

By the Committee on Commerce and Tourism; and Senator Bean

577-02742A-14

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1 A bill to be entitled
2 An act relating to medical tourism; amending s.
3 288.901, F.S.; requiring Enterprise Florida, Inc., to
4 collaborate with the Department of Economic
5 Opportunity to market this state as a health care
6 destination; amending s. 288.923, F.S.; requiring the
7 Division of Tourism Marketing to include in its 4-year
8 plan a discussion of the promotion of medical tourism;
9 creating s. 288.924, F.S.; requiring the plan to
10 promote national and international awareness of the
11 qualifications, scope of services, and specialized
12 expertise of health care providers in this state, to
13 promote national and international awareness of
14 certain business opportunities to attract
15 practitioners to destinations in this state, and to
16 include an initiative to showcase qualified health
17 care providers; requiring a specified amount of funds
18 appropriated to the Florida Tourism Industry Marketing
19 Corporation to be allocated for the medical tourism
20 marketing plan; requiring the Florida Tourism Industry
21 Marketing Corporation to create a matching grant
22 program; specifying criteria for the grant program;
23 requiring that a specified amount of funds
24 appropriated to the Florida Tourism Industry Marketing
25 Corporation be allocated for the grant program;
26 providing an effective date.

27
28 Be It Enacted by the Legislature of the State of Florida:
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30 Section 1. Subsection (2) of section 288.901, Florida
31 Statutes, is amended to read:

32 288.901 Enterprise Florida, Inc.—

33 (2) PURPOSES.—Enterprise Florida, Inc., shall act as the
34 economic development organization for the state, using ~~utilizing~~
35 private sector and public sector expertise in collaboration with
36 the department to:

37 (a) Increase private investment in Florida;

38 (b) Advance international and domestic trade opportunities;

39 (c) Market the state both as a probusiness location for new
40 investment and as an unparalleled tourist destination;

41 (d) Revitalize Florida's space and aerospace industries,
42 and promote emerging complementary industries;

43 (e) Promote opportunities for minority-owned businesses;

44 (f) Assist and market professional and amateur sport teams
45 and sporting events in Florida; ~~and~~

46 (g) Assist, promote, and enhance economic opportunities in
47 this state's rural and urban communities; and

48 (h) Market the state as a health care destination by using
49 the medical tourism initiatives as described in s. 288.924 to
50 promote quality health care services in this state.

51 Section 2. Paragraph (c) of subsection (4) of section
52 288.923, Florida Statutes, is amended to read:

53 288.923 Division of Tourism Marketing; definitions;
54 responsibilities.—

55 (4) The division's responsibilities and duties include, but
56 are not limited to:

57 (c) Developing a 4-year marketing plan.

58 1. At a minimum, the marketing plan shall discuss the

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59 following:

60 a. Continuation of overall tourism growth in this state.

61 b. Expansion to new or under-represented tourist markets.

62 c. Maintenance of traditional and loyal tourist markets.

63 d. Coordination of efforts with county destination

64 marketing organizations, other local government marketing

65 groups, privately owned attractions and destinations, and other

66 private sector partners to create a seamless, four-season

67 advertising campaign for the state and its regions.

68 e. Development of innovative techniques or promotions to

69 build repeat visitation by targeted segments of the tourist

70 population.

71 f. Consideration of innovative sources of state funding for

72 tourism marketing.

73 g. Promotion of nature-based tourism and heritage tourism.

74 h. Promotion of medical tourism, as provided under s.

75 288.924.

76 ~~i.h.~~ Development of a component to address emergency

77 response to natural and manmade disasters from a marketing

78 standpoint.

79 2. The plan shall be annual in construction and ongoing in

80 nature. Any annual revisions of the plan shall carry forward the

81 concepts of the remaining 3-year portion of the plan and

82 consider a continuum portion to preserve the 4-year timeframe of

83 the plan. The plan also shall include recommendations for

84 specific performance standards and measurable outcomes for the

85 division and direct-support organization. The department, in

86 consultation with the board of directors of Enterprise Florida,

87 Inc., shall base the actual performance metrics on these

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88 recommendations.

