department within the institution?**

Human Resources is not merely a stop for adminis-





trative procedures; it is a center for employee support and development.

Ask for career planning and mentorship: HR does not only monitor your current role; it also analyzes your potential and guides you.

Participate in the feedback culture: Surveys and performance interviews offered by HR are among the most valuable tools for making your voice heard. Employees who share problems or areas that need improvement in a data-based and constructive way become part of corporate transformation.

Follow training and certification opportunities: The healthcare sector is constantly being updated. The HR department offers many opportunities, from personal development to technical training. Employees should see these opportunities not merely as obligations, but also as investments that will increase their own added value.

Make use of internal communication support: When employees feel burnout or encounter a situation that disrupts workplace harmony, seeing HR as a solution partner and a safe harbor will make their professional lives easier in terms of increasing psychological resilience.

■ **What sectoral recommendations do you have for candidates in the job search process?**

The healthcare sector differs somewhat from other sectors due to its dynamism and human-centered structure. Candidates who want to step into this field need to go beyond traditional job search methods.

Manage your digital footprint (LinkedIn and beyond): Healthcare professionals now each have a digital identity. Use your LinkedIn profile not just as a CV, but as a portfolio that reflects your vision. Make it easier to get on the radar of HR professionals.

Prepare a value-oriented CV: For us, what matters is not only what you have done, but what kind of difference your work has made. In your CV, do not simply list your responsibilities; mention your achievements, the projects you were involved in, and the problems you solved with concrete examples.

Do not underestimate the power of networking: University events, sectoral congresses, and webinars are not only places to gain knowledge; they are also potential gateways to job opportunities. A professional connection made with the right person at the right time can be more effective than dozens of standard applications.

Pay attention to cultural fit: Every hospital and health-

care institution has its own unique culture. Before applying, research the institution's values, patient care philosophy, and working environment.

Have continuous learning agility: The job search process should not be a passive waiting period, but an active period of development. Earning up-to-date certifications related to your field and continuing to improve yourself will put you one step ahead in the competition.

Nurture your resilience and fighting spirit: A career path consists not only of successes, but also of obstacles that need to be overcome. True professionalism is the will to stand up stronger every time you fall.

■ **How can candidates in the job search process find the right company for themselves, and what should they pay attention to?**

The job search process should be viewed not merely as an effort to be accepted into a job, but as a mutual value match.

Define your own set of values: Before researching the company, research yourself. Which is more important to you? Rapid career advancement, continuous training support, or work-life balance? You should honestly ask yourself, "In what kind of working climate do I flourish?"

Analyze the institution: If you are in the healthcare sector, try to understand how that institution establishes the balance between patient orientation and employee orientation.

See the interview not as an interrogation, but as a meeting: Remember, the interview is not only a place where the institution chooses you; it is a process in which mutual compatibility is analyzed. My advice to candidates is to always ask qualified questions at the end of the interview. Questions such as "What are your expectations from someone in this position in the first six months?" or "How are differences of opinion managed within your team?" will help you make an assessment. Aim for institutions that respect your potential and invest in your development.

■ **We have a question we would like to ask so that candidates can gain insight into the personnel selection process. From an HR perspective, what are the must-haves in this process, and what do you pay attention to?**

For us, a candidate's CV is only a summary of what that person can do. However, the interview process is the real field where we understand how that person will do the job and how they will adapt to our institution.



The points we pay attention to during the selection process are as follows:

Passion and willingness: Technical skills can be taught over time, but willingness cannot.

Honesty and transparency: Interviews are not competitions for perfection. A candidate's ability to explain what they have learned from their failures, and to honestly express a subject they do not know, are signs of maturity for us.

Emotional intelligence and communication tone: The healthcare sector is a team game. The candidate's politeness during the interview, listening skills, and consistency in their answers give us a preview of how they will communicate with our patients or colleagues in the future.

Crisis management and problem-solving reflex: Scenario questions that we ask in interviews, such as "What would you do in this situation?", help us understand candidates' reasoning and empathy skills.

