

A Turkish Hair Clinic Enters the U.S. Sports Arena Through Houston Rockets Collaboration

Vera Clinic partners with the Houston Rockets, marking a cross-border collaboration aligned with medical tourism and global healthcare branding trends.

İSTANBUL, TURKEY, July 29, 2025 /EINPresswire.com/ -- The Houston Rockets have entered into a healthcare partnership with [Vera Clinic](#), a Türkiye-based medical provider focused on hair transplantation and regenerative therapies. The collaboration will extend through the entire 2025–2026 NBA season, with Vera Clinic serving as the official partner of the franchise.

Vera Clinic, headquartered in Istanbul, was established in 2013 and currently treats patients from over 45 countries annually, according to clinic-reported internal figures. The facility is registered under Türkiye's Ministry of Health and integrates Sapphire FUE, stem cell-enriched therapy, and an in-house oxygenation method known as [OxyCure™](#), which has been used in more than 8,000 cases for post-operative recovery.

"This partnership reflects continuity in our patient-first clinical model and our long-term focus on scientific treatment delivery," said Dr. Kazım Sipahi, founder of Vera Clinic. "We see this as a platform to share that model with a wider international audience."



Vera Clinic



Vera Clinic

Houston Rockets Partnerships and the Expansion of Medical Branding
The partnership follows a larger trend of non-endemic sponsorships within professional sports, where teams collaborate with entities outside traditional sportswear and beverage categories. While several teams have previously aligned with wellness and tech companies, Vera Clinic is one of the first non-U.S. surgical medical institutions to enter a branding partnership with an NBA team.



Vera Clinic

Data from the Medical Tourism Association indicates that in 2024, approximately 1.5 million Americans sought care abroad, with [hair restoration](#) being one of the most accessed elective treatments. The cost differential remains substantial. Based on regional pricing audits, a standard FUE procedure in the U.S. averages \$12,500 to \$19,800, whereas Türkiye's bundled offerings (including procedure, accommodation, transport, and multilingual support) average €3,700, with fixed-price models eliminating per-graft charges.

Türkiye's Role in Medical Export Growth

According to TÜRSAB (Association of Turkish Travel Agencies), Türkiye's health tourism sector reported \$2.52 billion in revenue in 2023, with over 1.4 million international patients visiting the country. Forecasts project a 20–23% annual growth rate through 2026, driven by integrated health-travel infrastructure, government accreditation systems, and increased recognition by international institutions.

The Istanbul Metropolitan Municipality reports that nearly 14% of all visitors to the city in 2024 came for health-related purposes — up from just 4% a decade earlier. This positions Istanbul not only as a cultural destination, but as a leading European hub for elective medical treatment.

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