



How did Memorial Health Group optimize energy tariff management at its 17 facilities to achieve a direct benefit of 12.19 million TL in 18 months?



How Did Memorial Health Group Optimize Energy Tariff Management at Its 17 Facilities?

finwise optiwise

About Memorial

Memorial Health Group is the first healthcare institution in Turkey to receive JCI (Joint Commission International) accreditation; Memorial Şişli Hospital is the 21st hospital in the world to obtain this certificate. The group currently operates a total of 17 facilities in İstanbul, Ankara, Antalya, Diyarbakır, Kayseri, and Muğla.

These facilities are spread across 7 different distribution regions, all equipped with medium voltage and dual tariff systems, totaling 33,510 kVA of installed power. The hospital load is uninterrupted: intensive care, operating rooms, imaging, and climate control operate 24/7. The group consumed 94.1 million kWh of electricity in 2025, with the electricity bill for July 2026 alone reaching 35.3 million TL. To manage this cost transparently, verifiably, and centrally, they began working with Apollo in September 2023.

12,192,158 TL

BENEFIT OF TARIFF MANAGEMENT
WITHOUT INVESTMENT OVER 18 MONTHS

18,856,434 TL

TOTAL BENEFIT ACHIEVED

Reducing energy in a hospital is not an option; intensive care, operating rooms, and imaging never stop. Therefore, we considered the bill a fixed expense for years. Apollo showed us that the real savings are not in consumption but in the bill itself. With the right tariff class, the right contract power, and the right term structure, we achieved over 12 million TL in benefits without sacrificing a single kWh in 18 months.

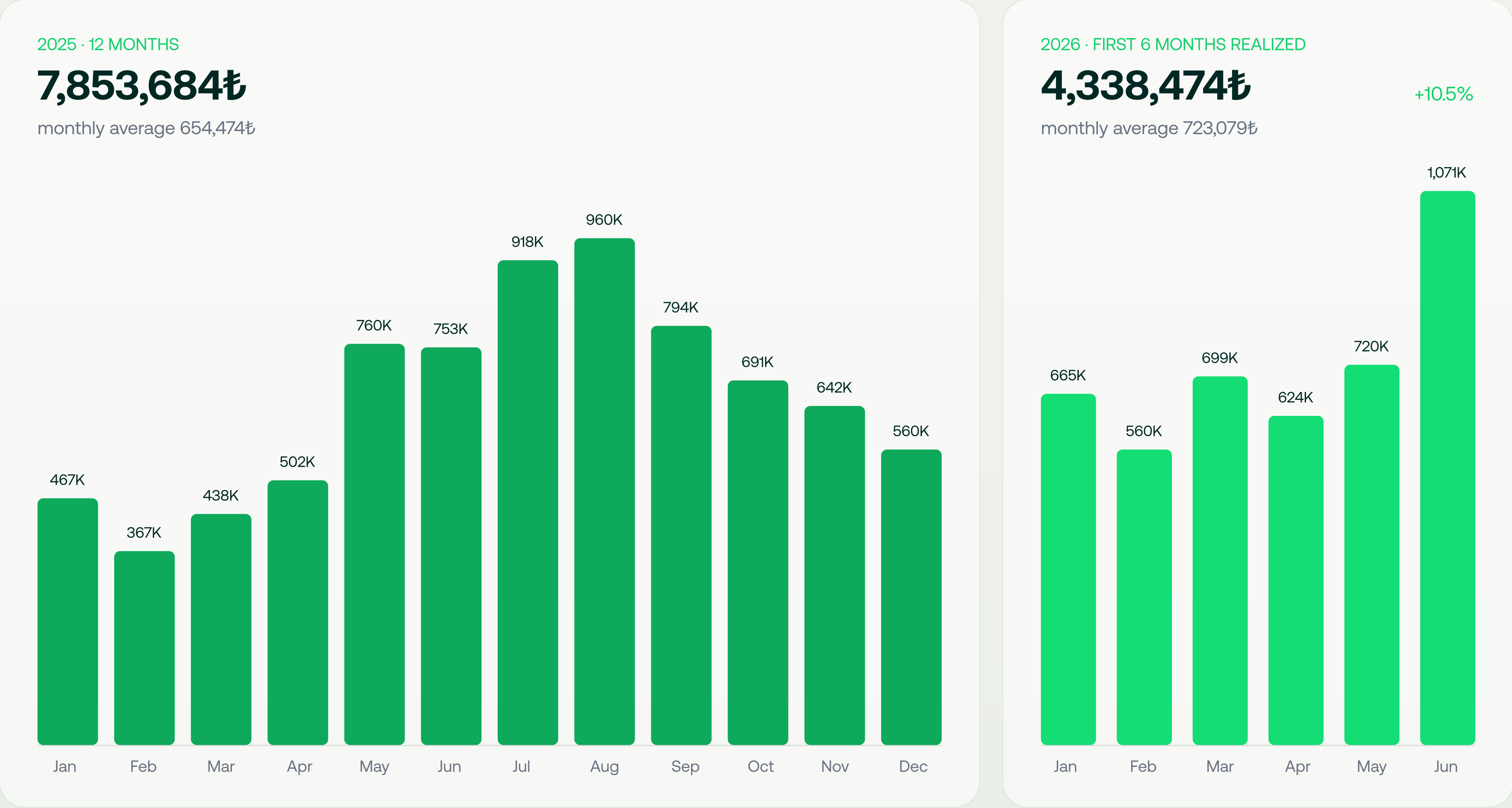
Ismail Uçar | Group Technical Services Manager