■ **Considering your sectoral experience, what advice would you give to yourself 10 years ago?**

What I would say to myself and to young colleagues who are at the beginning of that path today would actually be about both the technical side and the spirit of professional life. I would whisper the following to my excited self back then:

Invest in understanding people: You can always learn technical knowledge from a book or training. But a colleague with whom you have built a sincere connection can teach you far more than a book in a moment of crisis. Professional life is not a field of competition; it is the management of relationships and trust.

Flexibility is your greatest strength: Do not be afraid of your plans changing. In 10 years, the world has changed, the sector has changed, and we have changed. What is rigid breaks; what is flexible emerges stronger from every storm. Do not resist change; learn to lead it.

Accept being in harmony with different characters not merely as a necessity, but as a skill that will enrich you. Every different personality is a new perspective and a strategic strength added to your solution set. Remember that true leadership is not about managing similar people; it is about creating flawless harmony from the complex symphony formed by unique characters. Once you learn this harmony, human diversity will become not an obstacle, but the greatest leverage in your career.

■ **Would you like to share a memory from your pro-**



essional life that you could describe as an "occupational accident"?

It happened during a recruitment process in the early years of my career. We were interviewing for a highly critical position. The candidate's résumé was so flawless and their qualifications were so strong that I entered the interview with a sense of admiration and with the reflex of absolutely not wanting to lose the candidate. I focused on what the candidate could do and overlooked how they managed human relations. And what happened? We hired the candidate with great excitement. However, after a short while, despite their technical success, their harsh communication with teammates, lack of empathy, confrontational attitude, and criticism-oriented behavior damaged workplace harmony, team performance, and the sense of trust within the team. The lesson I learned from this experience was this: No matter how brilliant a candidate's technical knowledge may be, if their human skills and values do not align with your institution, that brilliance fades very quickly. Since that day, no matter how perfect a candidate's CV may be, I first take the time to understand their perspective on empathy-based relationship management.



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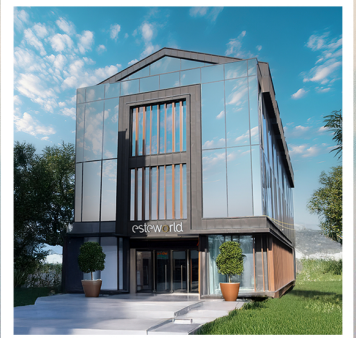
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SUMMER FESTIVALS GUIDE:

Türkiye's Summer Map of Culture and the Arts

Aydan ÖKSÜZ

Flink PR, Art & Event Management
Founder & Communications Consultant

The summer months in Türkiye stand out not only as a season of tourism-driven mobility, but also as a period in which the rhythm of cultural production is reestablished. As the public spaces of cities open to different forms of art, festival culture moves beyond being merely a collection of events and becomes a way for cities to express themselves.

In this sense, the summer of 2026 emerges as a period that makes Türkiye's polycentric cultural structure more visible. Extending from Istanbul to Anatolian cities, from coastal regions to ancient sites, a broad festival network shows that culture is no longer produced from a single center, but simultaneously from many different points.

CULTURE ROUTE FESTIVALS:

The Spatial Expansion of Culture and Urban Memory

The Türkiye Culture Route Festival continues in 2026 across different cities of Türkiye, maintaining its position as one of the most comprehensive organizations that spatially expands cultural production. This structure signifies not only an increase in artistic events, but also the reemergence of the historical, social, and cultural layers of cities.

The festival route begins in May with Şanlıurfa and continues with stops including Aydın, Mersin, Eskişehir, Manisa, and Trabzon. Each of these cities reinterprets its own cultural memory through contemporary artistic practices.

Samsun Culture Route Festival (20–28 June 2026)

Among these festivals, the Samsun Culture Route Festival stands out by rereading the historical and cultural fabric of the Black Sea region through contemporary artistic productions. Concerts, exhibitions, and events spread across public spaces make the boundaries between the city's everyday life and culture more permeable.

Samsun's symbolic role in the history of modern Türkiye ensures that the festival is not merely an event, but also a space of reproduction through cultural memory.



