

By Senator Bean

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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 and
13 to include an initiative to showcase qualified health
14 care providers; requiring a specified amount of funds
15 appropriated to the Florida Tourism Industry Marketing
16 Corporation to be allocated for the medical tourism
17 marketing plan; requiring the Florida Tourism Industry
18 Marketing Corporation to create a matching grant
19 program; specifying criteria for the grant program;
20 requiring that a specified amount of funds
21 appropriated to the Florida Tourism Industry Marketing
22 Corporation be allocated for the grant program;
23 providing an effective date.

24
25 Be It Enacted by the Legislature of the State of Florida:

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27 Section 1. Subsection (2) of section 288.901, Florida
28 Statutes, is amended to read:

29 288.901 Enterprise Florida, Inc.—

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

34 (a) Increase private investment in Florida;

35 (b) Advance international and domestic trade opportunities;

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

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

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

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

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

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

48 Section 2. Paragraph (c) of subsection (4) of section
49 288.923, Florida Statutes, is amended to read:

50 288.923 Division of Tourism Marketing; definitions;
51 responsibilities.—

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

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

55 1. At a minimum, the marketing plan shall discuss the
56 following:

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

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

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- 59 c. Maintenance of traditional and loyal tourist markets.
- 60 d. Coordination of efforts with county destination
61 marketing organizations, other local government marketing
62 groups, privately owned attractions and destinations, and other
63 private sector partners to create a seamless, four-season
64 advertising campaign for the state and its regions.
- 65 e. Development of innovative techniques or promotions to
66 build repeat visitation by targeted segments of the tourist
67 population.
- 68 f. Consideration of innovative sources of state funding for
69 tourism marketing.
- 70 g. Promotion of nature-based tourism and heritage tourism.
- 71 h. Promotion of medical tourism, as provided under s.
72 288.924.
- 73 ~~i.h.~~ Development of a component to address emergency
74 response to natural and manmade disasters from a marketing
75 standpoint.
- 76 2. The plan shall be annual in construction and ongoing in
77 nature. Any annual revisions of the plan shall carry forward the
78 concepts of the remaining 3-year portion of the plan and
79 consider a continuum portion to preserve the 4-year timeframe of
80 the plan. The plan also shall include recommendations for
81 specific performance standards and measurable outcomes for the
82 division and direct-support organization. The department, in
83 consultation with the board of directors of Enterprise Florida,
84 Inc., shall base the actual performance metrics on these
85 recommendations.
- 86 3. The 4-year marketing plan shall be developed in
87 collaboration with the Florida Tourism Industry Marketing

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88 Corporation. The plan shall be annually reviewed and approved by
89 the board of directors of Enterprise Florida, Inc.

90 Section 3. Section 288.924, Florida Statutes, is created to
91 read:

92 288.924 Medical tourism.—

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

98 (a) Promote national and international awareness of the
99 qualifications, scope of services, and specialized expertise of
100 health care providers throughout this state; and

101 (b) Include an initiative that showcases selected,
102 qualified providers offering bundled packages of health care and
103 support services for defined care episodes. The selection of
104 providers to be showcased must be conducted through a
105 solicitation of proposals from Florida hospitals and other
106 licensed providers for plans that describe available services,
107 provider qualifications, and special arrangements for food,
108 lodging, transportation, or other support services and amenities
109 that may be provided to visiting patients and their families. A
110 single health care provider may submit a proposal describing the
111 available health care services that will be offered through a
112 network of multiple providers and explaining any support
113 services or other amenities associated with the care episode.
114 The Florida Tourism Industry Marketing Corporation shall assess
115 the qualifications and credentials of providers submitting
116 proposals. To the extent funding is available, all qualified

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117 providers shall be selected to be showcased in the initiative.

118 To be qualified, a health care provider must:

119 1. Have a full, active, and unencumbered Florida license
120 and ensure that all health care providers participating in the
121 proposal have full, active, and unencumbered Florida licenses;

122 2. Have a current accreditation that is not conditional or
123 provisional from a nationally recognized accrediting body;

124 3. Be recognized as a Cancer Center of Excellence under s.
125 381.925 or have a current national or international recognition
126 in another specialty area, if such recognition is given through
127 a specific qualifying process; and

128 4. Meet other criteria as determined by the Florida Tourism
129 Industry Marketing Corporation in collaboration with the Agency
130 for Health Care Administration and the Department of Health.

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

136 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism
137 Industry Marketing Corporation shall create a matching grant
138 program to provide funding to local or regional economic
139 development organizations for targeted medical tourism marketing
140 initiatives. The initiatives must promote and advance Florida as
141 a destination for quality health care services.

142 (a) Selection of recipients of a matching grant shall be
143 based on the following criteria:

144 1. The providers involved in the local initiative must meet
145 the criteria specified in subsection (1).

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146 2. The local or regional economic development organization
147 must demonstrate an ability to involve a variety of businesses
148 in a collaborative effort to welcome and support patients and
149 their families who travel to this state to obtain medical
150 services.

151 3. The cash or in-kind services available from the local or
152 regional economic development organization must be at least
153 equal to the amount of available state financial support.

154 (b) Proposals must be submitted by November 1 of each year.
155 Funds must be equally divided among all selected applicants.

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

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