In today's world the health care industry gets more competitive every day. Patients are not just looking for the right physician but also for the good-looking hospitals as well. The health care industry is changing with the effects of the marketing applications. Thus the hospital administrators are trying to change the hospitals into a 5-star hotel. Also in Turkey various arrangements are made for the development and improvement of health care services through the Health Transformation Program (HTP) since 2003. HTP aims to change the mentality in hospital care services through some arrangements such as uniting public hospitals under single umbrella, decentralization of hospitals, restructuring the hospital services, preventing hospital infections, opening private hospitals to everybody. In this study we tried to find the preferences of people while choosing hospitals and also we aimed to expose whether HTP affects the preferences. The study took place in the center of Isparta province, Turkey; where the population of people above 20 years old is 213,511. A questionnaire was done with the help of 2nd grade students of Health Management Department. The questionnaire consisted of 2 parts. The 1st part had 22 factors (for example modern equipment, the knowledge of the physician, the distance of the hospital, etc.) listed which the participants were to choose from a 5-point scale. In other words the participants were asked to specify how important was the factors listed for them. The 2nd part consisted of some demographical questions like sex, age, occupation and the status of education. 570 participants were chosen by random sampling method. The answers to this questionnaire which 289 men and 281 women participated would be analyzed by using SPSS 17.0.