Lycian Kaş Culture Route Festival (27–28 June 2026)

Taking place in the ancient Lycian geography, the festival brings together art lovers with events that directly reveal the relationship between culture and nature. Events held around archaeological structures, when placed alongside the texture of these sites and contemporary artistic practices, transform the space from a passive backdrop into an active field of production.

The route, stretching toward the endless blue of the Mediterranean, aims to bring together all traces of history with an unforgettable cultural experience across music, theater, and various fields of art.

Bursa Culture Route Festival (27 June–5 July 2026)

The urban heritage inherited from the Ottoman period gains new meaning through contemporary artistic productions. The festival approaches historical sites not merely as structures to be preserved, but as living cultural stages.

Highlighting the city's historical and cultural texture, the festival offers art lovers a broad program including concerts, exhibitions, workshops, and children's events.

Van Culture Route Festival (11–19 July 2026)

The multilayered cultural structure of Eastern Anatolia,



a notable region within the Culture Route Festivals, gains visibility through this festival. The intersection of local artistic production and contemporary disciplines redefines the relationship between regional culture and the center.

With concerts, workshops, children's workshops, and cultural tours, the festival presents a rich calendar of events appealing to all ages and all segments of society.

TWO FESTIVALS, TWO CULTURAL THRESHOLDS

In the summer of 2026, Istanbul stands out as a city carrying two different cultural lines at the same time. The eagerly anticipated concerts held every summer at Harbiye Open-Air Theater represent two distinct approaches not only in terms of musical genres, but also in terms of modes of cultural production.

Istanbul Music Festival (11–25 June 2026)

The theme of the 54th Istanbul Music Festival this year, "Here & Now," positions music as an immediate experience rather than merely a historical form. The festival program includes the Vienna Symphony Orchestra, the Borusan Istanbul Philharmonic Orchestra, and international soloists.

The use of different venues moves classical music performances beyond the stage and into a structure integrated with the city. This approach redefines classical music not as a fixed repertoire, but as a temporal and spatial experience.

33rd Istanbul Jazz Festival (30 June–13 July 2026)

With a program featuring names such as Marcus Miller, Robert Plant, Arooj Aftab, and Veronica Swift, the festival treats jazz not only as a genre, but as a constantly evolving field of expression. Its structure unfolds through the concepts of improvisation and polyphony. Here, jazz is read not merely as a musical form, but as a cultural practice built on variability, openness, and ephemerality.

With the BEAT project, names such as Steve Vai, Pantera, Alphaville, Gorillaz, Wolf Alice, and Thievery Corporation further intensify the calendar. With the contribution of %100 Music, Suede, Accept, Sex Pistols, and In Flames join the lineup; while Savatage and Skunk Anansie appear with the contribution of %100 Metal.

SPACE, TIME, AND EXPERIENCE: AEGEAN AND MEDITERRANEAN FESTIVALS

Bodrum Jazz Festival (July–August 2026)

The summer atmosphere of the Aegean, combined with music, makes the boundaries between tourism and culture more permeable. Concerts held at the historic Bodrum Castle and important cultural centers

in Bodrum will once again host names such as Monika Bulanda Quartet and Madeleine & Salomon this year.

Ephesus Opera and Ballet Days (26–28 June 2026)

Held within the archaeological texture of ancient Ephesus, the festival makes visible the relationship that classical arts establish with space. With an opening gala concert, international opera performances, and ballet productions, special stagings are presented at the Ancient Theater of Ephesus. This structure shows that art is not merely a performed form, but an experience that gains meaning together with space.

Gümüslük Music Festival (14 July–8 August 2026)

With its location intertwined with nature and its low-tempo structure, the festival makes the concept of "slow culture" visible. Open-air classical music concerts, jazz performances, special concerts in the ancient stone quarry, masterclasses, workshops, and open-stage programs for young musicians are organized.

Sarıyer Literature Days (17–21 June 2026)

Bringing literature into the public sphere, this event reminds us that summer is an intense period not only for music, but also for intellectual production. The event, to be held at Kireçburnu Haydar Aliyev Park, will include talks, concerts, and book-signing sessions, hosting literature lovers over five days.