Challenges & Solutions

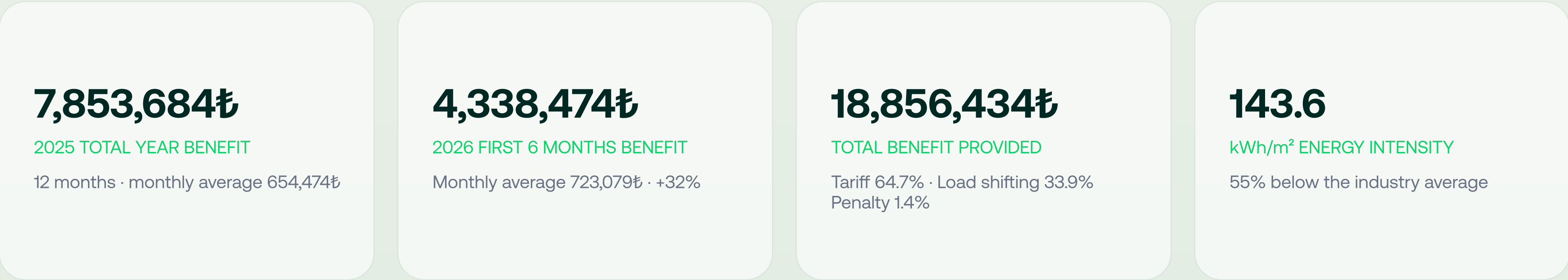
01	Scattered Tariff Structure and Manual Tracking in 17 Facilities	17 facilities, 7 different distribution regions, and each with different subscriber groups, tariff classes, and contract powers. The tariff structure is mostly determined once at the opening of the facility and is not updated for years; it was not centrally visible which facility should be on which tariff.	>>>	Central Tariff Inventory and Continuous Term Analysis The Finwise Tariff Management module consolidated the data of 17 facilities regarding installations, ETSO, subscriber groups, tariff classes, installed power, and contract power into a single model. Existing and alternative tariff structures are compared monthly for each facility. In 18 months, a direct benefit of 12,192,158 TL was generated.
02	Mismatch of Contract Power with Load Profile	In a dual-term tariff, the bill depends not only on the energy consumed but also on the contract power and peak demand. While hospital loads vary by season and occupancy, the contract power remains fixed; unnecessary power charges arise in some months, while power excess penalties occur in others. In the last 12 months, 9 facilities exceeded their contract power, and 12 facilities approached the limit.	>>>	Contract Power Optimization on a Monthly Basis The platform calculates the optimal contract power for each facility on a monthly basis. Even a single recommended contract power adjustment for one facility in one month can yield approximately 39,000 TL in savings. Currently, there are 16 active tariff class change proposals in the system; the total additional benefit is 884,670 TL.
03	Penalties Only Seen When the Bill Arrives	Power excess and reactive energy penalties were noticed only after the bill was issued, meaning there was no opportunity for intervention. In the last 12 months, 307,997 TL was paid for power excess charges and 295,864 TL for reactive penalties. These items can only be prevented when monitored within the month.	>>>	Real-Time Penalty Prevention with OSOS Data Demand and reactive values are monitored throughout the day via OSOS data, and notifications are generated when approaching the threshold. In 2026, 145 reactive notifications were sent; 58,898 TL in penalties were prevented, and 273,358 TL in exemptions were correctly applied. By July 2026, reactive penalties were zero.
04	Inability to Audit Bill Accuracy	In July 2026, with a monthly billing volume reaching 35.3 million TL, the manual control of distribution and retail components was practically impossible. Incorrectly calculated items were paid without being noticed.	>>>	Independent Bill Recalculation Each bill is recalculated with contract and regulatory parameters, and deviations are reported. A total of 114,868 TL in incorrect billing was detected in only three facilities.

