

By the Committees on Health Policy; and Commerce and Tourism;  
and Senator Bean

588-03227-14

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1                                   A bill to be entitled  
2       An act relating to medical tourism; amending s.  
3       288.0001, F.S.; requiring an analysis of medical  
4       tourism in the Economic Development Programs  
5       Evaluation; amending s. 288.901, F.S.; requiring  
6       Enterprise Florida, Inc., to collaborate with the  
7       Department of Economic Opportunity to market this  
8       state as a health care destination; amending s.  
9       288.923, F.S.; requiring the Division of Tourism  
10      Marketing to include in its 4-year plan a discussion  
11      of the promotion of medical tourism; creating s.  
12      288.924, F.S.; requiring the plan to promote national  
13      and international awareness of the qualifications,  
14      scope of services, and specialized expertise of health  
15      care providers in this state, to promote national and  
16      international awareness of certain business  
17      opportunities to attract practitioners to destinations  
18      in this state, and to include an initiative to  
19      showcase qualified health care providers; requiring a  
20      specified amount of funds appropriated to the Florida  
21      Tourism Industry Marketing Corporation to be allocated  
22      for the medical tourism marketing plan; requiring the  
23      Florida Tourism Industry Marketing Corporation to  
24      create a matching grant program; specifying criteria  
25      for the grant program; requiring that a specified  
26      amount of funds appropriated to the Florida Tourism  
27      Industry Marketing Corporation be allocated for the  
28      grant program; providing an effective date.  
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30 Be It Enacted by the Legislature of the State of Florida:

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32 Section 1. Paragraph (b) of subsection (2) of section  
33 288.0001, Florida Statutes, is amended to read:

34 288.0001 Economic Development Programs Evaluation.—The  
35 Office of Economic and Demographic Research and the Office of  
36 Program Policy Analysis and Government Accountability (OPPAGA)  
37 shall develop and present to the Governor, the President of the  
38 Senate, the Speaker of the House of Representatives, and the  
39 chairs of the legislative appropriations committees the Economic  
40 Development Programs Evaluation.

41 (2) The Office of Economic and Demographic Research and  
42 OPPAGA shall provide a detailed analysis of economic development  
43 programs as provided in the following schedule:

44 (b) By January 1, 2015, and every 3 years thereafter, an  
45 analysis of the following:

46 1. The entertainment industry financial incentive program  
47 established under s. 288.1254.

48 2. The entertainment industry sales tax exemption program  
49 established under s. 288.1258.

50 3. VISIT Florida and its programs established or funded  
51 under ss. 288.122, 288.1226, 288.12265, ~~and~~ 288.124, and  
52 288.924.

53 4. The Florida Sports Foundation and related programs  
54 established under ss. 288.1162, 288.11621, 288.1166, 288.1167,  
55 288.1168, 288.1169, and 288.1171.

56 Section 2. Subsection (2) of section 288.901, Florida  
57 Statutes, is amended to read:

58 288.901 Enterprise Florida, Inc.—

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

63 (a) Increase private investment in Florida;

64 (b) Advance international and domestic trade opportunities;

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

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

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

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

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

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

77 Section 3. Paragraph (c) of subsection (4) of section  
78 288.923, Florida Statutes, is amended to read:

79 288.923 Division of Tourism Marketing; definitions;  
80 responsibilities.—

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

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

84 1. At a minimum, the marketing plan shall discuss the  
85 following:

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

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

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88 c. Maintenance of traditional and loyal tourist markets.

89 d. Coordination of efforts with county destination  
90 marketing organizations, other local government marketing  
91 groups, privately owned attractions and destinations, and other  
92 private sector partners to create a seamless, four-season  
93 advertising campaign for the state and its regions.

94 e. Development of innovative techniques or promotions to  
95 build repeat visitation by targeted segments of the tourist  
96 population.

97 f. Consideration of innovative sources of state funding for  
98 tourism marketing.

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

100 h. Promotion of medical tourism, as provided under s.  
101 288.924.

102 i.h. Development of a component to address emergency  
103 response to natural and manmade disasters from a marketing  
104 standpoint.

105 2. The plan shall be annual in construction and ongoing in  
106 nature. Any annual revisions of the plan shall carry forward the  
107 concepts of the remaining 3-year portion of the plan and  
108 consider a continuum portion to preserve the 4-year timeframe of  
109 the plan. The plan also shall include recommendations for  
110 specific performance standards and measurable outcomes for the  
111 division and direct-support organization. The department, in  
112 consultation with the board of directors of Enterprise Florida,  
113 Inc., shall base the actual performance metrics on these  
114 recommendations.

115 3. The 4-year marketing plan shall be developed in  
116 collaboration with the Florida Tourism Industry Marketing

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

119 Section 4. Section 288.924, Florida Statutes, is created to  
120 read:

121 288.924 Medical tourism.—

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

126 The plan must:

127 (a) Promote national and international awareness of the  
128 qualifications, scope of services, and specialized expertise of  
129 health care providers throughout this state;

130 (b) Promote national and international awareness of  
131 medical-related conferences, training, or other business  
132 opportunities to attract practitioners from the medical field to  
133 destinations in this state; and

134 (c) Include an initiative that showcases selected,  
135 qualified providers offering bundled packages of health care and  
136 support services for defined care episodes. The selection of  
137 providers to be showcased must be conducted through a  
138 solicitation of proposals from Florida hospitals and other  
139 licensed providers for plans that describe available services,  
140 provider qualifications, and special arrangements for food,  
141 lodging, transportation, or other support services and amenities  
142 that may be provided to visiting patients and their families. A  
143 single health care provider may submit a proposal describing the  
144 available health care services that will be offered through a  
145 network of multiple providers and explaining any support

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146 services or other amenities associated with the care episode.  
147 The Florida Tourism Industry Marketing Corporation shall assess  
148 the qualifications and credentials of providers submitting  
149 proposals. To the extent funding is available, all qualified  
150 providers shall be selected to be showcased in the initiative.  
151 To be qualified, a health care provider must:

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

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

157 3. Be recognized as a Cancer Center of Excellence under s.  
158 381.925 or have a current national or international recognition  
159 in another specialty area, if such recognition is given through  
160 a specific qualifying process; and

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

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

169 (3) MEDICAL TOURISM MATCHING GRANTS.—The Florida Tourism  
170 Industry Marketing Corporation shall create a matching grant  
171 program to provide funding to local or regional economic  
172 development organizations for targeted medical tourism marketing  
173 initiatives. The initiatives must promote and advance Florida as  
174 a destination for quality health care services. Selection of

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175 recipients of a matching grant shall be based on the following  
176 criteria:

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

179 (b) The local or regional economic development organization  
180 must demonstrate an ability to involve a variety of businesses  
181 in a collaborative effort to welcome and support patients and  
182 their families who travel to this state to obtain medical  
183 services.

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

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

191 Section 5. This act shall take effect July 1, 2014.