THE CULTURAL ROUTE IS BEING REDRAWN

This year's culture and arts events clearly show that culture and the arts in Türkiye are transforming from a single-centered structure into a polycentric network. While the Culture Route Festivals support this expansion at an institutional level, the two major festivals in Istanbul represent different aesthetic and production models. This situation transforms festival culture from merely an event calendar into a way for cities to express themselves.

On the Transformation of Cultural Experience

The spread of festival culture increases cultural access, while also bringing a new debate with it: Does this diversity truly create depth, or does it turn the experience into a series of superficial repetitions?

On the other hand, festivals create a social space, especially for younger generations, that is experienced on both physical and digital layers. This space plays an important role in the formation of cultural identities.

As of 2026, summer festivals show that culture in Türkiye is no longer produced from a fixed center, but simultaneously from many cities. Perhaps the most fundamental truth is this: culture is no longer in one place; it exists in many places at once, in different forms and with different voices.

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RHINOPLASTY

The Art of Balance at the Center of the Face

Rhinoplasty is one of the most widely discussed procedures in aesthetic surgery, yet it remains one of the most misunderstood. This is because the nose is not merely a facial feature; it is a structure directly connected to breathing, expression, and character.

In this issue, we spoke with Surgeon Mehmet Mesut İnan, who defines his approach to rhinoplasty through the concept of “balance,” about the multi-layered world of nasal aesthetics, extending from appearance to function.

■ **Why do you think rhinoplasty is such a delicate field?**

Because the nose is located right at the center of the face. Even the smallest change can affect a person’s

expression, gaze, and even facial movements. For this reason, rhinoplasty is not merely a technical operation; it is a multi-layered process in which aesthetic perception, facial proportions, and function must be evaluated together.

The aim of rhinoplasty is to achieve a natural, timeless result that is harmonious with the other parts of the face. Instead of copied noses or a one-size-fits-all aesthetic approach, the goal should be a balance that belongs to the individual.

When people think of rhinoplasty, appearance is usually the first thing that comes to mind. However, at Esteworld, the process is always considered together with breathing quality.

■ **How is the rhinoplasty process approached at Esteworld?**

For us, rhinoplasty is not only about achieving a more refined-looking nose. The internal nasal structures, septal deviation, turbinate problems, and airways must all be evaluated. A person cannot be happy with a nose that looks aesthetically pleasing but does not allow them to breathe comfortably. Aesthetics and function must be planned together.

■ **How does the planning process work?**

First, we carry out a detailed analysis. Facial proportions, the forehead–nose–chin balance, skin structure, and the person’s expectations are considered together. Our goal is not to create “a different nose,” but to achieve a natural result that belongs to the person’s face and will remain timeless for many years. Modern rhinoplasty techniques allow the surgeon to perform more precise and controlled interventions. However, another factor just as important as technique is the decision-making process.

■ **Open or closed rhinoplasty? How is this decision made?**

This is a completely personalized decision. It is not right to apply the same technique to every patient. The nasal structure, previous operations, and the desired outcome are determining factors. What matters is not simply avoiding a scar but





achieving the right result.