Memorial With Numbers

Benefit obtained from tariff management between January 2025 and June 2026. The full year of 2025 is shown separately from the first six months of 2026. All figures are taken from Apollo Finwise Tariff Management records.



The benefit is distributed across 12 facilities totaling 12,192,158 TL; the highest contribution comes from a few large facilities.



Savings achieved through load shifting 6,393,986₺

Flexible loads—such as air conditioning, hot water preparation, laundry, and sterilization that do not affect clinical operations—result in the facility's weighted average energy price (AOPTF) falling below the market average (PTF) as they shift from expensive hours to cheaper hours. The difference is referred to as profile cost; a negative value indicates purchasing energy at a lower price than the market average. Savings arise from the decrease in this profile cost.

-%1,56

Average profile cost from Jan 2025 to Dec 2025

-%2,99

Average profile cost from Jan 2026 to Jun 2026

1,43 pts

Better profile performance in 2026

Success

Memorial Health Group achieved the following corporate successes as a result of collaboration with Apollo:

- In 18 months, a benefit of 12,192,158 TL was achieved in tariff management; without any investment expenditure and without reducing consumption.
- The total advantage gained is 18,856,434 TL: tariff management 64.7%, load shifting savings 33.9%, avoided penalties 1.4%.
- In the full year of 2025, 7,853,684 TL, and in the first six months of 2026, 4,338,474 TL; a monthly average increase of 10.5%, a 32% increase compared to the first half.
- In reactive penalty management, 332,256 TL was avoided or exempted; zero reactive penalties by July 2026.
- With independent invoice verification, 114,868 TL of erroneous billing was detected at three facilities, and a correction process was initiated.
- Energy density is 143.6 kWh/m² — 55% below the average of the private hospital sector; 11 out of 14 facilities comply with ISO 50001 model.

Thanks to Apollo's energy management and efficiency solutions, Memorial Health Group achieved a direct gain of 12.19 million TL from tariff management in 18 months without reducing a single kWh of consumption, totaling 18.86 million TL; a measurable, auditable, and repeatable structure was established.

About Apollo

Apollo, the world's first and only AI-supported, cloud-based digital energy management platform that addresses energy tracking and management end-to-end, was selected as the best among 79 companies in the Energy Sector Tech Project organized by the Energy Market Regulatory Authority (EPDK) and recognized as the Best Energy Technology.

Its AI technology, the world-first energy benchmarking feature, and the services it provides without infrastructure hardware costs make Apollo a leader, addressing all types of energy consumption of businesses under three main headings: financial analysis, efficiency analysis, and environmental impact analysis.

Under the Energy Consumption Financial Analysis, Apollo answers the question "How efficiently am I using my resources?" for facilities; under the efficiency analysis, it addresses the question "How efficiently am I using my energy?"; and under the Environmental Impact Analysis, it provides answers to the question "How sustainable can I be?" through advanced data analysis, identifying areas for improvement in energy consumption and offering actionable insights through its AI recommendation engine.

MEDICANA	MEDICAL PARK
KOÇ ÜNİVERSİTESİ HASTANESİ	AMERİKAN HASTANESİ
W HOSPITAL	MediaMarkt
HITACHI	TOYOTA
QNB	vodafone
YapıKredi	Garanti BBVA
Henkel	Carrefour