89 3. The 4-year marketing plan shall be developed in
90 collaboration with the Florida Tourism Industry Marketing
91 Corporation. The plan shall be annually reviewed and approved by
92 the board of directors of Enterprise Florida, Inc.

93 Section 3. Section 288.924, Florida Statutes, is created to
94 read:

95 288.924 Medical tourism.-

96 (1) MEDICAL TOURISM MARKETING PLAN.-The Division of Tourism
97 Marketing shall include within the 4-year marketing plan
98 required under s. 288.923(4) (c) specific initiatives to advance
99 this state as a destination for quality health care services.

100 The plan must:

101 (a) Promote national and international awareness of the
102 qualifications, scope of services, and specialized expertise of
103 health care providers throughout this state;

104 (b) Promote national and international awareness of
105 medical-related conferences, training, or other business
106 opportunities to attract practitioners from the medical field to
107 destinations in this state; and

108 (c) Include an initiative that showcases selected,
109 qualified providers offering bundled packages of health care and
110 support services for defined care episodes. The selection of
111 providers to be showcased must be conducted through a
112 solicitation of proposals from Florida hospitals and other
113 licensed providers for plans that describe available services,
114 provider qualifications, and special arrangements for food,
115 lodging, transportation, or other support services and amenities
116 that may be provided to visiting patients and their families. A

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117 single health care provider may submit a proposal describing the
118 available health care services that will be offered through a
119 network of multiple providers and explaining any support
120 services or other amenities associated with the care episode.
121 The Florida Tourism Industry Marketing Corporation shall assess
122 the qualifications and credentials of providers submitting
123 proposals. To the extent funding is available, all qualified
124 providers shall be selected to be showcased in the initiative.
125 To be qualified, a health care provider must:

- 126 1. Have a full, active, and unencumbered Florida license
127 and ensure that all health care providers participating in the
128 proposal have full, active, and unencumbered Florida licenses;
129 2. Have a current accreditation that is not conditional or
130 provisional from a nationally recognized accrediting body;
131 3. Be recognized as a Cancer Center of Excellence under s.
132 381.925 or have a current national or international recognition
133 in another specialty area, if such recognition is given through
134 a specific qualifying process; and
135 4. Meet other criteria as determined by the Florida Tourism
136 Industry Marketing Corporation in collaboration with the Agency
137 for Health Care Administration and the Department of Health.

138 (2) ALLOCATION OF FUNDS FOR MARKETING PLAN.—Annually, at
139 least \$3.5 million of the funds appropriated in the General
140 Appropriations Act to the Florida Tourism Industry Marketing
141 Corporation shall be allocated for the development and
142 implementation of the medical tourism marketing plan.

143 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
144 Industry Marketing Corporation shall create a matching grant
145 program to provide funding to local or regional economic

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146 development organizations for targeted medical tourism marketing
147 initiatives. The initiatives must promote and advance Florida as
148 a destination for quality health care services. Selection of
149 recipients of a matching grant shall be based on the following
150 criteria:

151 (a) The providers involved in the local initiative must
152 meet the criteria specified in subsection (1).

153 (b) The local or regional economic development organization
154 must demonstrate an ability to involve a variety of businesses
155 in a collaborative effort to welcome and support patients and
156 their families who travel to this state to obtain medical
157 services.

158 (c) The cash or in-kind services available from the local
159 or regional economic development organization must be at least
160 equal to the amount of available state financial support.

161 (4) ALLOCATION OF FUNDS FOR MATCHING GRANTS.—Annually, at
162 least \$1.5 million of the funds appropriated in the General
163 Appropriations Act to the Florida Tourism Industry Marketing
164 Corporation shall be allocated for the matching grant program.

165 Section 4. This act shall take effect July 1, 2014.