■ **How do technologies such as Piezo affect the process?**

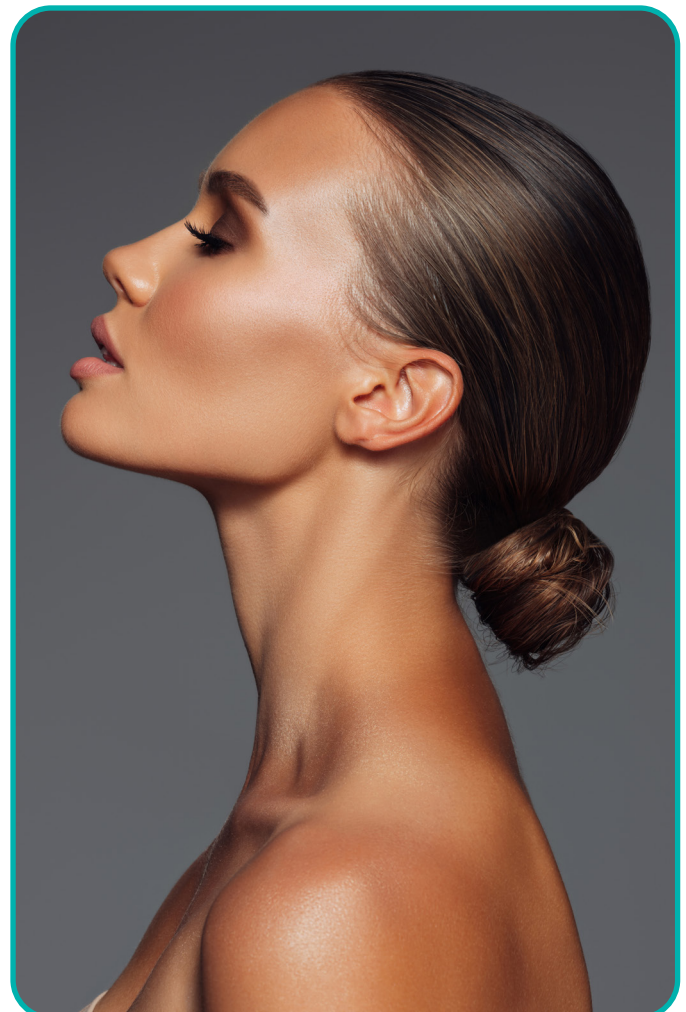
Thanks to ultrasonic devices, we can intervene on the nasal bones in a much more controlled way. This helps protect the surrounding tissues. Bruising and swelling are reduced, and the recovery process becomes both more comfortable and more predictable. In rhinoplasty, the final result does not appear immediately after surgery; it emerges over time.

■ **What should patients expect during the recovery process?**

Swelling and mild bruising are normal in the first few days. However, with modern techniques, this process progresses in a very controlled manner. After the first week, the person can comfortably return to social life. The final result becomes clear between 6 months and 1 year.

■ **Lastly, what would you like to say to those considering rhinoplasty?**

A rhinoplasty performed with the right center, the right team, and the right planning does not change the person; it adds a natural beauty. The goal is not to draw attention, but to reveal a better version of the face within its own natural balance. ■





Protecting Our Pawed Friends in the Scorching Heat of Summer: A Professional Perspective

Dr. Mùjgan ÇEVİK AKSAY

Specialist Veterinarian
Chair of the Board, VARGE

These days, as the effects of hot weather are being felt more intensely, the comfort and health balance of our beloved companions are at risk just as much as ours. From the perspective of a veterinarian, I would like to share with you the key strategies and clinical experiences that can make the summer months safer both for our dear friends and for us. It should not be forgotten that proper care methods are not only a matter of comfort, but also life-saving precautions.

Hydration and Water Management

Rising temperatures accelerate fluid loss in cats and dogs through frequent panting. It is not enough for water bowls simply to be full; the freshness and temperature of the water are also critically important. Refreshing water bowls frequently throughout the day and always carrying a portable water bottle when going outside are the first steps in preventing dehydration. Fluid deficiency can lead to serious conditions ranging from fatigue to organ failure.

Hyperthermia and the Danger of Enclosed Spaces

One of the greatest risks of summer, heatstroke, or hyperthermia, occurs when body temperature rises above normal limits and can no longer be regulated by the body. Vehicle interiors and glass-enclosed spaces in particular can turn into ovens within minutes. Unfortunately, some of the most heartbreaking cases we encounter in clinics involve pets left behind in cars. Keeping them in shaded and well-ventilated areas, limiting activities that require exertion, and, if necessary, lightly wetting the abdominal area and paws with water are among the most effective protective measures. You may also benefit from cooling beds and garments specially designed for them.

Skin Health and the Truth About the “Wrongly Assumed” Benefits of Shaving

One of the biggest mistakes made in summer is having our companions' fur cut very short in an attempt to help them cool down. In fact, fur acts as a natural insulating layer against the burning effects of the sun. Instead of cutting the coat too short, regular brushing allows the skin to breathe. It should also be remembered that hot asphalt and pavement can cause serious



burns on paws; walking times should therefore be scheduled for early morning or late evening hours.

Seasonal Parasites and External Hazards

Hot weather is the period when flea and tick populations reach their peak. These parasites cause not only itching but can also carry life-threatening diseases such as blood parasites. Regular parasite prevention treatments planned by your veterinarian are indispensable at this point. In addition, during increased outdoor activities in summer, such as swimming, picnics, and similar outings, salt water should not be left on the skin, ears that remain damp should be dried to reduce the risk of infection, and care should be taken against allergens such as pine processionary caterpillars.

Nutritional Discipline

Stomach sensitivity increases in hot weather. Excessively cold foods, ice cubes, or ice cream given for cooling purposes may trigger digestive system problems. For both our street animals and pets at home, it is healthiest to avoid heavy, spicy foods or foods containing bones that break easily, and to provide a fresh and light diet. In conclusion, with small but conscious precautions, we can enjoy this summer together with our beloved companions. Remember, the greatest protection for them is your attention and love. I wish you a pleasant and healthy summer.



ARTIFICIAL INTELLIGENCE IN MEDICINE: FROM DATA TO CLINICAL DECISION SUPPORT: A NEUROPHYSIOLOGICAL PERSPECTIVE

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INTRODUCTION

In recent years, Artificial Intelligence (AI) has rapidly transformed many aspects of modern life, and healthcare is no exception. From medical imaging to personalized treatment planning, AI is increasingly shaping how clinicians interpret complex data and make decisions. However, one of the most promising yet underexplored areas lies at the intersection of AI and neurophysiology where brain data meets intelligent systems.

Imagine a clinician attempting to diagnose attention-related disorders based solely on behavioral observations and questionnaires. While these tools are valuable, they often rely on subjective reporting and may overlook subtle neurophysiological patterns. This is where AI can play a transformative role.

Limitations of Traditional Diagnostic Approaches

Traditional methods in mental health and neurological assessment such as interviews, rating scales, and questionnaires have long been the foundation of clinical practice. However, these approaches are inherently subjective and may vary depending on the patient's self-awareness, communication skills, and even cultural background.

Moreover, such tools often fail to capture the dynamic and time-sensitive nature of brain activity. Cognitive states like attention, vigilance, and impulsivity fluctuate over time, and static assessment methods cannot fully represent these variations. As a result, there is a growing need for objective, data-driven approaches that can complement existing diagnostic frameworks.

The Rise of Neurophysiological Data

Neurophysiological signals, particularly electroencephalography (EEG) and event-related potentials (ERPs), provide a direct window into brain function. These signals offer high temporal



resolution, allowing researchers and clinicians to observe rapid neural processes associated with attention, perception, and decision-making.

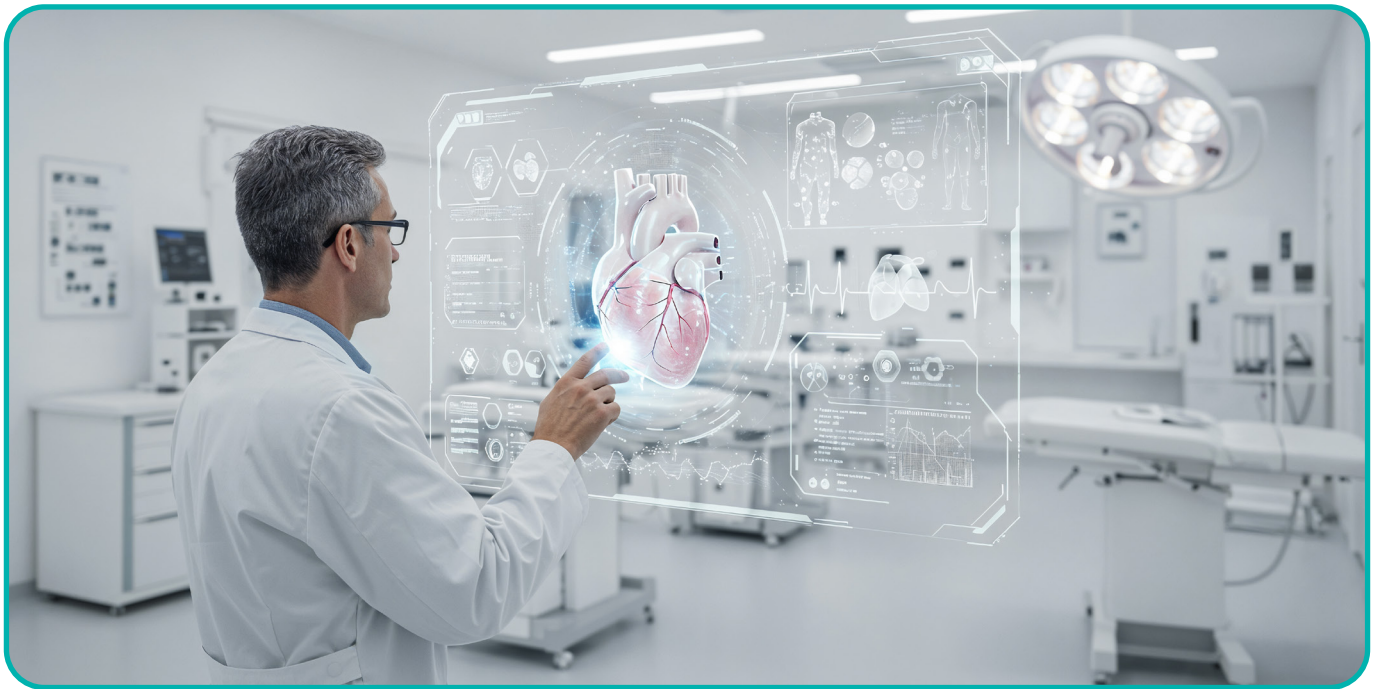
For example, ERP components derived from tasks such as the Go/No-Go paradigm can reveal important markers of cognitive control and response inhibition. These biomarkers are especially relevant in the study of neurodevelopmental conditions such as ADHD.

However, the complexity and high dimensionality of EEG/ERP data present significant challenges. Extracting meaningful patterns from such data requires advanced computational tools this is where AI becomes essential.

AI as a Bridge Between Data and Decision

Artificial intelligence, particularly machine learning, has the ability to process large volumes of complex data and identify patterns that may not be visible to the human eye. In the context of neurophysiology, AI can analyze EEG and ERP signals to detect subtle biomarkers associated with specific cognitive or clinical conditions.

By integrating multiple features, such as spectral, temporal, and topological characteristics,



AI models can support classification, prediction, and even early diagnosis of disorders. More importantly, these models can be embedded into clinical decision support systems, assisting clinicians in making more informed and objective decisions.

It is important to emphasize that AI is not intended to replace clinicians. Rather, it serves as an assistive tool, enhancing human expertise by providing data-driven insights.

A Neurophysiological Perspective on Clinical AI

From a neurophysiological standpoint, the integration of AI into clinical workflows opens new avenues for understanding brain function and dysfunction. For instance, modeling vigilance dynamics using EEG data can help track how attention fluctuates over time, an aspect that is critical in conditions such as ADHD.

Furthermore, combining neurofeedback interventions with AI-based analysis allows for personalized treatment strategies. By continuously monitoring brain activity and adapting interventions accordingly, clinicians can move toward more precise and individualized care.

Recent advances also suggest the potential of generative AI models in simulating brain-state transitions, offering a novel way to study cognitive processes and treatment outcomes.

Future Directions and Challenges

Despite its promise, the integration of AI in medicine comes with challenges. Issues related to data quality, interpretability of models, ethical considerations, and clinical validation must be carefully addressed.

Transparency and trust are particularly crucial in healthcare applications. Clinicians must understand how AI systems arrive at their conclusions, and patients must feel confident in their use. Therefore, the development of explainable and responsible AI systems is essential.

Looking ahead, the future of medicine will likely involve a collaborative ecosystem where clinicians, engineers, and researchers work together to harness the full potential of AI.

Conclusion

The convergence of artificial intelligence and neurophysiology marks a significant step toward more objective, data-driven healthcare. By transforming raw brain data into actionable clinical insights, AI has the potential to enhance diagnostic accuracy, support clinical decision-making, and ultimately improve patient outcomes.

As we move forward, the goal is not to replace human judgment but to empower it bridging the gap between data and decision through intelligent, responsible innovation. ■



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